



**For Immediate Release**  
July 23, 2009

**Media Contact**  
**Irene Costello**  
**Joan MacIsaac**  
**617-364-9300**

## **Effie's Introduces America to Corncakes - Again** *Sophisticated Taste Marries New and Old World Flavors*

(Hyde Park, MA) - Centuries after the Native Americans taught the Pilgrims how to make them, Effie's Homemade is re-introducing corncakes to America. Crisp, toasty, and lightly sweetened, Effie's Corncakes are a deliciously modern take on an American staple, made even more memorable by a hint of anise.

"Corncakes, johnnycakes, cornpone and more are all part of America's culinary history," says Joan MacIsaac, partner in Effie's Homemade. "Our updated version proves that corncakes can successfully reference tradition while also providing a very sophisticated and complex taste."

The all natural biscuit uses both masa flour and cornmeal for an unmistakable taste and texture. The touch of anise is a nod to the Mediterranean adventurers and spice traders who brought the flavors of the new and old worlds together. Effie's Corncakes can be used as a biscuit with coffee or tea, a cracker with cheese or as a cookie for a light and tasty snack.



Effie's Homemade Corncakes are the second in a line of products created from time-honored recipes using all natural, quality ingredients simply prepared. According to business partner, Irene Costello, "The success of Effie's Oatcakes, and our incredibly loyal customer base, showed us that there's a strong market for savory sweet snacks. Effie's Corncakes are truly unique and will tap into, and potentially grow, that market."

Effie's Homemade Corncakes come in 7.6 oz bags. Suggested retail price is \$5.99.

### About Effie's Homemade

Effie's Homemade was founded in 2007 by friends, Joan MacIsaac and Irene Costello, of the acclaimed Ruby Chard Cooking Classes. The inspiration for the company comes from Joan's mother, Effie MacLellan, and her farmhouse family recipe for Oatcakes. By rekindling old-fashioned and forgotten recipes, Effie's Homemade has created a line of rustic baked goods that are delicious, all-natural and wholesome. In a world of highly processed foods, Effie's Homemade turns quality ingredients, simply prepared into great tasting crackers, crisps and biscuits suitable for any occasion. Effie's Homemade products are made in the USA.

For more information, visit [www.effieshomemade.com](http://www.effieshomemade.com).

###