



For Immediate Release
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Effie's Homemade Named 2010 sofi™ Silver Finalist by NASFT
Effie's Corncakes and Oatcakes Honored in Two Categories

(Hyde Park, MA) - Both of Effie's Homemade products have been named Silver Finalists in the 2010 sofi™ Awards from the National Association for the Specialty Food Trade (NASFT), Inc. "Sofi" stands for specialty outstanding food innovation, so naturally the competition honors the best of the best in the food and beverage world.

Effie's Oatcakes earned the award in the outstanding cookie category while Effie's Corncakes received it for the outstanding cracker category. Food companies entered 1,570 products to the competition from which only 125 silver finalists across 31 categories were selected. The final judging will take place at the Summer Fancy Food Show in New York on June 28, where the gold winners will be named.



"We are absolutely thrilled to hear Effie's is representing two categories in the competition," said Irene Costello, co-founder of Effie's Homemade. "We are honored to be nominated, and now we are going for the gold."

The sofi™ Awards are open to members of the NASFT, a not-for-profit trade association established in 1952 with more than 2,900 members throughout the United States and abroad. For more information on the NASFT and its Fancy Food Shows, visit Specialtyfood.com.

"The field was very competitive, with entries up 12 percent from 2009. The finalists represent the breadth and quality of our members' distinctive products," said Ann Daw, president of the NASFT. "It is clear that our industry is moving forward with innovation, inspiration and creativity."

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 available in select specialty stores nationwide and online at EffiesHomemade.com. All product are are made in the USA.

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