



For Immediate Release
June 25, 2009

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Effie's Oatcakes Resist Classification and Attract Loyal Fans *Flavorful hybrid makes inroads in the market*

(Hyde Park, MA) - Some things defy classification, and Effie's Homemade Oatcakes are among them. Described alternatively as a biscuit, cookie or cracker, they have some of the characteristics of each – but not definitively so. Does it matter? Not to thousands of customers who have made them their biscuit, cookie, cracker of choice.

From a coffee shop in Venice, Florida to the Cow Girl Creamery in Southern California, Effie's Oatcakes are flying out the door by the case load. In Vermont, the Grafton Village Cheese Shop forgoes cases all together for pallet instead. Whole Foods carries them as well, and if they're not available nearby, they can always be ordered online.

What makes Effie's Homemade Oatcakes so appealing is their unique balance of sweet and savory flavors, rich texture, and over-the-top homemade taste. All natural and made of quality ingredients, they are wholesome, satisfying and versatile. They pair well with cheese and jams, a cup of coffee or tea, or even a glass of wine.

"I am addicted," a fan writes on Effie's website. Another devotee in Philadelphia, Carol Hausserman, is on a first name basis with business partners, Irene Costello and Joan MacIsaac. "Housie" used to phone them regularly for more Oatcakes when she was down to her last package, that is, until she personally convinced shops near her to carry Effie's. Now, her beloved Oatcakes are readily on-hand.

Since their introduction in 2008, Effie's Oatcakes are finding their way into stores across the country. They are now available in 375 stores in 24 states and do a brisk business online. True to their mission of creating delicious products from time-honored recipes using all natural ingredients simply prepared, the company is introducing Effie's Homemade Corncakes summer 2009.

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.

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