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Effie's Homemade Brings Home the Gold
Oatcakes Earn Highest Honor at The 2010 sofi™ Awards

(Hyde Park, MA) - An old family recipe like Effie's Oatcakes is as good as gold. On June 28 the specialty food trade recognized Effie's Homemade Oatcakes as the Outstanding Cookie of 2010 at the 38th annual sofi™ award ceremony held during the Summer Fancy Food Show in New York City.

"Sofi" which stands for specialty outstanding food innovation recognizes the best of the best in the specialty food industry. Each year, vendors across the country submit their entries for 33 award categories. This year, specialty food companies submitted a record 2,257 entries, and Effie's Oatcakes came out on top. In the cracker category, Effie's Corncakes earned a silver award.

"A sofi™ Award means instant visibility and recognition by discerning buyers of specialty food and beverages across the U.S. and around the world," said Ann Daw, president of NASFT. "This year's winners reflect the spirit of innovation and excellence that are the foundation of the specialty food industry."

Co-founders Irene Costello and Joan MacIsaac introduced their first product in February 2008 with inspiration from MacIsaac's mother, Effie MacLellan, and her now famous Oatcakes from Nova Scotia. Effie's tea biscuits hold a unique spot in the specialty food trade. Their versatility makes them enjoyable both as a cookie or a cracker. They are available in select gourmet food stores nationwide and online at EffiesHomemade.com.

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.

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