



**For Immediate Release**  
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**Effie's Homemade Introduces Single-Serve Oatcakes**  
*Convenient for Coffee and Tea Shops, Airports and Food Service*

(Hyde Park, MA) - Effie's Homemade announced today the availability of their popular Oatcakes in a new single-serve package. With a growing and loyal customer base, Effie's Oatcakes new two-piece serving is perfect for out-of-home consumption at coffee and tea shops, in airports and food service outlets.

Convenience stores and food service outlets are the latest venues to see an increasing demand for quality foods. Effie's Oatcakes use all natural ingredients for a crisp texture, hint of buttery sweetness and a slightly salty finish. Not quite a cookie and not quite a cracker, Effie's Oatcakes have attracted a devoted following since they were introduced in 2008.

Priced at \$1.75 for two pieces, Effie's Oatcakes are a welcome snack any time of the day.

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).

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