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Effie's Homemade Introduces Mediterranean Inspired Semolina Crackers

New Rustic American Flatbreads Come in Three Flavors

(Hyde Park, MA) – Award-winning Effie's Homemade is pleased to announce a new line of rustic crackers. The uniqueness of these crackers comes from semolina which lends an irresistible nuttiness and crispy texture. Semolina (hard durum wheat used most often in pasta), extra virgin olive oil and sea salt provide the base for three Mediterranean inspired flavor combinations: *Sunflower & Sesame Seed*, *Sea Salt & Lavender*, and *Roasted Garlic & Coriander Seed*.

"We made semolina crackers years ago in our catering shop, and they were a big favorite" says co-founder Joan MacIsaac. "The idea comes from an old recipe for a simple flatbread made in southern Italy. From there we developed three unique versions."



Cracker sales continue to grow steadily, although somewhat slowed after being hit hard by low-carb diet fads. Consumers are showing greater interest in premium crackers in particular. The National Association for Specialty Food Trade (NASFT) reports 2010 specialty crackers sales reached \$515 million, nearly 12% of all retail crackers. New products featuring better-for-you ingredients, unusual textures and surprising flavors have built consumer awareness and loyalty. Effie's semolina crackers are all-natural, crunchy with subtle, well-balanced flavors. Jennifer Fitts of Windfall Marketplace, a specialty food retailer in Falmouth, MA agrees. "They're hearty without being hard, crispy but not brittle, and very addictive."

Effie's Homemade Semolina Crackers are versatile. The flavors pair with a wide range of artisan cheeses while holding up to dips, relishes, savory spreads and cured meats. Effie's has also created several cracker accompaniment recipes for effortless, anytime entertaining. The crackers are sold in gourmet and specialty food stores and at shop.effieshomemade.com. They come in 6 oz. packages with a suggested retail price of \$5.99.



About Effie's Homemade

Effie's Homemade was founded in 2007 by friends, Joan MacIsaac and Irene Costello. 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 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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