



BOOTH # 4239

Effie's Homemade Ryecakes Named Finalist for sofi™ Award
Brand New Product Nominated for Best Cracker

HYDE PARK, MA (April 16, 2014) – Effie's Homemade has been named a Finalist for Best Cracker in the 2014 sofi™ Awards from the Specialty Food Association.

A sofi™ is the top honor in the \$88 billion specialty food industry. "sofi" stands for Specialty Outstanding Food Innovation and represents the best of the best from members of the Specialty Food Association.

Effie's *Walnut Ryecakes* are one of 109 finalists selected by a national panel of food professionals from more than 2,000 entries across 30 awards categories. Gold winners will be announced at a red-carpet ceremony June 30, 2014, at the Summer Fancy Food Show in New York City.



Reminiscent of traditional European country breads, Effie's Ryecakes have an earthy, walnut flavor balanced with barley malt and a touch of caraway. "I used to make walnut-rye bread years ago. It was my favorite go-to snack (coffee break treat) when toasted and smeared with butter" said Joan MacIsaac, co-founder and former executive chef. "We've taken those nostalgic flavors along with Vermont butter and rolled them into Effie's Walnut Ryecakes. Try them with a sharp cheddar cheese and your favorite beer for a perfect pairing."

"We're honored to be joining the other finalists at the award ceremony this June." said Irene Costello, Effie's co-founder. "The Ryecakes have received a tremendous amount of recognition and positive feedback since we launched them this January." The Effie's family of biscuits also includes the original Oatcakes, Corncakes, Nutcakes and new Cococakes, all sold at natural and specialty food retailers across the U.S. and online at www.ffiesshomemade.com.

"Specialty food makers bring craft, care and joy to the foods they create. To be honored with a sofi Award nomination means the product truly stands out above the rest," says Specialty Food Association President Ann Daw.

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.ffiesshomemade.com.

About the Specialty Food Association

Established in 1952, the Specialty Food Association is a not-for-profit trade association for food artisans, importers and entrepreneurs with more than 3,000 members in the U.S. and abroad. For more information on the association and its Fancy Food Shows, go to www.specialtyfood.com. Learn more about the 2013 sofi Awards at specialtyfood.com/sofi.

Effie's Media Contacts

Irene and Joan at Effie's Homemade, (617) 364-9300, effie@ffiesshomemade.com

Specialty Food Association Media Contacts

Ken Seiter, Chief Marketing Officer, 646-878-0104, kseiter@specialtyfood.com

Louise Kramer, Public Relations Director; 646-878-0130, lkramer@specialtyfood.com

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