



## **Effie's Homemade Oatcakes Named Finalist for sofi™ Award**

*Award-Winning Oatcakes Return to the Red Carpet at Summer Fancy Food Show*

HYDE PARK, MA (April 26, 2013) – Effie's Homemade has been named a Finalist for Outstanding Shelf-Stable Foodservice Product in the 2013 sofi™ Awards from the Specialty Food Association.

Effie's **Single Serve Oatcakes**, a wholesome, gourmet grab-and-go snack, is one of 110 Finalists selected by a national panel of specialty food professionals from 1,885 entries across 30 Awards categories. Gold Winners will be announced by noted chef Marcus Samuelsson at a red-carpet ceremony July 1, 2013, at the **Summer Fancy Food Show** in New York City.



For people on the go looking for a special treat there is nothing like an Effie's Oatcake, a crisp, buttery blend of savory tea biscuit and lightly sweetened cookie. For discerning air travelers Effie's is "taking off" and can now be found at Cibo Express at eight airports around the country.

"We are excited to be returning to the sofi red carpet with more recognition for our award-winning Oatcakes," said Joan MacLissac and Irene Costello, Effie's co-founders and previous sofi Gold award winners.

"We hear from our customers all the time that Effie's is one of their favorite 'go to' snacks whether it be when traveling, on a road trip or having as a stash at their desk at work." The Effie's family of biscuits also includes Corncakes, Nutcakes and a line of rustic semolina crackers, all sold at natural and specialty food retailers across the U.S. and online at [www.effieshomemade.com](http://www.effieshomemade.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 MacLsaac 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](http://www.effieshomemade.com).

#### About the sofi Awards

A sofi Award is the top honor in the \$86 billion specialty food industry. "sofi" stands for Specialty Outstanding Food Innovation.

The sofi Awards are open to members of the Specialty Food Association, a not-for-profit trade association established in 1952 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](http://www.specialtyfood.com). Learn more about the 2013 sofi Awards at [specialtyfood.com/sofi](http://specialtyfood.com/sofi).

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