

laura's gourmet granola

which flavor are you?

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Texas Cereal Bar Gets a Taste of Chef-Made Granola

*Laura's Gourmet Granola
to be sold in Dallas restaurant*

PHOENIX (Feb. 17, 2010) – Laura's Gourmet Granola, a chef-created, artisan-crafted granola company, is set to expand its presence in the Texas market. Produced by Chef Laura Slama, the artisanal granola will now be sold in The Cereal Bar, a Dallas-based restaurant specializing in cereal.

Laura's Gourmet Granola will be the first all-natural, chef-made cereal among a lineup of popular store brand favorites available at The Cereal Bar. The restaurant will carry all four flavors, which currently includes Vanilla Almond Crunch, Pumpkin Pecan Crunch, Honey Roasted Peanut Crunch and AppleLicious Crunch.

"While the traditional and well-known cereal brands will always be popular, my hope is that Laura's Gourmet Granola broadens The Cereal Bar customer's palate and changes any misconceptions about granola," Chef Laura said.

"The Cereal Bar has given north Dallas a healthy alternative to fast-food breakfast choices," said Lloyd Carmack, owner of Cereal Bar. "Laura's Gourmet Granola is a perfect addition to our menu, and we are excited about having a great tasting granola to offer our friends and neighbors."

Since Chef Laura began selling the granola in 2004, distribution has expanded to specialty retail stores throughout the Southwestern United States and shipment has increased to various markets across the nation. Distribution continues to grow each year and Chef Laura's kitchen is in constant production, so much so she enlisted more help to manage the exponential growth and continue brand expansion throughout the country.

About Laura's Gourmet Granola

Laura's Gourmet Granola, an artisan granola company out of the West, was launched in 2004 by celebrity Chef Laura Slama. The company originally began selling Vanilla Almond Crunch to local retail stores, but soon added three additional flavors to accommodate demands. Today the granola is distributed to specialty retail stores throughout the Southwestern U.S and shipped nationwide. Chef Laura is a high-honors graduate of Le Cordon Bleu Scottsdale Campus, is the owner and Executive Chef of Celebrated Cuisine, providing cuisine and hospitality to corporate and private events, and currently serves as the Le Cordon Blue Scottsdale Chapter Alumni President and an Alumni Executive Leadership Board President. For more information, visit www.laurasgourmet.com.

For more information about The Cereal Bar, visit www.thecerealbar.net.

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