

laura's gourmet granola

which flavor are you?

FOR IMMEDIATE RELEASE

Contact: Beth Cochran, Wired PR
602.758.0750

West Coast Granola Company to Hit NYC at the Fancy Food Show

PHOENIX (June 4, 2010) – Laura's Gourmet Granola, a chef-created, artisan granola company out of the West, will make its debut at the **56th Annual Summer Fancy Food Show, June 27-29** at the Jacob K. Javits Center in New York City.

The Fancy Food Show marks a milestone for Laura's Gourmet Granola, as it is the first time the four widely popular hand-crafted varieties will be on exhibit at a show of this magnitude. Created by Chef Laura Slama in 2004, the company – with a flavor line-up of Vanilla Almond Crunch, Pumpkin Pecan Crunch, Honey Roasted Peanut Crunch and AppleLicious Crunch – was quick to gain West Coast recognition and is now prepared to take the brand nationally.

"We've successfully garnered distribution in specialty retailers throughout the Southwest and are now positioned to permeate the East Coast market," Chef Laura said. "We currently ship nationwide through online sales, but the Fancy Food Show is an opportunity to present the product to a new crop of buyers and distributors, and let them experience the mouthwatering difference firsthand."

Since Chef Laura began selling the granola in 2004, distribution has expanded to specialty retail stores throughout the Southwestern U.S. 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. **Laura's Gourmet Granola is exhibiting at booth #571.**

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.

###