



For Immediate Release

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Award-Winning Stark Sisters Granola Is Back. Company Wins National Praise.

Concord, Mass. (October 2005) — Stark Sisters Granola, the gourmet granola company which received rave reviews in an earlier life from *Bon Appetit*, *The New York Times* and many more, is back in distribution and can be found in natural food stores across the nation!

Independents and national, natural food chains like icon Whole Foods Market, Inc. are embracing this select, premium granola, with its fiercely loyal following. Stark Sisters Granola is currently sold in 30 of our 50 states! (Distribution in the rest of the country will follow in 2006!)

What Makes a Granola Stand Out?

Stark Sisters Granola is irresistible. Sweetened with Vermont maple syrup, toasted until crunchy, made with organic grains and lots of nuts and seeds like almonds, pecans, walnuts and pumpkin seeds. Premium taste married with health benefits!

Founder Debra Stark created the recipe thirteen years ago for her own family and store - seeking a top-of-the-line offering that sidestepped low-cost 'fillers' and was rich without being too sweet. A natural food expert, she also wanted it to be healthy, so it's packed with 'good' organic grains, nutritious nuts and seeds—core elements of a balanced diet. More importantly, it's addictively, stark ravin' delicious.

Another Little Company Fights the Food Giants?

There are the Kellogg's of the world. There are the newcomers funded with deep pockets. Stark Sisters Granola started in the kitchen of Debra's Natural Gourmet, where Debra's customers so loved the granola she made that they insisted she keep stirring and finally take it to market! Stark Sisters Granola continues to have a fiercely loyal following spreading across the country, growing thanks to word of mouth. People call Debra at home when one of the three flavors, Maple Almond, Maple Raspberry Blueberry or Nutty Maple is out of stock at their market!

Each batch is small and baked to order. As a result, Stark Sisters Granola always tastes fresh-out-of-the-oven. Small, local providers are known as cherished culinary resources, but still: Can this tiny New England company make it against the big granola guys who use cheaper ingredients? Will customers who scoop granola from bulk bins try a new brand? Will the melba-toast-and-grapefruit-crowd find a new meal for breakfast?

Not Just for Breakfast

For those who want to feel good about food that tastes good: Studies show that people who make nuts and seeds a part of a balanced diet have fewer problems with obesity than those who chose the fat-free route.

Have a few handfuls now. And try it tomorrow for breakfast. Stir into yogurt. Put a dollop on a bowl of oatmeal. Bake it into waffles. But Stark Sisters Granola is not just for breakfast. Eat as an afternoon snack. On top of vanilla ice cream! Check out Debra's cobbler recipe attached. Find more recipes on our website.

NOTE: Downloadable photos of the granola are available. Visit our website, www.starksisters.com, or send us an email.