

Aunt Gussie's Delivers 50% More Cookie Product for the Same Price

PRLog (Press Release) – Oct 14, 2008 – Aunt Gussie's Cookies and Crackers is increasing the package size weight of its line of Classic Cookies and Biscotti with sugar, delivering 50% more product for the same price. The new 12 ounce value pack provides greater value for consumers by offering a better quality product priced competitively in the marketplace. Aunt Gussie's is also expanding the Classic Cookies and Biscotti with sugar line by introducing five new flavors available in the new packaging, launching fall '08.

“Our new 12 ounce package allows us to be more competitive price-wise giving the consumers more value and a better quality product.” says David Caine, President, Aunt Gussie's Cookies and Crackers. “While we are best known for our sugar-free products, we are introducing the new flavors in our line of cookies made with sugar to address the growing demand for baked goods made with all natural ingredients. Our Classic Cookie and Biscotti line with sugar has always been trans fat free, and baked with highest quality all natural ingredients and now customers have five delicious new reasons to buy Aunt Gussies cookies.”

The 12 ounce value packs and new flavors will hit store shelves in mid to late October 2008. Customers will get 50% more product for the same suggested retail price of \$4.95 per box. The new cookie and biscotti flavors include: Coconut Crisps, a traditional cookie full of shredded coconut; Italian Biscotti with Olive Oil, a new twist on an old-world recipe; Snickerdoodles, everyone's old-fashioned favorite; Mexican Wedding Cakes, a celebratory cookie for every day and Whole Wheat/Whole Grain Granola Biscotti, a healthy snack baked with whole grain goodness. These delicious and creative new flavors are sure to become instant hits along with Aunt Gussie's traditional favorites. [not all new varieties are dairy-free]

Celebrating its 28th year baking delicious, all-natural cookies and crackers, Aunt Gussie's continues to be at the forefront in innovation developing wholesome recipes utilizing inventive and healthy ingredients. All of Aunt Gussie's baked goods are certified Kosher, Parve (casein-free) or Dairy. Aunt Gussie's continues to meet the needs of consumers with dietary restrictions including diabetes and weight-conscious individuals by offering a full line of sugar-free products including cookies, biscotti and cracker flats.

For those looking for baked goods made with an alternative to common wheat, Aunt Gussie's line of Spelt Cookies are baked with organic spelt flour and organic evaporated cane juice. As Spelt has a different gluten profile than common wheat, it is easier to digest, allowing consumers to snack comfortably, knowing that the products contain ingredients with healthful benefits. The spelt cookie line is also available sugar-free.

Earlier this year, Aunt Gussie's launched a full line of Gluten-free Cookies which are produced in a stand alone facility dedicated strictly to Gluten-free products. Making baked treats available to those living with Celiac disease, diabetes, gluten-free allergies and other dietary restrictions was paramount in introducing this brand new line of alternative baked goods. Without sacrificing taste or quality, the gluten-free line has become extremely popular in health food stores and specialty stores offering gluten-free products.

For more information about our products, visit the company website at www.AuntGussies.com or call David Caine at 800-4A-COOKIE (800-422-6654).