



GABY'S GOURMET GRANOLA



MEDIA INFORMATION

Organic - Vegan - Wheat-Free



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Gaby's Gourmet Granola

The Gift of Gab, LLC
www.gabysgourmetgranola.com

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NEWS

FOR IMMEDIATE RELEASE

Organic, Vegan Granola with a Taste Twist

*Gaby's Gourmet Granola Offers Healthy Treats Created by
Gaby Sherrow, Certified Natural Foods Chef*

(New York, NY: October 13, 2008) Delicious, exotic, and indulgent are not words commonly used to describe granola, but according to Gaby's Gourmet Granola founder, Gaby Sherrow, that perception has been dismissed by her line of tasty treats. The Gift of Gab, LLC, was launched by Sherrow in 2005 to house her line of granola products. The mission was to create snacks that could be enjoyed by all, not excluding those with certain dietary restrictions. The result is a product line that is **vegan, kosher, wheat-free**, and full of as many **organic** and non-GMO ingredients as possible.

Gaby's currently offers **four granola varieties**, all with no preservatives, cholesterol, or trans fats. **Chai Spice Granola** was the first flavor, introduced in 2005, and was quickly followed by **Pine Nut Anise**. In the Fall of 2007, **Pineapple Coconut Ginger** and **Banana Chocolate Cherry** were released, completing the current menu offering from Gaby's. The health benefits of these concoctions are plentiful according to Sherrow. Antioxidants are found in many ingredients including grape seed oil, ginger, almonds, pine nuts, cranberries and more. High levels of phytonutrients are found in cranberries, while fiber is prevalent in raisins, oats, barley, and nuts. Omega 3 and 6 are in abundance in grape seed oil and nuts found in Gaby's. The line is certified organic by Quality Assurance International.

MORE - MORE - MORE

Personally overseeing production and recipe development, Sherrow is a hands-on owner, often attending in store samplings and demonstrations around New York and traveling to food expos around the country. "I enjoy interacting with customers," she says. "If people have critiques and suggestions for my products, I listen. These opinions are so valuable to me because I ultimately just want to please my consumers and produce healthy, delicious granola that people love."

The treats come in 10 oz. bags and sell for about \$7.00 a piece, depending on your location. Gaby's Gourmet Granola is highly distributed on the east coast, covering 15 states in all. It is also available at www.gabysgourmetgranola.com through online store provider My Brands (www.mybrands.com). The line has received particular attention in the New York Metropolitan area, being carried extensively by gourmet chain grocers Fairway Markets and The Health Nuts.

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About Gaby Sherrow

Gaby Sherrow is a New York, Upper West Side native, and graduate of The Natural Gourmet Institute For Health and Culinary Arts Chef's Training Program in Manhattan. A Certified Natural Foods Chef and experienced cooking, catering and baking professional, Gaby attended the French Culinary Institute in SOHO where she received a degree in French pastry technique. Gaby has prepared elaborate vegan/vegetarian fare at some of the country's finest and most popular vegetarian establishments such as: Greens and Millennium in San Francisco, Angelica Kitchen and Candle Café in New York.

Gaby got her start in 1999 at the Upper East Side Candle Café. She then moved to northern California where she was Head Garde-Manger at Mendocino's The Ravens Vegetarian Restaurant, which boasts its own certified organic gardens. In San Francisco, Gaby was one of the cooks at the celebrated restaurant Greens. She also served as Assistant Pastry Chef under Executive Chef Eric Tucker, winner of 2005's Best Vegan Chef at San Francisco's wildly popular Millennium restaurant.

In 2002, Gaby returned to New York to serve as pastry chef at the historic East Village landmark, Angelica Kitchen. In 2003 she served as kitchen manager and production supervisor of the bakery department at Whole Foods Market in Chelsea.

In 2005, Gaby launched her company, The Gift of Gab, LLC which houses the Gaby's Gourmet Granola line.



ABOUT OUR PRODUCTS

Gaby's Gourmet Granola



Our company focus is to deliver high quality premium specialty food snacks that are **Organic, vegan (dairy-free), wheat-free, kosher** and delicious.



No refined sugar is added to these food products and in fact, **organic agave** is a primary sweetener which has a low glycemic index and is approved by the American Diabetes Association.

Additionally, the only oil added is **grape seed oil**, widely known for being high in gammalinoleic acid (omega 6's), one of the three essential fatty acids (EFA's).

Our company has developed - and on the market - four unique flavors of a healthful granola snack food that only adds natural sweeteners such as the organic agave syrup mentioned above and **organic brown rice syrup**.

The granola is a healthful **high fiber**, high quality snack with premium ingredients that addresses many food allergies and health concerns, while offering delectable exotic and unique flavors that appeal to a gamut of tastes from the most sophisticated to the most simple.

Based on nationally representative market research with major manufacturers and retailers, there are no other products of its kind that adhere to such **high standards** of quality and health-supportive ingredients or that offer such unique flavors.

Gaby Sherrow, The Gift of Gab, LLC

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PRODUCT LINE

Four Great Granola Choices



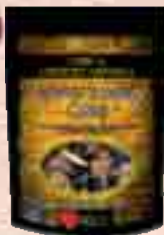
Chai Spice

The Chai Spice flavor is the landmark product of the company and is arguably one of the most unique flavors found in a granola product. It contains the creator's proprietary Chai Spice blend (which by its own rite offers a host of health benefits), pistachios, almonds, crystallized ginger, shredded coconut and dried cranberries.



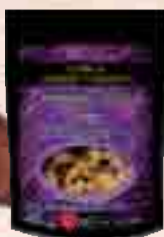
Pine Nut Anise

The second flavor is Pine Nut Anise. Pine Nuts, Hazelnuts, Almonds, Sesame Seeds, Anise Seeds, Orange Emulsion and Golden Raisins separate this flavor and brand from any other. Containing absolutely no cane juice whatsoever, this is the choice of many of Gaby's customers with diabetes.



Banana Chocolate Cherry

The Banana Chocolate Cherry contains organic hemp seeds, a revolutionary ingredient which contains all 10 essential amino acids, making this one of very few vegan food snacks to have so much protein (3g/serving) and the hemp seed also boasts the perfect balanced ratio of all three essential fatty acids (EFA's: 3:6:9). This flavor also contains organic flax meal.



Pineapple Coconut Ginger

The Pineapple Coconut Ginger has Macadamia Nuts and organic flax meal and uses only organic agave as the added sweetener.

See nutritional information on page 11.



WHY GABY'S GRANOLA?

Why Everyone's Gabbng About Us

Why Gaby's?

Gaby's Gourmet Granola is a wholesome power punch of **antioxidants, phytonutrients, fiber, vitamins, and minerals.**

In matters of taste and nutrition Gaby's Granola is a slam-dunk of powerful heart-healthy ingredients that aim to nourish and complement a healthy diet.

Packed with ingredients which may ward off certain diseases and promote a healthy immune system, Gaby's Granola can help.

Many clients remark how difficult it is to find a **premium food snack** that has such **high-quality organic ingredients** that is also **vegan** and **wheat-free**.

Additionally, the food tastes great and promotes a host of **health benefits**. Those with concerns that healthy food is boring, bland, dry, or rife with refined white sugar have **an alternative without sacrificing great flavor**, taste or a level of quality to which some have become accustomed.

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Upcoming In-Store Demos

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MORE GOOD STUFF

Snacking Tips & Where to Get It

Suggested Uses

Enjoy it as a snack or with **milk** or **berries** or sprinkle it in **oatmeal**, **yogurt**, **ice cream**, and **salads** to add texture and flavor.

Customers have also created **cookies**, **cakes**, **breads**, **muffins**, **waffles**, **pancakes**, **grain pilafs**, **rice puddings** **stuffings**, and more from this versatile and delicious snack as well.

Some even grind it in the food processor and **dredge** their **tofu**, **salmon**, **chicken breasts** in it!

Distribution

Gaby's Gourmet Granola can be purchased at stores in and around the **NYC metro area**, along the **eastern seaboard**, several **other states**, and **online**. For a **complete list of locations**, visit (www.gabysgourmetgranola.com/gabys-granola-stores-demos.cfm).

Relationships have been established with successful specialty and health food stores in the New York City area such as **FAIRWAY** markets and **THE HEALTH NUTS** stores.

And on the heels of the test distribution market in the New York City stores, we now have **full UNFI distribution** across their entire Eastern territories.

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EXECUTIVE BIO

Gaby Sherrow, Owner

Gaby Sherrow is an Upper West Side native and graduate of [THE NATURAL GOURMET COOKERY SCHOOL](#) Chef's Training Program in Manhattan. A Certified Natural Foods Chef and experienced cooking, catering and baking professional, Gaby attended the FRENCH CULINARY INSTITUTE in SOHO where she received a degree in French pastry technique. Gaby has prepared elaborate vegan/vegetarian fare at some of the country's finest and most popular vegetarian establishments such as: [GREENS](#) and [MILLENNIUM](#) in San Francisco, [ANGELICA KITCHEN](#) and [CANDLE CAFÉ](#) in New York.

Gaby got her start in 1999 at the Upper East Side Candle Café. She then moved to northern California where she was Head Garde-Manger at Mendocino's [THE RAVENS](#) Vegetarian Restaurant, which boasts its own certified organic gardens. In San Francisco Gaby was one of the cooks at the celebrated restaurant *GREENS*. She also served as Assistant Pastry Chef under Executive Chef Eric Tucker, winner of 2005's Best Vegan Chef at San Francisco's wildly popular *MILLENNIUM* restaurant.

In 2002 Gaby was back in New York serving as pastry chef at historic East Village landmark Angelica Kitchen. In 2003 she served as kitchen manager and production supervisor of the bakery department at [WHOLE FOODS MARKET](#) in Chelsea.

Her company, **The Gift of Gab, LLC**, launched its first product, Chai Spiced Granola in 2005. She has since added the Pine Nut Anise flavor and continues to create new flavors and products that are all vegan and wheat-free.

Sweet and nutty, exotic and unexpected, crunchy and chewy, **Gaby's Granolas** are boldly spiced and bursting with personality. Her unique and unexpected use of wholesome and flavorful ingredients is prevalent throughout her creations.

Gaby's rich and indulgent foods are healthy, delicious and respectful of those with food allergies and restricted diets. Free of all animal products and wheat, using as many organic and non-GMO ingredients as possible, Gaby's food is so scrumptious, it never tastes like anything is missing!

Gaby is dedicated to sharing her health-supportive cuisine with you. All feedback is read, considered and greatly appreciated. Gaby enjoys direct contact with her customers and regularly represents her products at various stores for samplings and demonstrations.

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Healthy - Delicious - Natural - Organic

A great tasting anytime snack!



GABY'S GOURMET GRANOLA

vegan - fiber - dairy free - wheat free - kosher

www.GabysGourmetGranola.com



CERTIFIED ORGANIC



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