



Contact: Rachel Kay  
Rachel Kay Public Relations  
619. 867.7353  
[Rachel@rkpr.net](mailto:Rachel@rkpr.net)

For Immediate Release

**Mary's Gone Crackers Wins Coveted NASFT Sofi™ Gold Award for Outstanding Cracker  
*Gourmet Cracker Company Chomps Competition at 2008 Fancy Food Show***

Gridley, Calif. (July 10, 2008) - Mary's Gone Crackers, makers of gourmet gluten-free foods, today announced that the company's Original cracker won the National Association for the Specialty Food Trade's (NASFT) Sofi™, or Specialty Outstanding Food Innovation, Gold Award for Outstanding Cracker of 2008. This year's NASFT Sofi Gold Award winners were selected at the 2008 Summer Fancy Food Show in New York by a national panel of specialty food industry experts from food and beverage product entries from 32 specialty food categories.

"Mary's Gone Crackers is very excited to be recognized by this prestigious award," said Mary Waldner, co-founder and executive vice president of brand development for Mary's Gone Crackers. "Winning an NASFT Sofi Gold Statue is an industry honor, especially considering the quality of this year's finalists. We've always felt that Mary's Gone Crackers are unique and wonderful and it is gratifying to know that industry experts agree!"

Mary's Gone Crackers are delicious, super crispy gourmet crackers packed with organic ingredients like brown rice, quinoa, flaxseeds and sesame seeds and are available in 6.5 ounce boxes and 1.25 ounce snack packs. Offered in five delectable flavors, including Original, Black Pepper, Caraway, Herb and Onion, Mary's Gone Crackers are gluten-free and contain no added oils, trans-fats, sugar or dairy and boast a good source of Omega-3s, fiber and protein. The Original cracker had previously been recognized as finalists in the competition.

(more)

Mary's Gone Crackers' Original crackers were one of 32 products selected for a soft Gold Award from the thousands of specialty food and beverage products submitted to the annual competition. The judging was conducted by a national panel of specialty food experts who selected 150 Silver Finalists. The Silver Finalists were then evaluated by more than 250 retailers and restaurant buyers to determine the soft Gold Award winners.

Mary's Gone Crackers can be found nationally in grocery food stores and natural food stores, including Whole Foods and Wild Oats, as well as in online vendors. For more information about Mary's Gone Crackers, please visit [www.MarysGoneCrackers.com](http://www.MarysGoneCrackers.com). For distribution or sales information please call (888) 258-1250 or send an email to [info@marysgonecrackers.com](mailto:info@marysgonecrackers.com).

### **About Mary's Gone Crackers**

Founded in 1999, by Mary Waldner and Dale Rodrigues, Mary's Gone Crackers manufactures a line of delicious gluten-free, organic gourmet snacks offering savory taste sensations and a satisfying crunch. The crackers come in five delectable flavors, while the new "Sticks & Twigs" are available in 3 flavors. Loaded with whole grains and nutritious ingredients, Mary's Gone Crackers products are organic, kosher and gluten-free and contain no added oils, trans-fats, sugar or dairy. Mary's Gone Crackers are available in natural and grocery stores nationwide. For more information, please visit [www.marysgonecrackers.com](http://www.marysgonecrackers.com).

### **About the National Association for the Specialty Food Trade**

The NASFT is a not-for-profit trade association established in 1952 to foster trade, commerce and interest in the specialty food industry. Today there are more than 2,800 members in the U.S. and abroad. For further information on the NASFT and its Fancy Food Shows, go to [www.specialtyfood.com](http://www.specialtyfood.com).

###