

## **FOR IMMEDIATE RELEASE**

### **Homefree Announces Brand Refresh & “Refreshing” New Cookies**

**WINDHAM, NH – (November 5, 2015)** Homefree®, “treats you can trust,” now has a new look for its line of gluten free allergy friendly multiple-award-winning cookies. The blue package is now white with a bright colored bar for each flavor, and with a multitude of inclusive and healthful attributes on the package face. Along with this package refresh, Homefree is launching “refreshing” Chocolate Mint Mini Cookies and Lemon Burst Mini Cookies in single serve bags for grab & go and for food service. Both flavors are now also available in 5 oz. retail boxes.

“We have added many attributes and certifications to our products since our start as an allergy friendly baking company, and the package refresh clearly shows the extent of what we now offer to the marketplace” explains Jill Robbins, President and Founder of Homefree, and mother of a child with multiple food allergies. “Our products are clean, delicious, and healthy, while also being inclusive of people with pretty much every special dietary need. Our dynamic new packaging reflects all of that.”

All Homefree products are gluten free, vegan, kosher pareve, low sodium, all natural or organic (70%), Non-GMO Verified, and certified a good source of whole grain, and some flavors are low glycemic. They are made in Homefree’s own dedicated facility free of peanuts, tree nuts, eggs, dairy, wheat and gluten, using carefully sourced and allergen tested ingredients. The only soy is lecithin in some products, commonly considered fine for most people with soy allergies. There is also no rice or sesame. Homefree is certified by Safe Quality Food (SQF) for outstanding food quality and safety.

Homefree cookies have won multiple awards including a prestigious Food & Beverage Product Innovations Award from the National Restaurant Association Restaurant, Hotel-Motel Show, and “Favorite Allergy Friendly Sweets” from the About.com National Readers’ Poll. Homefree cookies are so delicious that Homefree Gluten Free Double Chocolate Chip Mini Cookies were recommended by the Good Housekeeping Research Institute as the “Best Gluten Free Cookies” nationally.

Homefree cookies are available for retail in 5 oz. boxes (\$4.99 SRP) and single serve grab & go boxes (SRP \$1.39), and for food service in single serve bulk boxes and loose bulk. Current flavors are Chocolate Chip (large and mini), Double Chocolate Chip Mini, and Vanilla Mini, and now also Lemon Burst Mini and Chocolate Mint Mini. The cookies are offered in retail and foodservice establishments nationally, and in retail in Canada and the UK. Visit [www.homefreetreats.com](http://www.homefreetreats.com).

#### **For More Information and For High Resolution Product Photos Contact:**

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