

FOR IMMEDIATE RELEASE

ACE Bakery launches Artisan Granola – a wholesome and delicious breakfast or snack

Toronto, August 20, 2008 – It's back-to-school time, so get the kids and the rest of the family off to the right start with **ACE Bakery's Artisan Granola** – a healthy suggestion for breakfast or as an energy-boosting snack in the kids' lunchbox. ACE Bakery has chosen this time of year to launch its latest premium product, Artisan Granola, across stores in Ontario. Children and teenagers enjoy thousands of breakfasts and snacks between kindergarten and Grade 12 and healthy eating fuels brain development and learning at all ages.

Because 'good for you' is better when it 'tastes good', start the school year with Artisan Granola. Parents and nutritionists will approve of the wholesome, all-natural ingredients such as thick rolled oats, whole almonds, dried cranberries, almonds, raisins, sunflower seeds, pumpkin seeds, flax, maple syrup and honey – and kids, teenagers and adults will love its naturally-sweetened, crunchy flavour.

For everyone, Artisan Granola will kick-start the day as a breakfast cereal or keep the body fueled as an energy-boosting snack. Whether on its own, with milk, or as a complement to other breakfast items like yogurt, the granola will be a hit. The product shines as a tasty snack choice for those with active lifestyles whenever a healthy option to satisfy hunger is required. Enjoy a handful anywhere – at school, at home, the office, at the gym, or on a hike.

ACE Bakery Artisan Granola comes in boxed packages of 375 grams, priced at \$6.99 each. Ontarians can stock their pantries with ACE Artisan Granola from all Loblaws, Real Canadian Superstores, Zehrs, Fortinos, Your Independent Grocer, Valu-Mart and fine food retailers across Ontario.

About ACE Bakery

One of North America's leading artisan bakeries, ACE Bakery's Baguettes and artisan breads are available at hundreds of restaurants, hotels, caterers, grocery, and gourmet food shops across Canada, the Midwest and East coast of the U.S.A., and as far away as the Bahamas. ACE Bakery opened in 1993 as an artisan bakery creating hand-made, European-style rustic breads. The gentle shaping of each loaf, long fermentation periods, and a stone deck oven all work to create exceptionally flavourful products with a light, airy texture and crisp golden crust.

Community involvement is an essential part of ACE's philosophy. The company donates a percentage of pre-tax profits to charitable organizations in the principal centres where ACE bakery products are sold. ACE's focus is on food and nutrition programs that assist low-income members of the community, financing culinary scholarships, and supporting organic farming initiatives.

ACE Bakery is recognized as one of 26 top Canadian brands of all time in *Ikonica: A Field Guide to Canada's Brandscape* (2008).

Media: For more information or to request samples or photos of ACE Artisan Granola, please contact:

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