



2009 sofi™ Silver Finalists

WOW Baking Company named 2009 sofi™ Silver Finalist By the National Association for the Specialty Food Trade

Seattle, WA (April 29, 2009) – WOW's Gourmet, Wheat & Gluten Free Chocolate Chip Cookies have been selected as a Silver Finalist in the 2009 sofi™ Awards from the National Association for the Specialty Food Trade, Inc. The sofi Awards recognize excellence in specialty foods and beverages in 33 categories and are a coveted industry honor. "sofi" stands for Specialty Outstanding Food Innovation.

The Chocolate Chip Cookies were one of 111 Silver Finalists selected from 1,433 contenders by a national panel of specialty food experts, and **one of four finalist in the Diet and Lifestyle Category** now competing for the Gold. Gold Winners will be announced June 29 at the Summer Fancy Food Show in New York.

This the first time we have entered product in the competition. We decided to enter because of the wide recognition of the sofi award winners. We are very excited to hear that our all natural, wheat & gluten free chocolate chip cookies were selected as a finalist by the judges.

The sofi Awards are open to members of the NASFT, a not-for-profit trade association established in 1952 with more than 3,000 members throughout the U.S. and abroad. For more information on the NASFT, go to www.specialtyfood.com

"This year's finalists are an outstanding group. They show that our members continue to produce and market distinctive foods and beverages, even amid this challenging economy," said Ann Daw, president of the NASFT.

WOW's Contact:

425-251-00541 info@wowbaking.com

NASFT Contacts:

Ron Tanner, VP Communications & Education; 646-878-0115, rtanner@nasft.org
Louise Kramer, Communications Director; 646-878-0130, lkramer@nasft.org