



Truly Organic Baking celebrates their 2010 sofi™ Gold Award for Outstanding USDA Organic Product and the launch of their New Gluten Free Product Line at the 2011 Winter Fancy Food Show

San Jose, Ca (Jan. 2011) – [Truly Organic Baking](#)'s **Bakers Basics™ Organic Banana Bread Mix** was named Outstanding USDA Organic Product of 2010 in the 38th Annual sofi™ Awards from the National Association for the Specialty Food Trade, Inc. The sofi™ Awards recognize the best in specialty food and beverages and are a coveted industry honor. The award validates four years of hard work to develop products that provides every kitchen the opportunity to bake organically. "This is an extraordinary honor and I am thrilled to be amongst the elite of the industry, says Shiozawa."

Truly Organic Baking is proud to announce their **New Gluten Free Product Line**. There are 4 products: *Banana Bread Mix, Brownie Mix, Pancake & Waffle Mix and Spice Muffin Mix*. All products are offered in Retail, Food Service and Club Size.

Truly Organic Baking will be featured in **Booth #981**.

About Truly Organic Baking: Kari Ani Shiozawa founded Truly Organic Baking in 2006, when she wanted to make a conscious effort to raise her daughter in a holistic, organic, and healthy environment. Although she lives the lifestyle, she wanted to be able to make more of an impact on people and the environment. She is committed to the promise to provide true organic goodness; making sure all her products are created *From the Heart... For the Heart™*. Truly Organic Baking strives to produce affordable and convenient Organic, Kosher, Vegan and now, Gluten Free baking products.

"We see every day as an opportunity to encourage the power of making healthy choices. Our promise to the environment and our future generations is to promote and educate the importance of Organic living. We choose sustainable farming & an Organic lifestyle to create the full circle between the earth and its people. By choosing the finest ingredients, we are providing you with the healthiest choice for your mind, body and spirit."

Choose **ORGANIC** for the sake of the planet™

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