

laura's gourmet granola

which flavor are you?

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Local Granola Company Launches Website, Opens for E-Commerce

PHOENIX (Aug. XX, 2010) – Laura's Gourmet Granola, a chef-created, artisan granola company based in Arizona, announces the official launch of its new website www.LaurasGourmet.com. The website's e-commerce capability marks a significant step in the company's growth, by streamlining orders and making the four widely popular hand-crafted granola varieties available worldwide.

The site, which blends granola recipes, nutrition information, a newsroom, and an online store supports the company's goal for global distribution. Created by Chef Laura Slama in 2004, Laura's Gourmet Granola – with a flavor line-up of Vanilla Almond Crunch, Pumpkin Pecan Crunch, Honey Roasted Peanut Crunch and AppleLicious Crunch – was quick to gain West Coast recognition and is now prepared to take the brand nationally.

“A primary goal of www.LaurasGourmet.com is to bolster our work in building brand recognition and consumer demand throughout the nation, which is particularly significant to our wholesale and foodservice buyers,” Chef Laura said. “This site is also a hub for sharing company news, and a place for Laura's Gourmet Granola disciples to learn, give and share recipe ideas, and watch for new releases.”

Since Chef Laura began selling the granola in 2004, distribution has expanded to specialty retail stores throughout the Southwestern U.S. and shipment has increased to various markets across the nation. Distribution continues to grow each year and Chef Laura's kitchen is in constant production, so much so she enlisted more help to manage the exponential growth and continue brand expansion throughout the country.

About Laura's Gourmet Granola

Laura's Gourmet Granola, an artisan granola company out of the West, was launched in 2004 by celebrity Chef Laura Slama. The company originally began selling Vanilla Almond Crunch to local retail stores, but soon added three additional flavors to accommodate demands. Today the granola is distributed to specialty retail stores throughout the Southwestern U.S and shipped nationwide. Chef Laura is a high-honors graduate of Le Cordon Bleu Scottsdale Campus, is the owner and Executive Chef of Celebrated Cuisine, providing cuisine and hospitality to corporate and private events, and currently serves as the Le Cordon Blue Scottsdale Chapter Alumni President and an Alumni Executive Leadership Board President. For more information, visit www.laurasgourmet.com.

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