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Laura's Gourmet Granola Moves to Tempe Location

Artisan Local Granola Brand Celebrates 15-Year Anniversary with Expansion, Product Growth

TEMPE, Ariz. (DATE, 2019) — Laura's Gourmet Granola, which was launched in July of 2004, celebrates its 15th anniversary this year with expansion of not only its location but its product reach as well. In honor of this milestone, earlier this year the company completed its second expansion to a new location at 1032 West 23rd Street that is triple the size of its previous facility. Then in the spring, Laura's Gourmet Granola began distribution through its first national retail distributor with a focus on the specialty retail shelf and opened three new markets beyond Arizona to Laura's Gourmet Granola: Texas, Chicago and Wisconsin.

"Our sole focus always has been to make unparalleled, classic granola using only all natural ingredients and prove that healthy and delicious can coexist in every artisan crafted, gluten-free bite," says Laura Briscoe, founder and executive chef of Laura's Gourmet Granola. "We are committed to creating granola flavors that will delight the palate without compromising one's health or sending one to the dictionary to understand our ingredients. We have done this for 15 years with seven flavors and look forward to more."

Since beginning with one classic flavor, Laura's Gourmet Granola has expanded to include: Vanilla Almond Crunch (the original), Sinful Cinnamon Crunch (the brand's newest flavor), LocoCocoNut Crunch, CherryRific Crunch, AppleLicious Crunch, Honey Roasted Peanut Crunch, and the seasonal Pumpkin Pecan, which is available through December.

As the company continues to grow, Briscoe is evaluating new flavors as well as enhancing existing flavors with vegan protein options. However, she remains dedicated to providing her clients with consistency and quality through a delicious, healthy, and all-natural artisan granola. Laura's Gourmet Granola offers a well-rounded nutrition profile of healthy fats, protein and low sugar as well as a quick energy source with a variety of options from nuts to nut free, vegan or vegetarian, dairy free and gluten free.

Laura's Gourmet Granola can be found throughout Arizona in retailers including AJ's Fine Foods, Whole Foods Market, Safeway, Queen Creek Olive Mill, Williams Sonoma at the Biltmore, and Tempe Farmer's Market. Briscoe's all natural granola has also proven to be a favorite among chefs and national corporations as well — the company has been supplying its granola to hotels, restaurants and healthcare organizations around the country since 2012. Locally, it can be found on menus at Over Easy, Scramble, The Phoenician, the Wigwam Resort, Breakfast Club Cityscape, Wow Wow Hawaiian Lemonade, Berry Divine Açaí Bowls, Farm and Craft, and various Fox Restaurant Concepts' restaurants. For more about Laura's Gourmet Granola, or to place an order, visit www.lauragourmet.com.

ABOUT LAURA'S GOURMET GRANOLA: Laura's Gourmet Granola was first offered as a retail item in 2004 and while named Laura's Gourmet Granola, was sold under Celebrated Cuisine, the first business started by Chef Laura Briscoe. While the initial intent was not to make a product for resale, the overall intent was to make a granola that was more healthful with less sugar and fat than other granolas available, without sacrificing flavor. Fifteen years later, Laura's Gourmet Granola has expanded operations to additional states around the country and now offers seven granola varieties with vegan, gluten-free and dairy-free options. For more, visit www.lauragourmet.com.

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