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GRANNY KIRKWOOD'S SHORTBREAD ANNOUNCES NEW DISTRIBUTION DEAL, NEW COOKIE FLAVORS, AND LAUNCH OF 2008 HOLIDAY SHORTBREAD GIFT BAG

South Portland, ME – Granny Kirkwood's Shortbread (www.grannykirkwoods.com) today announced that its all-natural, Maine-made shortbread cookies have been picked up by a new distributor, and soon will be hitting shelves in numerous major market and specialty store locations throughout New England. The announcement was made by Marshall "Jack" Gibson, President and CEO of the South Portland-based charitable company.

Launched in 2007, the shortbread quickly earned a loyal following and has been picked up by numerous Maine retail outlets, including Hannaford's in Biddeford, Falmouth, Forest Avenue in Portland, Millcreek in South Portland, North Windham, Maine Mall, Saco, Scarborough, York, Yarmouth, and Westbrook; Whole Foods in Portland; Pineland Farms in New Gloucester; IGA in Cape Elizabeth; and Maine Medical Center's cafeteria. The new distribution deal announced today is expected to significantly expand the number of existing locations carrying Granny's Shortbread by adding dozens of new, additional locations in the majority of New England States.

The shortbread product is unique, not only for its authentic, Scottish flavor and texture, but for its worthy mission. All after-tax proceeds raised by the shortbread directly benefit the Marshall L. and Susan Gibson Pavilion at Maine Medical Center, funded in honor of Gibson's late wife, Susan, who passed away in 1989 following a courageous battle with cancer. The Gibson Pavilion's 44-bed unit, located in Portland, ME, is widely known for the caring, comfortable and uplifting environment it provides for adult oncology patients.

New shortbread flavors and sizes

In addition to Granny Kirkwood's Shortbread individual and four-pack shortbread cookie offerings, the Granny's team recently launched its new "bite-size" mini packs, offered in several tempting flavors: Chocolate Chip, Pecan, Peanut Butter, Cinnamon and Original. The shortbread four-packs are available in Original and Assorted Flavors, and the shortbread "Boxed Single" cookies are offered in Original, Chocolate Chip, Cinnamon Chip, and Peanut Butter Chip.

In additional new product news, the Granny's team today launched the **Granny Kirkwood's Shortbread Holiday Gift Bag**. The reusable, colorful fabric gift bags come filled with either 12 single shortbread cookies (\$27.95) or six single shortbread cookies (\$18.95). Individual cookie packages (\$1.69 each or \$19.95 for a baker's dozen) also can be ordered as stocking stuffers. Cookie ordering is simple and convenient at www.grannykirkwoods.com/products.



Cookies with a Mission: The Shortbread Holiday Gift Bag, recently launched by Granny Kirkwood's Shortbread, is available for easy ordering at www.grannykirkwoods.com/products.

“Our Granny’s Holiday Gift Bags make great, flavorful gifts this season for family, friends, teachers and office workers,” Gibson noted. “We’re incredibly excited that we’ve already received so many corporate orders for our shortbread cookies this year, and genuinely moved that so many people are actively supporting MaineMed’s Gibson Pavilion by choosing to try our shortbread cookies. It’s an honor to receive so much support for such a worthy cause from customers of Granny’s.”

Related shortbread news

Earlier this year, the team at Granny Kirkwood’s announced that their shortbread cookies had traveled all the way to Washington state’s Mount Rainier with Pat Connolly and his team during the “Climb for Cancer Care” held this past summer. The ambitious climb event was led by Mainer Pat Connolly in memory of his uncle, Rod Scribner. Connolly, along with seven of his friends, exceeded the group’s fundraising goal, having raised over \$15,000.

Once atop Mount Rainier’s summit – 14,410 feet above sea level – Connolly and his team celebrated with some well-earned Granny Kirkwood’s Shortbread cookies. “Our goal was to raise at least \$10,000 before the climb to donate to the Gibson Pavilion,” stated Connolly. “The Pavilion plays such an important role in the lives of so many patients and their families in Maine. I’m thrilled that we exceeded our goal for the Mount Rainier climb. If nothing else, the climb will carry on my uncle’s gift of always reaching out to others.”

For further information about Granny Kirkwood’s Shortbread or the Marshall L. and Susan Gibson Pavilion, visit www.grannykirkwoods.com or www.mmc.org .

To request samples of Granny Kirkwood’s Shortbread, or to request an interview with President and CEO Jack Gibson, please contact Jen Beltz at (207) 699-5502 or jen@frontburnerpr.com .

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