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Cherrybrook Kitchen™

*Offering Delicious All Natural
Peanut-free, Dairy-Free, Egg-free, Nut-free
Dessert Options for Food Allergy Sufferers*

February 2005 (Waltham, MA) – Cherrybrook Kitchen [1-866-I-LUV-CBK, www.cherrybrookkitchen.com] joins the food industry's pioneers who are accommodating the nine million adults and children affected by egg, peanut, nut and dairy allergens. The company's dry dessert mixes and frosting recipes omit these allergens without sacrificing taste or texture. "I created these recipes as a result of developing food allergies myself nearly four years ago," explains **Patsy Rosenberg, Cherrybrook Kitchen's President and Founder**. "Good-tasting desserts without milk, butter, and eggs just didn't exist – until now."

A self-confessed chocoholic, Rosenberg missed chocolate cake the most after developing allergies to nuts, dairy, peanuts and eggs. Determined to reclaim a part of her life that she had lost, she headed into her kitchen in Weston, Massachusetts, convinced that there was *something* she could make that would satiate her sweet tooth. Hundreds of attempts and fallen chocolate cakes later, Rosenberg developed a recipe that surpassed her expectations. From home kitchen to commercial kitchen she went, developing an extensive line of dry baking mixes that includes cookies, cakes and frostings in a variety of flavors.

The mother of two young girls, Rosenberg quickly saw the demand for her products in the children's market, especially after attending myriad birthday parties and seeing the one sad child with food allergies eating dry cereal or grapes, while the other kids enjoyed birthday cake. Inspired by the book, *When Food Was Fun*—a photographic ode to youthful indulgence featuring kids happily gorging on cake, cookies, candy and ice cream—Rosenberg created an experience with her products that was all about fun, from the packaging to the last yummy bite.

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To date, Cherrybrook Kitchen's line of dry mix products includes: **Chocolate Cake, Yellow Cake, Chocolate Chip Cookies, Sugar Cookies, and Chocolate & Vanilla Frostings** (which are also gluten-free). Products are available online at www.cherrybrookkitchen.com and in select stores nationwide (Whole Foods, Super Targets). The baking mixes are produced in a completely nut-free facility and all of the products are run on dedicated equipment that do not share dairy or egg products. And the mixes are routinely tested for allergen cross-contaminants to ensure safety for every consumer. All of Cherrybrook Kitchen's products have been accepted by the Feingold™ Association, an organization dedicated to helping children and adults establish allergen-free diets that allow them to live healthier lives. The mixes are also kosher, vegetarian and cholesterol free.

Cherrybrook Kitchen is a family run business. Rosenberg's husband and high school sweetheart, Chip, set aside his real estate career to serve as CEO, managing sales and distribution. And to top it off, the company is named after Cherrybrook, the suburban neighborhood in Boston where the Rosenbergs raise their family.

At last, a peanut-free, egg-free, nut-free, dairy-free dessert option that doesn't taste like something is missing! In fact, in blind taste tests, many people have picked Cherrybrook Kitchen over regular leading cake mix brands. "I wanted to make sure that if we had a chocolate cake, everybody at the table (with or without food allergies) thinks it's the greatest chocolate cake," explains Rosenberg.

Finally, those who are allergic to peanuts, nuts, eggs and dairy can have their cake and eat it too!

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