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FOR IMMEDIATE RELEASE

Cherrybrook Kitchen Adds Flavor to Peanut, Dairy, Egg and Nut free Desserts

WALTHAM, MA, December 13, 2004 -- Cherrybrook Kitchen, an all-natural, peanut-free, egg-free, dairy-free, nut-free, cholesterol-free dessert mix company announces their product launch for January 2005 in response to the steadily rising numbers of children and adults developing food allergies nationwide.

Cherrybrook Kitchen joins the food industry's list of pioneers who are accommodating the 9 million adults and children that are affected by the egg, peanut, nut and dairy allergens all of which Cherrybrook Kitchen's mixes do not contain. The frosting flavors are also gluten free. In addition to the allergy-free market, their products are suitable for vegetarians, vegans, lactose intolerant, and the mixes are all cholesterol free and Kosher certified.

"I created these recipes as a result of developing food allergies myself nearly four years ago," says Patsy Rosenberg, Cherrybrook Kitchen's President and founder. "I have always craved buttery and decadent desserts, but could never find anything on the market that I could eat without having to grab for my EPIPEN™. Desserts without dairy including milk, butter, and eggs that tasted good just didn't exist – until now!"

Cherrybrook Kitchen's line of dessert mixes includes chocolate cake, yellow cake, chocolate frosting, vanilla frosting, chocolate chip cookies and sugar cookies. The mixes are manufactured in a completely nut free facility that adheres to stringent cleaning methods and routine allergen testing to ensure a peanut-free, dairy-free, nut-free, and egg-free quality (the frosting mixes are also tested for gluten as). The mixes are tested both on site and then verified by a laboratory off site using the most current testing procedures available.

"It is important that my products are produced by a manufacturer who understands that dairy, peanut, nuts and egg allergens are a concern to my customer. As a consumer, I have personal experience dealing with manufactures who do not realize the details of food allergies, and in many cases I am the one who has educated them on such details" says Rosenberg. "I want to be sure my products are safe for people with food allergies and our testing method gives me the confidence that they are," she adds.

"Flavor is equally important to me," says Rosenberg. "The testing procedures are critical to ensure customer safety, but flavor is paramount. Our mixes are often mistaken for a gourmet bakery dessert among parties and get-togethers, and that's when I know that I've hit my mark. These are for everyone to enjoy, not just the person with the food allergy."

Visit www.cherrybrookkitchen.com for more product information, and testing including where you can find Cherrybrook Kitchen's all-natural, peanut, nut, dairy and egg free mixes.

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