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**AUNT IDA'S® DEBUTS LINE OF ALL NATURAL,
KOSHER-STYLE GOURMET BAKERY GOODS**

Just in Time for the Holidays, Aunt Ida's All Natural Cakes and Breads are a Contemporary Twist on Old Jewish Classics; It's Tradition with Chutzpah!

LOS ANGELES – November 30, 2009 - - Aunt Ida's®, a Los Angeles-based food company, has announced the debut of the company's line of gourmet all natural baked goods. Aunt Ida's products include favorites as Chocolate Babka, Apple and Honey Stuffed Challah and Matzah Rolls. Consumers can order direct at www.auntidas.com. Product costs range from \$2.50 to \$15.00 plus shipping and handling.

Aunt Ida's offers consumers traditional Jewish bakery products that are all natural and free from preservatives, added colors and Trans fats. The contemporary packaging makes it special to give as a gift or to unwrap at home. The delicious products are perfect for the holidays or to enjoy with family and friends. Aunt Ida's offers tastes from a traditional Jewish childhood that everyone - -Jewish or not-- can enjoy and will devour.

Founded in 2007 by Amy Goldsmith, Aunt Ida's was born of Goldsmith's desire to provide her family and friends with the traditional Jewish upbringing and favorites she remembered while appealing to a modern family and the busy lifestyle of a working parent.

"After my daughters were born, I wanted to re-establish the traditions I remembered from my childhood, but offer 'goodies' that are healthier than what I grew up with," said Goldsmith, founder and chief executive officer of Aunt Ida's. "I found myself struggling to find great tasting products but also "cool and contemporary" looking gifts to bring to a hostess when we were invited to a friend's home."

As a result, Goldsmith found herself driving all over the streets of Los Angeles only to find mediocre products that really didn't taste like the delicious products her Aunt Ida used to make. So Goldsmith started to use her Aunt's recipes, and the accolades she received proved to be the spark that helped to create Aunt Ida's. Her friends—both Jewish and non-Jewish--started to request her products for their gatherings.

"It was important to me that the products were something people could relate to and wanted to put on their table because it tasted good," said Goldsmith. "But I also wanted to make sure it was all-natural, preservative free and appealing to the modern families buying it. We're calling it "Tradition with Chutzpah."

Chutzpah is a Yiddish word used to express admiration for non-conformity.

Aunt Ida's product offerings include:

- **Chocolate Babka** – A coffee cake with delicious European chocolate that tastes like a traditional chocolate chip Danish in a cake. It's intense and a favorite. It makes for the perfect gift or dessert in any setting;
- **Apricot and Almond Babka** – This Russian-style coffee cake goes great with coffee, tea and is perfect for a non chocolate sweet fix. It's also a fabulous hostess present and is a terrific holiday gift;
- **Challah** – A traditional braided egg bread that's a staple for sandwiches and French toast for both Jewish and non Jewish families. In addition, it's a Friday night tradition for the Jewish Sabbath;
- **Mini Challah** – Same as the original, just in a smaller size. Perfect to send as a gift. It's great for college kids or couples who want to honor the Sabbath but don't need a large braided challah;
- **Apple Honey Stuffed Challah** – A round challah bread stuffed with apples and honey. It's a consumer favorite. Like the Babka's, the Stuffed Challah is showing up at Easter and Christmas celebrations in addition to Rosh Hashanah;
- **Matzah Rolls** – Aunt Ida's specialty and a perfect replacement for boring matzah during Passover. They look like dinner rolls, but are unleavened. It makes for great sandwich "bread" or eaten plain as part of a Seder. There's nothing like it; and
- **Honey Cake** –The perfect way to celebrate Rosh Hashanah. This cake is just like Bubbe's only without the guilt.

In addition, Aunt Ida's also offers a Shabbat Kit that can be purchased to help a person on-the-go celebrate Shabbat. The Kit includes candles and all the Sabbath prayers. It's the perfect accompaniment to a Challah, Mini Challah and Babka.

"I'm so proud of how the products look and taste," says Goldsmith. "There's nothing like Aunt Ida's on the market and we hope to expand and give everyone a taste of "Tradition with Chutzpah."

The complete Aunt Ida's product line is available online at www.auntidas.com.

About Aunt Ida's®

Founded in 2007, Los Angeles-based Aunt Ida's delivers high quality, all-natural and gourmet foods to your home or as a gift. One taste of the incredible offerings will show

you, your family and friends that Aunt Ida's is different from typical Jewish-style foods. That's the Aunt Ida's promise – contemporary flavors you can taste, feel and celebrate. It's reverence with a twist. Flavor with pizzazz. Tradition with Chutzpah.
www.auntidas.com. Please follow Aunt Ida's on Twitter at www.twitter.com/auntidas.

MEDIA NOTE - -Photos are Available

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