

The logo for Hannah Banana Bread is centered at the top of the page. It consists of the word "HANNAH" in a serif font above the word "bananaBREAD" in a sans-serif font. The text is contained within a rectangular border with a decorative, slightly distressed appearance. The background of the entire page is a light beige color with a repeating pattern of white, stylized banana leaves and swirls.

# HANNAH bananaBREAD

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## **Whole Foods Market Midwest First Retailer to Carry Deedee's Coffee Cakes from Hannah Banana Bread Company**

***All-natural products available in both foodservice and retail variations***

**GLENCOE, IL—March 11, 2009**—Hannah Banana Bread Company™ is pleased to announce Whole Foods Market is the first retailer to carry its new Deedee's Coffee Cake line. Deedee's Chocolate Chip Pecan and Classic Pecan Coffee Cakes expand upon Hannah Banana's premium-quality sweet bread offerings and are baked using all-natural ingredients with no additives or preservatives. Whole Foods Market is currently carrying six-inch retail variations of both the Classic Cinnamon Pecan and Chocolate Chip Pecan coffee cakes in all of its 32 Midwest stores, further demonstrating the retailer's commitment to carrying premium-quality and wholesome food products supplied by local companies.

"Hannah Banana Bread Company continues to be one of those wonderful entrepreneurial stories that both retailers and consumers have embraced for more than eight years," comments Robert Whittaker, Whole Foods Market Midwest bakery coordinator. "We are excited about carrying the company's products for the first time in our stores, but expect that our customers will be the real winners when they taste Hannah Banana's unique and flavorful baked goods."

Both coffee cakes originate from the same box of family recipes Lisa Spinner used to found Hannah Banana Bread Company in her northwest suburban Chicago kitchen.

"Deedee's Coffee Cakes are a throwback to mom's bridge parties and Sunday gatherings at the neighbor's house," Lisa says. "Classic, old-fashioned and simple, made from the right ingredients and love. We are thrilled that a fantastic retailer like Whole Foods Market is the first retailer to carry Deedee's Coffee Cake."

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### Classic Pecan & Chocolate Chip Pecan Flavors:

Both Deedee's Classic Pecan and Chocolate Chip Pecan Coffee Cakes contain carefully sourced ingredients that burst with unique flavor combinations. A traditional swirl of cinnamon, brown sugar and pecans weaves through the moist and light vanilla cakes. Toppings include a dusting of cinnamon, pecans and Hannah Banana's signature Turbinado sugar ingredient to provide a sweet accent taste and crisp textures. The key difference between the two flavors is a healthy helping of semi-sweet chocolate chips added to the inner cake's swirl and toppings.



**Deedee's Chocolate Chip Coffee Cake from Hannah Banana Bread Company**

### Variations & MSRP:

Six-inch variations are recommended for retail at a price starting at \$6.50 per cake. Larger foodservice variations of the product will soon be available for cafes, restaurants, coffee shops and delicatessen's to retail by the slice at \$2.45 per slice.

### Who or What is Deedee?

"Deedee" is a word and, in the following unique context, it was first spoken in the family household by Lisa's third-child, Joshua Spinner, when he was two years old. It has evolved into his defining term of endearment. Like many kids his age, Joshua may say that he likes someone; however, he rarely classifies them as his "Deedee." And it is easy to understand why. When an individual has earned the title "Deedee" from Joshua, as in "you are my Deedee," that person can be assured that at least one person in this world loves them completely and forever.

"We can't say for sure if Deedee's Coffee Cake will ever become elevated to 'Deedee' status in every home that it is served," Lisa states, "however, we do hope everyone enjoys it in the company of family, friends and others who make everyday life just a little more special."

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#### Deedee's Coffee Cake

##### Ingredients:

Sour Cream (cultured pasteurized cream, nonfat milk, enzymes), Enriched Wheat Flour (wheat flour, malted barley flour, niacin, iron, thiamine mononitrate, riboflavin, folic acid), Sugar, Eggs, Brown Sugar, Margarine (palm oil, soybean oil, water, salt, whey, vegetable monoglycerides, soy lecithin, natural butter flavor, citric acid, beta carotene, vitamin A palmitate added), Pecans, Pure Vanilla Extract, Leavening (sodium bicarbonate, sodium acid pyrophosphate, corn starch, monocalcium phosphate), salt, cinnamon. FOR CHOCOLATE CHIP FLAVOR ADD Chocolate Chips (sugar, chocolate liquor, cocoa butter, dextrose,

#### Hannah Banana™

Based in Glencoe, IL, Hannah Banana™ was founded in 2000 to provide gourmet-quality baked goods derived from a series of family-owned recipes. The company's baked good lines include Hannah Banana Breads™, Peter Pumpkin Breads™, JonConnor Apple Cinnamon Bread™, Flambini's Zucchini Bread, LuLu Belle's Iced Lemon Pound Cakes, Deedee's Coffee Cake and Declan's Irish Soda Bread™. All Hannah Banana products are sold through coffee houses, specialty grocers, in-store cafes, gourmet foods delivery services, catalogues and restaurants. They are also packaged and drop shipped as corporate and personal gifts. Call 847-242-9441 for more details or visit [www.hannahbananabread.com](http://www.hannahbananabread.com).