

# 18 RABBITS

## **18 Rabbits, Makers of Delectable Granola, Over 1 Million Granola Bars Sold**

*Simple authentic treats created in San Francisco are hopping off of shelves.*

SAN FRANCISCO, February 1, 2010 -- 18 Rabbits is proud to announce that they have sold their 1,000,000th granola bar! Created in San Francisco less than 2 years ago by founder Alison Bailey Vercruysse, 18 Rabbits creates great tasting granola and granola bars that are certified organic, kosher and wheat free.

The granola bars are available in five irresistible flavors: Haute Diggity Date, Cheeky Cherry Chocolate, Funky Figs & Cherries, Nibble a Sultana and their most recently launched, Belles Bananas Foster. The granola comes in two flavors: Veritas (Hazelnut, Walnut, Flax with cacao nibs) and Gracious (Pecan, Almond, Maple).

Alison created each flavor in her kitchen with fruits, nuts, maple syrup and butter from small sustainable family farmers, including Straus Family Creamery, Vista Almonds and Butternut Mountain Farms. With lower sugars than any other granola on the market at four grams per ½ cup, consumers experience wholesome energy from fiber, protein and healthy fat.

"We believe in the power of holistic energy that comes from eating real, whole foods with simple and nourishing ingredients," says Alison, founder and CEO, "our mission is to make you feel as good as our granola tastes".

With a taste that comes from only the purest organic ingredients, it is no wonder that they have inspired a devout fan base that is multiplying like rabbits!

18 Rabbits' simple authentic treats can be found at Peet's Coffee & Tea locations nationwide, Whole Foods Markets, Dean & DeLuca as well as other select retailers. Just look for the bright and chic 18 Rabbits packaging with a picture of their mascot, Blackjack, on the front.

To find out more about 18 Rabbits and how to buy their delicious products, please visit [www.18rabbits.com](http://www.18rabbits.com)

At 18 Rabbits, we are taking food back to its roots by creating simple authentic treats in San Francisco. We proudly support sustainable farmers and artisans and are committed to producing foods that are crafted with quality and the environment in mind.

For more information or to request samples please contact:  
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