

18 RABBITS

Contact: Alison Bailey Vercruysse
Tel. 415.922.6006
Cell: 415.307.7342
Email: Alison@18Rabbits.com

FOR IMMEDIATE RELEASE
May 5, 2008

WHAT DO 18 RABBITS HAVE TO DO WITH GRANOLA?

Divinely D'lish Debuts a New Look and New Name: 18 Rabbits, Delectable Granola and Bars

SAN FRANCISCO, May 5, 2008 – 18 Rabbits is the new name and look for the San Francisco artisan granola company formerly called Divinely D'lish. As creators of the only handmade organic granola and granola bars on the market produced in a LEED-certified facility, the company's all-natural foods have inspired a devout fan base that is multiplying like rabbits.

But why the new name 18 Rabbits?

"I had 18 rabbits growing up. They lived in our yard right outside the childhood kitchen where I first learned to bake with my mother," said founder Alison Bailey Vercruysse. "Our new name is distinctive and captures the essence of our baked goods: food that is fun and nourishing to eat and leaves you feeling playful and joyous. By creating delicious foods that fit into people's busy on-the-go lifestyle, we hope to take people back to their own simple and magical memories with each bite of 18 Rabbits."

With less sugar per serving than any other granola on the market, 18 Rabbits granola and granola bars have won over granola lovers and skeptics alike with their divinely delicious taste that comes from the purest of all-natural, high-quality ingredients. The company selects nuts, honey, butter and fruits straight from small, family farmers dedicated to sustainable growing practices – including Bella Viva Orchards, Straus Family Creamery and Marshall's Farm honey – and premium food purveyors like Scharffen Berger Chocolate Maker.

18 Rabbits foods offer an assurance of goodness from their select, premium ingredients, something many consumers take comfort in a post *The Omnivore's Dilemma*-era as they avoid mass-produced crop ingredients like corn, wheat and soy. None of these "Big 3" are found in 18 Rabbits two granolas and four granola bars. All 18 Rabbits foods are certified organic by California Certified Organic Farmers (CCOF.)

Not only does the 18 Rabbits family of nourishing foods have a new name, but they also have new colorful, eye-catching packaging with a "peek-a-boo" window that allows people to see all the natural goodness that is in each 18 Rabbits creation. With 18 Rabbits granola and granola bars, what you see is what you get!

The 18 Rabbits line has been hopping off retailers' shelves at locations like Whole Foods Markets, Peet's Coffee & Tea stores, DEAN & DELUCA and other specialty grocery stores and luxury hotels. 18 Rabbits products can also be ordered online at Amazon.com and drugstore.com. The average price is \$8 for a 12-ounce bag of granola and \$2.50 for a 1.9-ounce granola bar.

Headquartered in San Francisco, 18 Rabbits is certified as a women owned business through the Women's Business Enterprise National Council (WBENC.)

For more information or wholesale inquiries, please contact Alison Bailey Vercruysse at 415.307.7342 or via email at alison@18Rabbits.com, or visit www.18rabbits.com.

###

Take a bite and see where it takes you

PO Box 29115, San Francisco, CA 94129, 18Rabbits.com, 415.922.6006