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Le Garden Gourmet  
GF Bakery

# Press Release

## **Bakery Announces New Name**

### **Ina Garden Foods Proudly Announces New Brand Name – Le Garden Gourmet GF Bakery.**

**Lansing, NY - June 20, 2007:** After opening their business in September of 2005, Laurie and Duane Cole, owners of Ina Garden Foods, had dreams of growing a successful gluten-free bakery and someday, cafe. With most of their business coming from online sales and health food stores, they never imagined that their dreams could be realized this quickly.

“We have grown tremendously in the past one and a-half years. Our products are in health food stores throughout the North East and two of the nations largest natural foods distributors and several large supermarket chains have recently picked us up. The need for gourmet quality gluten-free products is huge and we’re trying to meet that need.” Laurie Cole said.

What’s the reason for the name change? “Growth.” said Julie Ehrentraut, head of sales. This new name better reflects who we are and where we are going. We’re still the same people making the same great products. I’m very excited about the change. Many of our customers are as well.” Ehrentraut said. “Along with the name change, we will be adding some new products, changing our web appearance, and adding a preferred customers program. We love our customers. They are the ones who are truly going to benefit.” Ehrentraut said.

The company’s future plans are to build a bakery/café, a gourmet gift shop, and a gluten-free cooking/baking school all of which will be surrounded by beautiful gardens and nature scapes. The couple has not yet set a date to begin construction.

The name change will go into effect as of July 1, 2007. “We will phase it in. First online and then on all literature and product labels.” Cole said. “Our current web address, [www.inagardenfoods.com](http://www.inagardenfoods.com) will re-direct people to our new one, [www.legardenbakery.com](http://www.legardenbakery.com) The new email address will be: [customerservice@legardenbakery.com](mailto:customerservice@legardenbakery.com). All phone and fax numbers will remain the same.



