

# WELCOME TO A TRULY ELEVATED GRANOLA EXPERIENCE.

Laura's Gourmet Granola is owned by Chef Laura Briscoe and is a **certified woman-owned business** based in Tempe, Arizona. Each of Chef Laura's granola recipes uses only premium ingredients and is baked the artisan way—one batch at a time—making this brand truly “gourmet granola”. Laura's Gourmet Granola can be found online at [laurasgourmet.com](http://laurasgourmet.com), at fine retail outlets such as Central Market, AJ's Fine Foods, regional locations of Whole Foods Market and Albertson's/Safeway, plus many others. In addition, Laura's Gourmet Granola is on the menu at select restaurants, hotels and bakeries across the United States.

*Laura's*  
**GOURMET GRANOLA**  
Crunch, Elevated.™



## MEET CHEF LAURA BRISCOE

Making the dramatic change from IT sales to culinary professional and gourmet chef, Laura's Gourmet Granola is the story of one woman, Chef Laura Briscoe, who loved cooking, trained to be a chef, and invested her passion into creating high-quality cuisine. A simple desire to have delicious, natural, and healthy granola without lots of fat and sugar led her to the creation of Vanilla Almond Crunch – the first of the brand's nine flavors. The popularity of Vanilla Almond Crunch among consumers, grocers, caterers and chefs throughout Arizona was the catalyst for Chef Laura to expand her product line and make Laura's Gourmet Granola available nationally via [laurasgourmet.com](http://laurasgourmet.com). Her passion for healthy living, great flavor and “crunch, elevated” fills every artisan made bag of Laura's Gourmet Granola. She is also dedicated to giving back to those in need through Feeding America's MealConnect™, Missionaries of the Poor (Haiti), Homeless Relief Ministry (North Carolina) and Labrador Retriever Rescue.

“I have used Laura's Gourmet Granola on my menus at three properties. I selected Laura's Gourmet Granola purely based on quality, composition, flavor and versatility. The Vanilla Almond Crunch is my go-to on three different menu items at my current property. We use it for toppings, crust, soil and, of course, granola. I am so proud to be partnered with her company on my menus. Laura's passion, creativity and spunk are apparent in all of her products and it is no wonder that selecting her product was such an easy decision. Thank you, Laura, for helping me shine through my menus with Laura's Gourmet Granola – your dedication to perfection is apparent in every bite.”

- Kenneth Arneson, Executive Chef, Hilton Canopy, Tempe AZ



## WHAT'S BEHIND THE ELEVATED CRUNCH? PURE, CLEAN INGREDIENTS.

The natural ingredients that make up each bag of Laura's Gourmet Granola are real, simple and clean. Consumers can easily read each label and know exactly what's in their granola, including:

- Whole rolled oats that are specially sourced by Laura's Gourmet Granola
- Real dried fruits – not dehydrated
- Slivered almonds
- Organic blue agave nectar
- Pure vanilla



## LAURA'S GOURMET GRANOLA IS:

- ✓ **Vegan or Vegetarian**  
(depending on the flavor)
- ✓ **Gluten, Soy, & Dairy Free**
- ✓ **Free of Colors and Fillers**
- ✓ **KSA Kosher Pareve**
- ✓ **Non-GMO**  
(except for honey)
- ✓ **Cholesterol & Trans Fat Free**



## CHEF CREATED, ARTISAN CRAFTED, NATURALLY DELICIOUS.

Each Laura's Gourmet Granola flavor is inspired by something in Chef Laura's life. First developed in her home kitchen and then professionally evolved, each Laura's Gourmet Granola recipe is scaled and tested repeatedly to ensure consistency in flavor and texture until it meets the Chef's satisfaction. Only then is each granola flavor made, one batch at a time.

## PRODUCT DETAILS

A Full Line of Naturally Delicious Flavors. Laura's Gourmet Granola includes nine flavors:

- Vanilla Almond Crunch
- Sinful Cinnamon Crunch
- Honey Roasted Peanut Crunch
- CherryRific Crunch
- AppleLicious Crunch
- Blueberry Bliss Crunch
- LocoCocoNut Crunch
- Pumpkin Pecan Crunch (Seasonal Flavor)
- Hot Chocolate Crunch (Seasonal Flavor)



## UNIQUE, EYE-CATCHING PACKAGING

Laura's Gourmet Granola's consumer friendly packaging makes the product stand out among other granola brands. Its bags are a natural Kraft color, self-standing and filled with granola right up to the top instead of air. In fact, all this delicious granola can be easily seen through the bag's clear eye-shaped window. Once opened, each bag has an easy-to-use freshness seal for closing and storage.

## ENJOY AS A COMPLETE PART OF A HEALTHY LIFESTYLE

As a gourmet chef and fitness fanatic, Laura wants her granola to be enjoyed as part of a complete, healthy lifestyle, including:

- As a delicious snack right out of the bag
- With any kind of milk or yogurt
- Added to smoothies for additional flavor
- As an ingredient in baking to enhance flavor and texture
- In savory recipes such as breading and stuffing
- As a topping or special garnish

### PRESS CONTACTS:

Susan Jardina - [Susan@jardinacommunications.com](mailto:Susan@jardinacommunications.com)  
 Laura Monagle - [Lmonagle@affirmagency.com](mailto:Lmonagle@affirmagency.com)  
 Product samples, recipes, images & videos available upon request.  
[www.lauragourmet.com](http://www.lauragourmet.com)