



Contact: Alan A. Casucci
Principal
508-560-1231
acasucci@thoughtforfood.biz

FOR IMMEDIATE RELEASE

Bakery On Main Mixes Right Ingredients for Healthy Success

Connecticut Bakery Continues to Achieve Solid Year to Year Growth

Glastonbury, CT – January 1, 2007 – In 1992, when Michael Smulders opened the doors of his Garden of Light Natural Foods Market, Café and Bakery, on Main Street in Glastonbury, CT, he never anticipated the explosive growth that would come from all natural and organic products. “We built Garden of Light to fill the need for healthier food products and to provide consumers with honest information about the foods they eat,” said Michael Smulders, Founder of Garden of Light Natural Foods and Bakery On Main.

Business grew so quickly, Garden of Light moved to a new location in 1994 and saw sales quadrupled during the 1990’s. Garden of Light Natural Foods offered fresh organic produce, prepared meals, baked goods and nutritional supplements to go along with all natural groceries. “Garden of Light set the standard for what Natural Food stores should be in the greater Hartford area,” explained Smulders.

Garden of Light never participated in product fads such as stimulant diet pills, ephedra products and hormone pills even when they were getting national

attention even though it could have brought in more sales. "I always told my customers that I would close my doors before I sell something I would not eat myself or that was not healthy for them," added Smulders.

In 2000, Garden of Light opened a second location in Avon and has thrived despite the close proximity to a large Wild Oats Market. Garden of Light allows consumers to shop in a more relaxed atmosphere and allows for more personal customer service. Today, just as when they opened their door over sixteen years ago Garden of Light is still setting the standards that exceed most natural product stores and national chains.

During 2003, based upon suggestions of customers and friends, Garden of Light began packing its Ultra Gourmet Premium Granola for sale under the Bakery On Main brand name.

"We put our Gourmet Ultra Premium Granola in local stores and it flew off the shelves. They couldn't keep up with the demand. Before we knew it, we had stores all over the state asking for our Granola," said Michael Smulders.

Bakery On Main has now evolved into a national brand and is distributed throughout the United States. Bakery on Main produces a full line of Gourmet Ultra Premium Granola and Gluten Free Granola.

The Ultra Premium Granola provides consumers with a "Healthy Heart" alternative to traditional snack and cereal products without sacrificing taste. The Ultra Premium comes in five flavors; Cranberry Maple Almond, Maple Raisin Almond and Pecan Cranberry Crunch, Apple Cinnamon Walnut and Super Fruit & Nut.

Bakery On Main's Gluten Free Granola delivers a superior taste and provides both consumers and the Celiac Community a healthier lifestyle. The Gluten Free line comes in three flavors; Apple Raisin Walnut, Nutty Cranberry Maple and Extreme Fruit & Nut.

"The response from the Celiac Community for our Gluten Free products has been amazing. We will be introducing two new flavors in March. I expect our Gluten Free products will see tremendous growth over the next five years," said Smulders.

Celiac disease is a genetic disorder that affects 1 in 133 Americans. Celiac Disease (CD) is unique in that a specific food component, gluten, has been identified as the trigger. Gluten is the common name for the offending proteins in specific cereal grains that are harmful to persons with CD.

"Since 1992, our mission from day one has been making products that taste great and provide our customers with a healthier choice. I'm proud to say that 16 years later, these values are now fueling the success and growth of Bakery On Main.

About Bakery On Main

Bakery On Main is located in Glastonbury, Connecticut and produces a variety of specialty Gourmet Premium Granola products that are superior in taste and made from high-quality ingredients. Bakery on Main's Ultra Premium Granola offers consumers a "Healthy Heart" alternative to traditional snack and cereal products and consists of three varieties; Cranberry Maple Almond Granola, Maple Raisin Granola and Pecan Cranberry Crunch Granola. Bakery On Main's line of Gluten Free Granola products provide consumers and the Celiac Community a healthier lifestyle choice and comes in five varieties; Apple Raisin Walnut Gluten Free Granola, Nutty Cranberry Maple Gluten Free Granola, Extreme Fruit & Nut Gluten Free Granola, Cranberry Orange Cashew Gluten Free Granola and Rainforest Gluten Free Granola. Bakery On Main's Gluten Free Granolas are produced under strict Good Manufacturing Practices (GMP) in an isolated HEPA filtered "Clean Room" environment, where extensive procedures are followed to make sure that no gluten is present in our finished products. For more information, contact Michael Smulders @ 888-533-8118 or visit us at www.bakeryonmain.com.