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**Martha Olson's Great Foods,
Inc.**

Press Release

Martha Olson's manufacturer of Martha's All Natural, est. 1988, introduces new packaging, new items, and opens Martha's Café.

Sutter Creek, CA 95685

February 2005

- Martha Olson's Great Foods, Inc., with help from Deutsch Design Works, displays 22 revamped labels. Martha's All Natural began with a little lady and stove as her signature look but after 15 years of being on store shelves, she needed a little revamping. (http://www.ddw.com/cle_martha.html) Also boasting of the new look was PACKAGING DESIGN; July/August 2004 Vol. 2 No. 4. "The whimsical Martha character strikes a different pose- and delivers a different one-liner—on each of the 22 baking mix labels."



- Over the past decade and a half, Martha's All Natural, has scaled down on many of the mixes they offered, which included Quick Breads, Shortbreads, Cakes and even soups and chilies. With the new look, Vice President, Roylene Brown states "We needed to bring back the items that made us popular in our restaurants in the 70's. From my mother in laws family farm to shelves is what our main goal is. People don't need the bad fillers in name brand mixes today." Chris Lawson, Martha's Sales Director, is inspiring stores to carry a forgotten name. "We're consistent with today's market, and going to revolutionize it. We are constantly searching for new avenues to reinvent tomorrows baking category."

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- In addition to keeping the Brown's on their toes. Michael and Roylene (AKA Martha's son & daughter-in-law) have added another restaurant to their growing company. Martha's Café & Spice Company which opened almost a year ago, run by Roylene and her mother in laws recipes, and chef Adam Masters, boasts the Old Fashioned Coffeecake, Chocolate "Killer" Cake & "Killer" Sauce. Teri Hawkes, manager, says that, "The restaurant has added a different appeal to consumers. All the dressings, quiches, frittatas, etc. are homemade, and Roylene emphasizes, all natural and preservative free, every chance she gets. Our lattes and coffee drinks are even made with Organic Milk. "Roylene also adds, "We began in the restaurant business, the last restaurant which opened in Redwood City, is what inspired us to get into manufacturing. Our customers wanted to bring home and make the pancakes for family members, so we made coffee bags of cakes and breads. We still pack into coffee bags!"

Martha Olson's Great Foods, Inc. began in 1988. Many of the restaurant customers wanted to send Martha's All Natural products to their family and friends, which began the mail order business. From there they started selling Oatmeal Pancakes to Costco and Chocolate "Killer" Cake and Sauce to Nordstrom under the label HABITS. After 15 successful years, Martha's All Natural, has been selling Gourmet Combread to Albertson's and 4 items nationally to Safeway for the past few years, but also shows support to Whole Foods, Wild Oats, and many independent markets. Martha Olson's allows for on-line ordering and sells direct or through distribution. They currently manufacture baking mixes with organic flour and options for adding wet ingredients, egg or egg substitutions and options for Fat Free, or an Add Water only line for the consumer looking for all natural and convenience.

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<http://www.marthasallnatural.com/news/news.html>