



## **Savvy Girl Baking Company® Wins sofi™ Awards Finalist Trophy 3,200 Products Competed for Specialty Food Association Award**

Rhinecliff, New York (June 20, 2016) – Savvy Girl Baking Company’s gluten-free Coffee Brownie has placed as a finalist for Outstanding New Product in the Specialty Food Association’s 2016 sofi™ Award competition.

A sofi is the top honor in the \$120.5 billion specialty food industry. “sofi” stands for Specialty Outstanding Food Innovation and represents the best of the best from members of the Specialty Food Association.

The Coffee Brownie was one of 100 finalists selected by a national panel of specialty food experts from more than 3,200 entries across 28 awards categories. Every eligible entry is carefully assessed by passionate and knowledgeable food professionals including chefs, culinary experts, academics, food writers, and category buyers.

“We are thrilled that our coffee brownie made the cut,” says Kelly Spencer, founder and owner of Savvy Girl Baking Company. “This is our latest gluten-free product, and our entire team is honored to be recognized.” Savvy Girl brownies are found at shops, movie theaters, and other locations around New York’s Hudson Valley as well as in New York City, Connecticut, Massachusetts, California, and on the company’s website, [SavvyGirlBakingCompany.com](http://SavvyGirlBakingCompany.com).

“A sofi means a product, and the people behind it, have arrived,” says Laura Santella-Saccone, chief marketing officer for the Specialty Food Association. “This year’s finalists represent a devotion to excellence and innovation in specialty food that continues to fuel our industry.”

The sofi Awards are open to members of the Specialty Food Association, a not-for-profit trade association established in 1952 for food artisans, importers, and entrepreneurs with more than 3,200 members in the U.S. and abroad. For more information on the association and its Fancy Food Shows, go to [specialtyfood.com](http://specialtyfood.com). Learn more about the 2016 sofi Awards at [specialtyfood.com/sofi](http://specialtyfood.com/sofi).

### **About Savvy Girl Baking Company**

Located in Rhinecliff, New York, Savvy Girl Baking Company’s philosophy is to treat everyone — gluten-intolerant or not — to life-changing brownies that are baked batch by batch with joy, using rice flour (rather than wheat) and family-farmed butter and eggs. Future plans include Scottish-, German-, and Scandinavian-inspired baked goods that harken to the founder’s roots as an aspiring chef in the UK, Germany, and Finland in the 1980s.

**Contacts:** [kelly@savvygirlbakingcompany.com](mailto:kelly@savvygirlbakingcompany.com) or Louise Kramer, Communications Director; 646-878-0130, [lkramer@specialtyfood.com](mailto:lkramer@specialtyfood.com)