

Annie's[®]

Homegrown



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LETTER FROM ANNIE

This is our first email newsletter from Annie's Homegrown to you. It is designed to give you quick, up-to-date information about Annie's Homegrown and occasionally about our sister company, Annie's Naturals.

As always, our job is to ensure that our products are of the highest quality, environmentally friendly, and socially responsible. Through this quarterly newsletter we will share our latest new product updates, seasonal feature ideas, recipes, Web links of possible interest, and special environmental and community programs.

Thanks for spending a few minutes reading the first Annie's Homegrown email newsletter. We hope you will look forward to receiving updates every few months. We appreciate your interest in Annie's and we welcome your thoughts and feedback.

Bye for now,

Annie

ANNIE'S ANNOUNCES WINNERS OF \$50,000 SUSTAINABLE AG SCHOLARSHIPS

Sustainable, organic agriculture is the root of Annie's Homegrown. So we've created a Sustainable Agriculture Scholarship program to help like-minded people realize their passions for sustainable farming. Each year, we're awarding \$50,000 in scholarships to students nationwide.

This year, Annie's awarded three \$10,000 and eight \$2,500 scholarships to undergraduate and graduate students. Rachel Ostlund of Cornell University, a \$10,000 scholarship recipient in 2008, wrote "Just bringing fresh produce into urban areas isn't enough...My ultimate goal is to farm organically on small plots of land in urban areas (i.e. deserted lots, old playgrounds, parking lots)." Annie's 2009 scholarship application is now posted. Funds will be distributed in spring 2009. Interested students should check www.annies.com for details.

[Read more about this year's recipients.](#)



Where's Annie's?

Annie's is on the move!

Check out upcoming places where Annie's is appearing.

Swing by to say hello and enjoy a sample of our latest product offerings.

WHAT'S NEW AT ANNIE'S

Our bunnies are multiplying like, well, like bunnies! Annie's is introducing two new products: a USDA-certified organic version of our yummy Cheddar Bunnies and Family Size Bunny Graham Friends, a combination of honey, chocolate and chocolate chip bunnies.

Organic Cheddar Bunnies, available in a 6.75 oz. box (MSRP \$3.69) and an 11 oz. family-size box (MSRP \$4.89), are made with organic wheat flour and real organic cheddar cheese from small family farmers. They're a crispy treat ideal for lunch boxes, summer road trips or munching anytime.

Bunny Graham Friends are shaped like Bernie, our beloved mascot, and include three favorite flavors in one 10 oz. family size box (MSRP \$3.89). They're made with organic evaporated cane juice and no refined sugar, and are the perfect sized snack for toddler hands and grown-up handfuls. For high resolution product images click on the images to the right.



SUMMERTIME HONEY BUNNIES SNACK MIX

- 1 cup Annie's Honey Bunnies cereal
- 1 cup honey roasted peanuts
- 1/2 cup natural or organic raisins
- 1/2 cup yogurt raisins

Mix all ingredients and start munching or bag in airtight bags for playground snacks! Some other variations include chocolate covered raisins, cranberries, or chocolate chips.

