

# Annie's

Homegrown



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## LETTER FROM ANNIE

Happy holidays! As 2008 comes to a close, we at Annie's are anticipating our upcoming 20th birthday in 2009. That landmark birthday celebration will give us a special opportunity to thank our fans and loyal customers who are such a phenomenal part of Annie's success.

When we look beyond the New Year, our resolution remains the same: Annie's will continue to offer the highest-quality, best-tasting products possible in ways that benefit families, farmers and the planet.

We hope you enjoy our holiday newsletter. We have included details about our upcoming birthday promotions and celebrations. You will also find savory recipes and ideas for sharing our favorite new products with family and friends during this festive season.

Warm wishes for a wonderful holiday season!

Bye for now,

*Annie*

## RECIPE FROM ANNIE'S Chocolate Bunny Graham Pie Crust

1 box Annie's Chocolate Bunny Graham's  
1/3 cup slivered almonds  
1/4 cup granulated sugar  
1/2 cup (1 stick) unsalted butter, melted  
1 tsp. vanilla extract

1. Preheat oven to 350°F.
2. Process Chocolate Bunny Graham's in a food processor until pulverized. Transfer to a medium bowl and set aside.
3. Add almonds and sugar to processor and pulse until almonds have the texture of coarse cornmeal – be careful not to turn them into nut butter!
4. Add ground nut mixture to cookies and stir in melted butter and vanilla.
5. Press carefully into bottom and sides of a deep dish 9" pie plate, making sure there are no cracks. Crust will be fairly thick.
6. Bake on center rack of preheated oven for 15 minutes. Remove and let cool before filling with pie filling of your choice. For an easy treat, simply add ice cream, and top with whipped cream.



## WHAT'S NEW AT ANNIE'S

Annie's Homegrown's official 20th birthday is Jan. 23, 2009, but we'll be celebrating all year long! We'll kick-off the festivities with a sweepstakes in February -- we're giving away a year's supply of mac, snacks and cereal to 20 Annie's fans!

What's more, for every sweepstakes entry Annie's receives online, we'll donate 20¢ (up to \$20,000) to our long-time partner, Sustainable Harvest International (SHI). SHI provides farming families in Central America with the training and tools they need to move from slash and burn farming to sustainable practices. More information will be available on Anniess.com in February.

Annie's started with a simple idea – to provide a wholesome, delicious and convenient alternative to other mac & cheese products – and has since welcomed into its family more than 50 new products and four new categories: crackers, cookies, cereals and fruit snacks. In addition to focusing on healthy and delicious products, Annie's has created strong partnerships with dozens of sustainable and charitable partners, including SHI. Annie's thanks these partners and looks forward to 20 more prosperous years.



## FRUIT SNACK STOCKING STUFFERS

Looking for a fun (and nutritious!) stocking stuffer that will bring joy to kids and parents? Replace conventional treats this season with new Annie's Homegrown Organic Fruit Snacks. Available in two flavors, Berry Patch and Tropical Treat, the fruit snacks are vegan, gelatin free and made with real fruit juices. (MSRP \$4.99 for five, 0.8 oz pouches.)

[http://www.annies.com/fruit\\_snacks](http://www.annies.com/fruit_snacks)

[Click here for high-resolution photos.](#)



## BUNNY CLASSICS CRACKER TOPPINGS

Annie's Homegrown recently introduced a new line of Organic Bunny Classics crackers in Saltine, Cheddar and Buttery Rich flavors. These yummy crackers come in five fun shapes, and are the perfect size for holiday spreads and dips. Try topping the X's with cream cheese and chives; on the bunny-face shapes, cut an olive apart and create a smiley face over cream cheese; or spread the love on the heart-shapes with jam, peanut butter and seeds. (MSRP \$3.59, 6.5 oz box.) [http://www.annies.com/bunny\\_classics](http://www.annies.com/bunny_classics)

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