

For Immediate Release



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BATTER BLASTER RECEIVES AWARD FOR CREATIVITY AND INNOVATION FROM THE GROCERY MANUFACTURERS ASSOCIATION

(AUGUST 22, 2011) Austin, Texas – Batter Blaster, the ready-to-cook pancake and waffle batter, is the proud recipient of the 2011 Consumer Packaged Goods Award for Creativity and Innovation presented by the Grocery Manufacturers Association (GMA). This award is given annually by the GMA's Associate Member Council to honor companies that are leading the industry forward with innovation in the 21st Century. Past winners of this prestigious award include: The Hershey Company, The Clorox Company, Kraft Foods, Inc., and Campbell Soup Company.

Batter Blaster took the Division A title by proving that innovation is just as important as experience in the food and beverage industry. The creators of Batter Blaster not only introduced a new product, but a whole new category in the consumer packaged goods marketplace, during one of the toughest economic times in U.S. history. Batter Blaster, which is served in a whipped cream-style can through a patent-pending process, has overhauled the healthy morning breakfast routine for families across North America.

"We've learned that innovation takes guts and that it's not the path of least resistance. It requires massive changes in consumer behavior and the education and awareness to gain that mindshare," said Sean O'Connor, founder and CEO of Batter Blaster. "But innovation can change even the oldest of categories. Ready-to-make pancake mix has been on store shelves since 1931; Batter Blaster is still shaking up that category 80 years later, adding new consumers and growth to a typically traditional category."

O'Connor developed the novel concept of Batter Blaster in his home kitchen. Despite a small team and limited resources, and utilizing creative marketing initiatives, Batter Blaster created a new category of refrigerated, ready to cook pancake and waffle batters. Batter Blaster's first flavor, Organic Original, was introduced to U.S. grocery stores in 2007. Even in the recent economic climate, the brand quickly grew in popularity, drawing thousands of "fanatical" fans. This prompted the expansion of the company's staff and the development of three new flavors – Organic Whole Wheat, Double Chocolate and Buttermilk – which were launched in 2011 and can be found in grocery stores nationwide.

The GMA received a wide range of submissions for the Consumer Packaged Goods Award for Creativity and Innovation. Candidates were judged on creativity, willingness to take risks, achieving measurable results, and creating a valuable knowledge base for the entire industry.

Batter Blaster won the Division A category for manufacturers with total sales below \$3 billion. For more information, please visit www.gmaonline.org.

About Batter Blaster

Batter Blaster is a waffle and pancake batter in a recyclable whipped cream style can offering four tasty flavors: Organic Original, Organic Whole Wheat with Brown Sugar & Cinnamon, Double Chocolate, and Buttermilk. Each 18-ounce can of Batter Blaster makes about 28 four-inch pancakes or eight waffles in minutes. Using a unique, pressurized, patent-pending process and wholesome ingredients, Batter Blaster provides delicious taste without the fuss. For more information, visit www.BatterBlaster.com or join the conversation at www.facebook.com/batterblaster.

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To request images, a fact sheet, or to receive product samples, please call (773) 715-0879 or email jenna@snackbox.us.