



For Immediate Release  
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## BISCUITS FROM MAINE'S GAGNÉ FOODS HIT BI-COASTAL DISTRIBUTION MARK, PRODUCTION FACILITIES EXPANDED TO MEET CONSUMER DEMAND

*Maine-made biscuits picked up by Saks Fifth Avenue, Dean & DeLuca, Mackenzie Ltd.  
and growing list of catalogs for national distribution*

**Bath, ME** – Chef Michael Gagné's Robinhood Free Meetinghouse 72-layer Cream Cheese Biscuits and Cinnamon Rolls ([www.gagnefoods.com](http://www.gagnefoods.com)) have achieved bi-coastal distribution, with additional expansion rapidly underway. Gagné's family-run biscuit facility in Bath, Maine is now meeting orders for over 500 high-profile markets and specialty stores from coast to coast, including Whole Foods Markets, Wild Oats, Hannaford, Earth Fare, Vitamin Cottage, and Costco.

Most recently, Gagné's award-winning, made-from-scratch biscuits also hit the shelves at Metropolitan Markets in Seattle, bakery departments at Kowalski's locations in Minnesota, and Treasure Island Foods throughout greater Chicago. Biscuit lovers down south can now buy Gagné's products at Harris Teeter's supermarkets in southern states, as well.

A growing collection of high-profile catalogs and online vendors also are offering Gagné's biscuits. In addition to Saks Fifth Avenue, Stonewall Kitchen, Dean & DeLuca and Mackenzie Ltd, Michigan-based American Spoon Foods and Virginia-based Smithfield Marketplace have signed on for distribution, as well as regional food businesses such as MaineFoodie.com and a variety of specialty stores.

Gagné launched his biscuit enterprise four years ago with his all-natural, light and flaky Robinhood Free Meetinghouse Classic 72-layer Cream Cheese Biscuits. The biscuit operation has moved from its humble beginnings in the back kitchen of Gagné's nationally renowned Robinhood Free Meetinghouse restaurant ([www.robinhood-meetinghouse.com](http://www.robinhood-meetinghouse.com)) to its current home at the Gagné Foods expanded production facility.

The company's Classic 72-layer Cream Cheese Biscuits earned the prestigious title of Best Baked Good at last year's NASFT 52<sup>nd</sup> annual Fancy Food Show in New York, beating out several hundred competitors from across the country. The talented chef has since added to his growing product line by introducing his popular Five Herb Parmesan biscuits, as well as his sweet Cream Cheese Cinnamon Rolls.

Along the way, Gagné's biscuits have earned press in a growing number of outlets including *The Boston Globe* and *TASTE of the Seacoast* magazine, which named the product an "Editor's Pick" earlier this year. The biscuits also were labeled "a buttery, flaky piece of heaven" by *The Nibble: Great Food Finds*. "Michael Gagné's Robinhood Free Meetinghouse Biscuits' may be a long name for a small piece of bread, but as with other champions, this biscuit can carry it," according to the feature. "As breads go, these biscuits are not just the staff of life – they're Fred Astaire's walking stick."

– more –

Projected sales by year's end are \$1 million, with \$2 million planned by Q4, 2008. During the product's growth, the Gagné Foods team has been able to keep pace with demand through its expanded facilities.

"The new equipment we've brought in allows us to make the same high-quality biscuits more quickly, and is helping us keep pace with customer and market demand," according to Gagné. "This is definitely an exciting time of growth for our business, and we're thrilled by how quickly word has spread. We've been able to ramp up our production methods in our new plant, but we're still able to use the same high-quality ingredients that our biscuits and cinnamon rolls have become known for."

The biscuit company's expansion through catalog distribution has been key, according to Gagné. "Our sales through catalogs represented 22 percent of our sales in October 2007, and we expect that number to reach 30 percent during this year's holiday season," Gagné said. "Broad distribution through catalogs is allowing us to better reach every 'nook and cranny' of the market.

"We've also switched to more earth-friendly, 100 percent recyclable packaging that has helped us reach a lower price point," Gagné added. "That improvement, which has reduced both cost and waste – combined with our expected holiday sales – should propel us into additional, new retail markets."

In related news, Gagné has added to his team a new Production Manager, Michael Brown, who comes from Refurb Supplies in Auburn, Maine. Additionally, a new Production Supervisor, David Moore, has moved to the Gagné Foods team from the Robinhood Free Meetinghouse.

Importantly, Gagné Foods achieved last month an "excellent" inspection rating from the American Institute of Baking (AIB). The "AIB-inspected" rating is pivotal and considered an industry standard; without it, Gagné Foods would be prevented from reaching key larger distributing customers – such as Costco and other wholesale clubs. "Receiving our solid rating from AIB opened up a whole new level of available customers to us," said Gagné. "That AIB rating makes our prospects and opportunities for 2008 appear even brighter."

#### **Resources:**

To request product samples or hi-/lo-res product images, contact Jen Beltz at (207) 699-5500 or [jen@frontburnerpr.com](mailto:jen@frontburnerpr.com).

For a list of retail distributors, visit [http://www.gagnefoods.com/where\\_to\\_purchase.php](http://www.gagnefoods.com/where_to_purchase.php).

To discuss investment opportunities, please contact Michael Gagné at (207) 386-5071.

#### **About Gagné Foods:**

Chef Michael Gagné's made-from-scratch, 72-layer cream cheese biscuits from Maine's Gagné Foods have quickly earned a prominent place on the nation's culinary map. Biscuits from Gagné Foods put an appetizing stamp on meals ranging from picnics and hearty breakfasts, to tempting brunch and dessert spreads. Executive Chef of Maine's five-star Robinhood Free Meetinghouse restaurant, Gagné uses only the freshest, highest-quality ingredients when crafting his flavorful biscuits. Flavors include the talented chef's award-winning Classic 72-Layer Cream Cheese Biscuits, his savory Five-Herb Parmesan Biscuits, and his popular, enticing Cinnamon Rolls. For recipe ideas and a list of distributing locations, visit [www.gagnefoods.com](http://www.gagnefoods.com).

*For further information, or to schedule an interview with Chef Michael Gagné, contact Jen Beltz at Front Burner PR ([jen@frontburnerpr.com](mailto:jen@frontburnerpr.com), Ph: 207/699-5500.)*

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