

FOR IMMEDIATE RELEASE

For further information, please contact:
Deanne Birchall, President/CEO
Woodland Fairy Acres, LLC
(317) 660-6286
dbirchall@woodlandfairyacres.com



Woodland Fairy Acres Creates Reverence for Old World Traditions with Unique Line of Floral Scone Mixes

Fishers, IN (February 2009) – When Deanne Birchall, Co-founder and President of Woodland Fairy Acres, Fishers, IN, decided to leave the corporate world in search of creative and professional independence, her natural inclination was to somehow combine her romantic obsession with gardening and her love of cooking. Immersing herself in antique cookbooks and volumes of European and Early American Food History, only helped to solidify her vision.

Food for Thought

“As I discovered reference upon reference in antique recipes to Old World floral ingredients, like handmade flower waters and floral syrups, and a smattering of recipes for candied flowers and floral jellies, this idea of establishing a company that would offer unique and original specialty floral foods grabbed hold of me and wouldn’t let go. It somehow turned into a whimsical, yet romantic, sense of duty I felt to bring back this almost forgotten Old World tradition of using edible floral ingredients,” says Birchall. “But, if I wanted to restore this culinary tradition and keep it at the forefront of future food trends, our specialty food products would have to go a step further than just incorporate floral ingredients – they would have to taste like the flowers themselves.”

After searching the globe for high quality artisanal ingredients and developing recipes for multiple product lines, Woodland Fairy Acres opened its doors in April 2008 with the online launch of its Old World Floral Scone Mixes. The product line offers 5 distinctive Floral Collections: Sweet Briar Rose, Country French

Lavender, Bouquet des Fleurs Orange Blossom, Lady Chantrey Violet, and White Jasmine Flower. With 22 floral scone mixes to choose from, even the most discerning palate can't resist the temptation to try one.

Whether you're in the mood for a traditional floral flavor or want to try one of the exquisite pairings, there is sure to be something for everyone. "The most difficult part," says Birchall, "is choosing which scone mix to try first." Are you in the mood for rose-scented scones studded with dried cranberries? What about violet scones scented with cardamom? Or maybe a trip to the tropics with a pairing of jasmine, pineapple and coconut? Orange blossom and almond scones might do the trick... Of course, there's always Provence lavender paired with Valrhona cocoa powder...

Made with ingredients of the highest quality such as unbleached wheat flour, pure cane sugar, non-aluminum/non-GMO baking powder, award-winning French floral syrups and flower water, Valrhona chocolate, French-origin Provence lavender buds, non-irradiated spices, and dried fruits and nuts with as few additives as possible, Woodland Fairy Acres' floral scones are all natural, deliciously moist and easy to make 'from scratch'. "All you need to add is heavy cream. And the best part," says Birchall, "is that they are beautifully fragrant, delicately sweet indulgences that can provide your soul with an ethereal experience from season to season, even as Spring and Summer turn into Fall and Winter."

Gift-packaged in beautiful white tissue-lined, excelsior-filled, silver or white ballotin boxes, sealed with a silver medallion and wrapped in an elegant Satin & Organza ribbon, Woodland Fairy Acres' Old World Floral Scone Mixes have found a niche in the specialty food and gift markets. Priced under \$20.00, these Floral Scone Mixes are "beautifully unique, all-occasion gifts for that someone special or your own personal luxury", says Birchall.

In the News

It seems the company's products have not gone unnoticed.

In September 2008, three of the leading County magazines named Woodland Fairy Acres' Old World Floral Scone Mix product line one of thirteen culinary finds in Hamilton County, IN and one of two culinary finds in the Town of Fishers. The company's floral scone mixes were featured in the article "Baker's Dozen Food Finds", which highlighted "local goodies...you'll crave and devour year-round."

In December 2008, Indianapolis Woman Magazine featured the company's Sweet Briar Rose and Lady Chantrey Violet & Wild Blueberry Floral Scone Mixes in their Holiday Highlights article "12 Ways of Feasting – Celebrate the Holidays Tastefully with Elegant Food and Festive Drinks". The article highlighted products each considered to be "a culinary epiphany", with the holiday host/hostess gaining favor for their festive fare: "Serve any of these delights...and your name may just go down in holiday history." Woodland Fairy Acres' floral scones were further characterized as "elegant...fragrant...tantalizing traditions you'll want to serve again and again."

More than Meets the Eye

"After September 11th, the need to offer romance, beauty and hope to the world seemed ever present to me. In our own small way, this is what Woodland Fairy Acres aims to do with every product we create," vows Birchall.

"People often ask me how I came up with the company name of 'Woodland Fairy Acres'. It took a certain amount of introspection to come up with a name that would resonate with people and convey what I wanted the company to represent. Our main focus will always be the creation of specialty floral foods. A 'Woodland Fairy' is something that is unique and whimsical, beautiful and romantic, all at once. It is important to me that all of our products incorporate each one of these elements." She continues, "'Acres' represents the one-on-one relationship we each have with the earth and the origin of our food. I know that

may seem a bit obvious, but I think we all, at one time or another, have adhered to the idea that a supermarket is the first and last link in our food chain.”

What to Look for in the Near Future

In 2009, Woodland Fairy Acres will launch its Fairy Fluffs product line. “Artisanal floral marshmallows in 6 beautifully fragrant flavors,” smiles Birchall. “All handmade to order and beautifully gift-packaged.”

Birchall’s final thoughts, “One of the things I hold close to my heart is the hard work and dedication we devote to every aspect of this company, so that our customers will always find an Old World ‘country elegance’ to our products.” She adds, “Woodland Fairy Acres will always be a source of affordable luxury in the specialty food and gift markets.”

For More Information

For more information or to purchase Woodland Fairy Acres’ Old World Floral Scone Mixes, please visit www.WoodlandFairyAcres.com. All products are shipped via FedEx throughout the continental United States.

#