

– 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 Embraces the Beauty and Wonder of the Holiday Season... (With Inspiration from a Little Fairy, French Peppermint Syrup, and America's Favorite Pillowy Confection)

Fishers, IN (November 2009) – Embracing all that is glorious and child-like this Holiday Season, Woodland Fairy Acres has created “The Mistletoe Fairy’s Peppermint Kiss” Holiday Marshmallow Mix. In keeping with the Christmas tradition of enjoying homemade baked goods and handcrafted confections, the home kitchen can now add beautifully flavored, handmade peppermint marshmallows to its repertoire of holiday delights.

An Affinity for Family Gatherings, Holiday Traditions and Handmade Marshmallows

“No matter how tumultuous the world may seem to get, I never lose my child-like sense of wonder this time of year,” says Deanne Birchall, Co-founder and President of Woodland Fairy Acres. “The holidays are just too important a time not to allow ourselves the freedom to relive our carefree childhood memories and rekindle those feelings of jubilation and renewed wonder at the beauty and miracles that surround us.”

Birchall’s reverence for family gatherings and holiday traditions, along with her affection for handmade marshmallows, were the inspiration for Woodland Fairy Acres’ latest romantic, yet whimsical, specialty food product. “I wanted to share my love of the holidays and that child-like sense of wonder I still embrace during this magical time of year. I also wanted to share my affinity for marshmallows, which I especially adore throughout the winter season.” She continues, “It was important to me that we create a product that

would appeal to the child in all of us, especially during a time of family holiday gatherings. What I love most about the holidays is that, for a brief moment in time, we are allowed that unapologetic, carefree indulgence of being a kid again, no matter how old we get...”

Made with all-natural ingredients of the highest quality such as pure cane sugar, corn syrup solids, un-flavored bloom gelatin, and peppermint syrup made by an award-winning French artisan, Woodland Fairy Acres’ handmade peppermint marshmallows are sure to conjure up those joyful childhood days of Christmases past. Delicate and pillowy soft, these artisanal marshmallows pair beautifully with frosted milk punches, ice cream spritzers, and white or dark chocolate beverages.

To be offered each calendar year between November 1st and December 10th, “The Mistletoe Fairy’s Peppermint Kiss” Holiday Marshmallow Mix may just inspire a new holiday tradition.

The Art of Making Fine Marshmallows Comes Home

America’s well-known affinity for this 150-year-old French confection is undeniable. Largely commercially made and mass-produced within the United States, the marshmallow has nonetheless enjoyed a certain mystique and unique reverence unlike any other confection consumed by Americans.

“We wanted to dispel this notion that making beautifully flavored, handmade marshmallows in the comfort of one’s own kitchen was an impossibility or, at the very least, a result of having too much time on one’s hands,” says Birchall. “Don’t be fooled by the simplicity of our ingredients or process,” she continues, noting that the marshmallow mix only requires the addition of filtered water. “Both the kitchen novice and the marshmallow connoisseur will find pleasure in making (and eating) this pillowy soft, peppermint-flavored confection.”

With a twinkle in her eye much like Jolly Ol’ St. Nick’s, Birchall seems pleased – dare we say “jubilant”? – with this latest creation. “With this Holiday Marshmallow Mix, as with all of our marshmallow mixes, the home kitchen joins the ranks of luxe Parisian restaurants, romantic French patisseries and niche American confectioners in the art of making fine marshmallows. All we add is the simplicity, fine ingredients, confidence, and yes – with this Holiday Marshmallow Mix in particular – a touch of carefree jubilation that comes with being a kid (again) at Christmas,” smiles Birchall.

“The Mistletoe Fairy’s Peppermint Kiss” is the first specialty food product in what is known as “The Fairy Fluffs Collection of Holiday Marshmallow Mixes”. Priced under \$20.00, this Holiday Marshmallow Mix comes gift-packaged in a beautiful silver laminated gift bag with rope handle, lined with tissue and white hydrangea cellofilm, and adorned with a soft pink Satin & Organza ribbon. A matching color gift card and brief history of marshmallows, also accompany the gift bag. “It is a beautifully unique holiday gift for that someone special or your own personal luxury”, says Birchall.

Whether seeking to embrace the holidays or any other day of the year, Woodland Fairy Acres continues to create its own niche in the specialty food and gift markets with its complete line of Old World Floral Scone Mixes and Floral, Tea-Infused & Holiday Marshmallow Mixes.

For More Information

For more information or to purchase “The Mistletoe Fairy’s Peppermint Kiss” Holiday Marshmallow Mix, please visit www.WoodlandFairyAcres.com. All company products are shipped via FedEx throughout the continental United States.