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Media Contact:
Heather Senter: 817-881-5130
heather.senter@att.net

LIFE JUST GOT SWEETER FOR MELI'S MONSTER COOKIES
Gluten-Free Brand Is Expanding Into
70 H-E-B Stores Throughout Texas

November 12, 2014, Austin, Texas – Cookie Entrepreneurs, Melissa Blue and Melissa Mehall, have found a recipe for success with their gluten-free cookie brand, Meli's Monster Cookies, formerly Melissa's Monster Cookies. Their cookies will now be sold in the gluten-free frozen food section of 70 H-E-B stores throughout Texas. With this expansion in distribution they have also recently shortened the brand name to Meli's Monster Cookies.

"We are thrilled to be in one of Texas' most recognizable grocery store chains," said Melissa Blue, co-founder of Meli's Monster Cookies. "More and more people are following a gluten-free diet, but still want the enjoyment of baked goods. Having a grocery partner like H-E-B helps us to reach a larger demographic in areas where the cookies were not previously available."

Melissa Mehall, co-founder and licensed attorney, saw the expansion as a perfect time to own their brand trademark. After extensive research, they found that

going with Meli's over Melissa's would give them more flexibility for expansion in the long-term.

"We didn't want to lose the integrity of the brand name we had already established, but in order to compete on a broader scale, we needed a name that was completely unique and that we could legally own," said Mehall.

Current customers will still recognize the sweet treats by the aqua and red cookie-shaped logo.

"Meli's cookies came to market because there was a need for a better tasting cookie that was gluten-free. Our cookies do not include the typical gluten substitutes, which can result in dry tasting cookies," Mehall said. "The positive response and comments have been overwhelming allowing us to grow at this pace."

Meli's Monster Cookies, which currently offers two flavors: Original and Choclot, are gluten-free and provide a tasty sweet that satisfies gluten-free dieters, people with Celiac's Disease and those looking for a quick and nutritious snack to satisfy a sweet tooth craving. In addition, Meli's are high in fiber and protein compared to other cookies on the market. The first two ingredients in Meli's Monster Cookies are certified gluten-free rolled oats and peanut butter. This differs from most other cookies whose first two ingredients are flour and sugar.

"The feedback we've received in stores and online is that people love these because they maintain the fresh-baked soft but chewy texture. So many gluten-free sweets take on a different consistency because of wheat substitutes," said Blue.

These cookies have become so popular since their launch that stores can't restock fast enough. Blue and Mehall say they have found a niche they hope will fill a need currently not being met in the gluten-free market.

In addition to H-E-B stores, Meli's Monster Cookies are sold in all Central Market stores throughout Texas and smaller specialty grocers including Royal Blue

Grocery in Austin and the Sunflower Shoppe in Fort Worth and Colleyville, Texas and Roy Pope Grocery in Fort Worth.

Note about gluten-free labeling:

Earlier this year, the US Food and Drug Administration issued a final ruling that provides guidelines and a definition for the term “gluten-free” for voluntary food labeling.

According to the FDA, “This new federal definition standardizes the meaning of “gluten-free” claims across the food industry. It requires that, in order to use the term “gluten-free” on its label, a food must meet all of the requirements of the definition, including that the food must contain less than 20 parts per million of gluten. The rule also requires foods with the claims “no gluten,” “free of gluten,” and “without gluten” to meet the definition for “gluten-free.”

About Meli’s Monster Cookies:

Meli’s Monster Cookies are naturally gluten-free and preservative free. The cookies can either be enjoyed immediately or frozen for up to six months. They are freshly baked and stored in the freezer. They can be found in the gluten-free frozen food section of participating stores. For the latest information and product updates, follow us on Facebook at <https://www.facebook.com/MelissasMonsterCookies> or visit www.melismonstercookies.com.

***Note to media:** High-res photos of the cookies, packaging and company founders are available by request.*

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