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FOR IMMEDIATE RELEASE:

Vermont Shortbread Company Launches Online Bakery in Time for Mother's Day Gift-Giving

Huntington, VT, May 3, 2006--

Food connoisseurs in search of an edible Mother's Day gift can look no further than the [Vermont Shortbread Company](http://VermontShortbread.com) to deliver the baked goods by mail. Ann Zuccardy, owner of this Huntington, Vermont-based shortbread provider to hundreds of local and online customers, announced the official launch of her online shortbread headquarters at <http://VermontShortbread.com> earlier this week. Shortbread fans and natural food champions alike will find it easier than ever to have homemade, additive- and preservative-free shortbread shipped to their home or office via express mail within days of making their online purchase.

As an emerging leader in what is becoming known as the Slow Food Movement, Zuccardy might just be a dime a baker's dozen of specialty food providers helping to change the face of the food industry as we know it.

Says Ann of her shortbread presence on the web: "In this exhausting age of immediate gratification and fast-paced communication, people are once again turning to the comfort-providing, simply prepared foods passed down from their grandparents' era. The internet has really opened the doors to a cultural food revolution and a fusion of ethnic tastes, bringing back old family recipes from generations ago and making it easier than ever for foodies to access hard-to-find ingredients from all over the world."

Besides having a healthy helping of old-world charm to offer, Vermont Shortbread holds wide appeal for many health-conscious individuals who prefer to feed their families naturally-prepared, chemical-free foods. While shortbread is by no means lowfat, the recipe promoting extended shelf-life gets a nod of approval from internet-based food fans who prefer to keep it real.

Coinciding with the launch of the new website at <http://VermontShortbread.com> comes a special Mother's Day promotion for those who wish to send shortbread to Mom by mail. Zuccardy's elegantly-dressed Mother's Day gift box features a Vermont Greeting card and handwritten, personal message to Mom; plus an attractive calendar magnet bearing the Vermont Shortbread Company logo and a photo of her mouthwatering shortbread. Shortbread fans have been reminded to "order well before Mother's Day to ensure delivery on time!"

For more information, visit <http://VermontShortbread.com> or email Ann Zuccardy at jsaz@gmavt.net.