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FOR IMMEDIATE RELEASE

WHOLE FOODS MARKET BUYS LOCAL AND SUPPORTS “CHICAGO ORIGINAL” BAKERY

Whole Foods Market Willowbrook first store in region to carry products from
The Honey Wafer Baking Company

Crestwood, IL – February 3, 2010 – Whole Foods Market® in Willowbrook Illinois now carries locally produced Honey Wafers from the Honey Wafer Baking Company. The partnership supports the family owned small commercial bakery as well as contributes to the state economy. The Original Filled Honey Wafers by Anisi are an approved “Illinois Made Product” by the Illinois Department of Agriculture. The Honey Wafer Baking Company supports the local economy through the use of ingredients, bags and boxes that are produced in Illinois.

Whole Foods Market’s Willowbrook team leader commented “The partnership was a perfect fit with the Whole Foods Market core values of selling the highest quality natural products and supporting the local community.”

Honey Wafers are two crispy light 8-inch wafer rounds hand-sandwiched together with a distinctive honey candy filling. It is an all natural treat entirely unique to the ready-to-eat snack food market.

- ◆ Only 90 calories per serving
- ◆ 100% natural
- ◆ No preservatives
- ◆ Low fat
- ◆ No saturated fat
- ◆ No Trans Fat
- ◆ No cholesterol
- ◆ Kosher

In-store sampling of Honey Wafers are scheduled at Whole Foods Market Willowbrook for: Saturday, February 6th, from 10 a.m. - 4 p.m. & Sunday, February 7th from 10 a.m. - 2 p.m., Saturday, February 13th from 10 a.m. - 4 p.m. & Sunday, February 14th from 10 a.m. - 2 p.m.

Whole Foods Market® (Nasdaq: WFMI), is the world’s leading natural and organic foods supermarket and the nation’s first certified organic grocer. Whole Foods Market Willowbrook is located at 201 63rd Street, Willowbrook, IL, 60527.

The Honey Wafer Baking Company continues to produce The Original Filled Honey Wafers by Anisi. Mama Anisi introduced her European recipe over 80 years ago and the 3rd generation wafers continue to be produced by hand in the old world style at the Chicago suburban location in Crestwood Illinois. The family owned company can be reached at 800-977-9012, by e-mailing honeywafer1@yahoo.com or visit www.HoneyWafer.com

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If you would like more information, to try a sample, or to schedule an interview please contact Rachel Jackson at 815-404-9920 or via e-mail at Rachel@peacockpublicity.com