



Fillo Factory Strengthens Brand Portfolio **With the addition of Mimi's Gourmet**

Dumont, NJ (March 10, 2008) **Fillo Factory**, a premier organic processor of healthy, convenient, premium quality, vegetarian, vegan, and Kosher foods, today announced they have acquired the **Mimi's Gourmet** brand of organic chili products.

"The **Mimi's** line fits in well with our portfolio of organic foods," said Ron Rexroth, CEO of **Fillo Factory**. "We will leverage our broker and distributor networks, advertising and PR budgets and tradeshow exposure to help grow the brand and sales all around. **Mimi's Gourmet** has great potential and we are confident it will become a resounding success".

Currently **Mimi's** offers 3 different varieties of organic vegetarian chili: *Black Bean & Corn*, *White Bean & Jalapeño* and *Three Bean & Rice*. A new flavor, *Chipotle Black Bean with Rice* is scheduled to hit shelves in early May.

"The new variety is just the beginning," said Michael Gershkovich, founder of **Mimi's Gourmet**. "With the knowledge of food that both Ron and I can bring to the table, I am confident we can make the brand a household name".

Gershkovich, a *Culinary Institute of America* graduate, and owner of *Mike's Bistro* in Manhattan, uses his restaurant as a forum for customers to try new dishes, as he gets immediate feedback from his discerning patrons.

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About Mimi's Gourmet

Mimi's Gourmet, founded in 2005, uses only premium, certified organic ingredients. The line is free of all pesticides, preservatives, artificial flavors and colors. www.mimisgourmet.com.

About Fillo Factory

Celebrating its 15th year in business, Fillo Factory has perfected the art of creating Fillo dough and value-added Fillo dough products that are delicious, nutritious, healthy and convenient for today's busy households. The line is suited perfectly for vegan, vegetarian, organic and Kosher lifestyles. In addition, Fillo Factory offers **Aunt Trudy's** single serve gourmet vegetarian entrees and desserts in 15 different fully microwavable varieties. www.fillofactory.com

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Fillo Dough • Pastry Shells • Appetizers • Entrees • Desserts • Retail & Food Service

