



Contact: Jason Schumann
Ampere Communications
jason@amperecom.com
612-816-5718

Gourmet Macaroons Win Best New Product at KasherFest
Minneapolis Confection Earns Top Honor from World's Largest Kasher Event

Minneapolis, Oct. 25, 2010 – Lily Bloom's Kitchen, a Minneapolis-based confection, won the best new product award in the dessert, candy, cookie or cracker category and was the runner-up for best in show at the 2010 KasherFest, taking place this week at the Meadowlands Exhibition Center in Secaucus, N.J.

In July, the "[Rachael Ray](#)" show featured the kosher dessert, marking the national launch of this handmade confection. Since then, the company moved into a new kitchen facility in Fridley, Minn., and expanded its distribution at local grocers such as Kowalski's and Byerly's, gourmet food stores in New York City and online retailers such as [foodzie.com](#), [abesmarket.com](#) and [chocolate.com](#). The luxury treat also can be purchased at www.lilyblooms-kitchen.com.

"The KasherFest honor is just icing on the macaroon for us," said Larry Shiller, owner of Lily Bloom's Kitchen. "It has been a whirlwind of expansion and awareness for us over the last few months and now we're being validated by one of most prestigious food events in the country."

[Larry Shiller](#) created the kosher chocolate macaroon from his mother's (Lilyan Bloom Shiller) original homemade recipe in late 2009. The artisanal, gluten-free, kosher parve sweets are made fresh every week with select all natural ingredients, including imported chocolates, flaked coconut, pure vanilla bean extract. The 12-piece assortments include:

- Premier (with all-chocolate, cherry and orange)
- Spice (with cinnamon and all-chocolate)
- Nutty (with walnuts, almonds and peanut butter)
- Raspberry (with white chocolate and raspberry)

###

Editor's Note: For samples and images, contact Jason Schumann at jason@amperecom.com or 612-816-5718.