



## News Release

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For Immediate Release

### **GREYSTON BAKERY LAUNCHES DO-GOODIE BROWNIE PRODUCT LINE**

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#### ***Brownies with a Cause: Doing Good in the World Never Tasted so Delicious***

New York – (March 20, 2008) – Greyston Bakery, a pioneer in the ability to use delicious baked good revenues to assist with community development, personal growth and economic renewal, has recently launched its newest line of brownies: Do-Goodie and asks the question ‘How Good Can One Brownie Be?’

All Do-Goodie profits go directly to the Greyston Foundation that supports jobs, childcare, healthcare and housing for the underprivileged. Now brownie lovers across the globe can ‘feed their conscience’ as well as satiate the need for super premium, divinely decadent brownies.

The Do Goodie is made with rich Belgian chocolate and all natural ingredients. It includes something for everyone with a variety of flavors ranging from ‘the original’ Chocolate Fudge Brownie, Walnut Fudge Brownie – the nut lovers’ brownie, Espresso Bean Brownie (for those who need that extra little kick of caffeine) and a Brown Sugar Blondie - something sweet but not so dense and chocolatey. Do-Goodies are sold on-premise in their Yonkers plant, currently available for order through all UNFI’s seven regions across the country. Individual brownies retail at \$2.49.

“We are very excited to be launching Do-Goodie and giving people everywhere a delicious and indulgent way to help others,” explains Julius Walls Jr., President and CEO, Greyston Bakery. “The Do-Goodie brownies embrace all of our fundamental principles as a socially responsible company which is why so many corporations and individuals support our efforts.”

#### **About Greyston Bakery**

Founded in 1982 in Yonkers, Greyston Bakery produced quality baked goods and desserts to many of New York City’ top rated restaurants. They are the exclusive producer of brownie mix-ins for Ben and Jerry’s brand ice cream as well as many others. The Bakery continues to be a force of self-transformation and community renewal by offering on-site training; fair wages and benefits to more than 50 local residents, regardless of their work history. The Bakery and all Do-Goodie profits support the Foundation’s community development initiatives, including low-income housing, childcare, health services and technology education.