



## Media Release

### **Martin's Marvelous Naturals Promotes New Gourmet Gluten-Free and Nut-Free Natural Crisps & Granola at [www.martinsmarvelous.com](http://www.martinsmarvelous.com)**

Burnaby, BC, March 2, 2011...Martin's Marvelous today announced the launch of [www.martinsmarvelous.com](http://www.martinsmarvelous.com), a new website dedicated to promoting its line of gourmet gluten-free and nut-free natural crisps and granola products.

With its new line of 100% natural and wholesome gluten-free and nut-free crisps and granola making their way to select store shelves, Martin's contracted Honeycomb Creative Solutions ([www.honeycombcreative.com](http://www.honeycombcreative.com)) to develop a website specifically for consumers and retailers wanting to learn more about its products' ingredients, nutrition facts and retail locations.

"Our brand is new, so it is very important to make a good first impression with natural and health food consumers. These consumers are very conscious of what they put into their bodies and of what they bring into the family household. They will do online research before they even consider buying a product, so it was very important for us to get our products online in order to give them the information they need to make a purchasing decision," explained Kalpna Solanki, President of Martin's Marvelous Naturals.

At [www.martinsmarvelous.com](http://www.martinsmarvelous.com), discerning consumer's can select a product's page, view its nutritional information and be assured that only the best quality natural ingredients—from non-GMO canola oil to Pure Oats and other locally sourced ingredients—go into the making of each gluten-free and nut-free crisp and granola product. Martin's Marvelous Naturals product offerings include four types of crisps: Rosemary Lavender, Pumpkin Seed Cranberry, Chocolate Molé and Date & Olive Tapenade, and two types of granola: Sunflower Seed Raisin and Pumpkin Seed Cranberry.

To help consumers find Martin's crisps and granola, the website includes a "Where to Buy" page where consumers can search for the closest retail location or recommend a store in their area that they would like to have carry Martin's food products. As Martin's Marvelous makes its way into more stores, the website can easily be updated through SiteManager, the website's backend content management system that Honeycomb Creative includes with all websites it develops.

"With SiteManager, Martin's Marvelous Naturals can ensure their website is always up-to-date with the latest new product information or retail location. Martin's can even use Sitemanager to publish more recipes that pair well with their products to the website," said Alan Haslinger, Honeycomb Creative's Marketing Project Consultant.

"The website Honeycomb Creative developed for us does an excellent job of communicating the wholesomeness of our crisps and granolas. Images of our key ingredients, like cranberries, cocoa pods and raisins, appear throughout the website and all the web pages incorporate earthy tones to reinforce the natural world from which we source our ingredients. The site is a very good online representation of our brand and the natural and flavourful goodness found in our crisps and granola," said Solanki.

Visit <http://www.martinsmarvelous.com> for more information about Martin's Marvelous Naturals and its unique and flavourful line of all natural gluten-free and nut-free crisps and granola.

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#### **About Martin's Marvelous Naturals**

Martin's Marvelous Naturals is a subsidiary of FX Foods, a natural food manufacturer located in Burnaby, British Columbia. FX Foods is committed to producing natural, wholesome and locally sourced foods for discerning consumers.

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