



Baker and Chef Showcase Local Food Community through Evelyn's Crackers

Evelyn's Crackers are handcrafted from organic and artisanal ingredients, sourced locally. They are partners in the growing local foods movement, with their commitment to heritage varieties of wheat and other grains. Evelyn's Crackers is proud to include Red Fife whole wheat flour in their crackers; a wheat that dates back to the nineteenth century settlement of Otonabee Township Ontario, as well as rolled oats, and spelt and barley flours. All our grains are grown near Owen Sound in Grey County by the organic farmer Sean McGivern of GrassRoots Organics.

Available at Farmers Markets and Local Organic Food Stores

Evelyn's Crackers have been available for the first time this summer at local farmers' market across Toronto: Riverdale, Trinity Bellwoods, North Toronto Fresh Food Market and the Don Valley Brick Works. They were immediately well received; "**The flavor keeps getting better. They're amazing!**", "**Really great...wow!**", "**Not [just] good, Excellent!**", and continue to build a loyal clientele at the markets. **Evelyn's Crackers** are now available in local organic grocers and specialty food shops. The Healthy Butcher, Organics on Bloor, Pantry, Multiple Organics, Culinarium, Moveable Feast, Chez Nous Caterers and others are part of the cracker community.

The Educated Consumer

Evelyn's Crackers customers are among those who care about where their food comes from: local and organic are big selling points. They also want products that are healthy, and are easy additions to meals and snacks. They are educated consumers, looking for the distinctive, who reach for the hand-crafted over the processed.

By pairing local with artisanal traditions, **Evelyn's Crackers** can be enjoyed with all cheese-styles, charcuterie, dips and on their own. They are sophisticated crackers with kid appeal. and

Evelyn's Cheddar Crispy Crackers 120g

Flakey Cheese Crackers made with Organic Spelt Flour, Local Aged Sheeps' Milk Cheddar and Puffed Basmati Rice.

Evelyn's Salty Oat Crackers 120g

Buttery Oatmeal Crackers with Organic Heritage Whole Wheat and Local Oats, Organic Butter and Sea Salt.

Evelyn's Spicy Dal & Coconut Sticks 130g

Slender Spelt Sticks with a hot-sweet South-Asian flavor of Indian spices, Red Lentils, and Grated Coconut. Pairs with bold flavored cheeses, salsas, dips of all kinds, or tapenade.

Evelyn's Barley & Bay Leaf Crackers 130g

Heritage Red Fife Whole Wheat and Barley Flours, Extra-virgin Olive Oil, and fragrant with Greek Spices.

Evelyn's Slightly Seedy Crackers 130g

a healthy blend of Flax, Pumpkin, and Sesame Seeds, and a touch of Local Wildflower Honey. A treat with soft lighter and full flavored cheeses.

Evelyn's Crackers Story

We are Dawn Woodward and Edmund Rek, a baker and chef with a young daughter named Evelyn. We moved to Canada from the USA in 2007, looking to make a home for ourselves here. We come from the worlds of professional baking, catering, restaurants, home-cooking, and teaching. Our interests and our expertise are international. After traveling widely in the last ten years, from Southeast Asia and India to countries of the Eastern Mediterranean, we are excited to be engaging with food in Toronto, the most cosmopolitan of cities.

We started Evelyn's Crackers in the spring of 2008, selling at local farmers' markets in Toronto and also to local specialty stores. Our philosophy is that the food we make must be sustainable and must support local farmers. Our goal is to source locally, utilizing all Ontario has to offer: grains, honey, dairy, artisanal cheese making, and more. Where necessary we include imported fair-trade ingredients that we source locally.

We are driven to help build a local community one cracker at a time.

Local Suppliers

Grass Roots Organics: Red Fife Wheat, Whole Grains/Flours, **Monforte Dairy:** Sheep's Milk Cheddar

Whole World Trade: Fair Trade Spices, **Bees Universe:** Wildflower Honey

More info: evelynscrackers.com 647.448.0731 Visit us at the Toronto Food Business Incubator (TFBI) Booth #113