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Date: June 1, 2010



**FOR IMMEDIATE RELEASE**

**LOOK OUT MARTHA, HERE COMES NONUTTIN'!**

DUNCAN, BC - Nothing spells success like being featured on a daytime talk show and like many small businesses owners, Alana Elliott of Duncan, BC's Nonuttin' Foods dreamed big. Setting her sights on appearing on a popular show might have seemed out of reach until a few weeks ago. Elliott recently flew to New York City to appear on The Martha Stewart Show!

The process of landing a big time talk show was quite lengthy starting with the producer of The Martha Stewart Show contacting Elliott for the first time in October 2009. Fortunately, it had been recommended that the producer try Nonuttin' products for her family's food allergies. This led to the producer giving Elliott a call.

"After that initial contact, we sent samples of our granola bars and granola to the producer. We then waited for several months to see whether demonstrating how to make allergy friendly granola bars on the show would make a good segment," says Elliott.

Once over the initial acceptance stage, the producer still had to present the final idea to Martha Stewart. To take this next step, Elliott had to send in granola bar recipes for the show's test kitchen for the domestic guru to try for herself. Once Martha Stewart approved the recipe, Elliott was asked to appear on the show, filming in New York City.

The show was taped before a live studio audience on Thursday, April 29<sup>th</sup> and aired the same day which was perfect timing since May 1<sup>st</sup> begins Allergy and Celiac Awareness Month. The Martha Stewart Show is no longer aired in Canada but can be seen on NBC affiliates in the United States. Now that the show has been filmed, a link to the official show site and segment is on the Nonuttin' Foods website at [www.nonuttin.com](http://www.nonuttin.com).

"It's been a fantastic year," says Elliott. "From supplying granola bars to the Olympic Broadcasting Centres to appearing on The Martha Stewart Show! It will be hard to top that."