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**PRESS RELEASE**

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**FOOD INNOVATION CENTER CLIENT FATBOY COOKIE COMPANY EARNS TOP MARKS**

Food Innovation Center client Joel Ansh of FatBoy Cookie Company is a hit with Supermarket Guru, Phil Lempert, according to February 17, 2010's New Product Review. An expert analyst on consumer behavior, marketing trends, new products and the changing retail landscape, Phil Lempert releases weekly reviews of up and coming new specialty food items. Lempert gave FatBoy Cookie Company's Outrageous Cookie Dough in their Chocolate Chunk flavor a total score of 85, saying: "This chocolate chunk cookie dough is good enough to get you hooked!" The entire review can be viewed on the Supermarket Guru's website:

<http://www.supermarketguru.com/index.cfm/go/sg.videoSlideshow/videoId/211>

FatBoy Cookie Company came to the Food Innovation Center in 2005 for assistance in developing a new look for their packaged, frozen cookie dough. Consulting with the Rutgers Food Innovation Center, Joel completely revamped his product packaging. The staff assisted him with identifying a graphic designer and photographer. Work was also done on the package copy and layout, including preparation directions, ingredient and allergen statements, and nutritional facts information. Says Joel of his experience with the Food Innovation Center: "Without the assistance of the Rutgers Food Innovation Center the company would not have been prepared to enter the new market venues. Their expertise in the food industry was absolutely key to getting to the next stage."

FatBoy Outrageous Cookie Dough can be found in several Whole Foods markets, Fairway Markets and is periodically sold through Sam's Club stores. A full list of locations is provided on their website, along with the option to purchase online: <http://www.fatboycookiecompany.com/>

For further information about these educational resources, or to learn about the Rutgers Food Innovation Center, call 856- 459-1900 or visit the Center's website at: <http://www.foodinnovation.rutgers.edu/index.html>

For more information on the Supermarket Guru, and more product reviews, see:

<http://www.supermarketguru.com/>

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**About Rutgers Food Innovation Center**

The Rutgers Food Innovation Center is a unique business incubation and economic development accelerator program that provides business and technology expertise to small and mid-sized food and agribusinesses in New Jersey, and utilizes its outreach capacity to reach the food industry throughout the nation. Clients include

farmers and cooperatives, startup food companies, existing small and mid-sized food establishments and retail and foodservice markets. The center's new 23,000-sq.-ft. food incubator facility enables the marketing, development and distribution of new products for the center's clients, and the evaluation of new technologies and processes. FIC is a research and extension center of Rutgers New Jersey Agricultural Experiment Station. Further information can be found at [www.foodinnovation.rutgers.edu](http://www.foodinnovation.rutgers.edu)