

## **FOR IMMEDIATE RELEASE**

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Photos and samples available.

### **Corporate Gift Programs are Hungry for Healthy Options**

Oakland, CA (March 6, 2008)— Corporations are discovering that Santé Gourmet cakes are an ideal healthy food gift that still conveys a sense of luxury. Traditional food gifts, such as candy, gourmet cookies and other high-fat or sugar-laden choices, may not be appropriate for all gift recipients. Santé Gourmet offers a healthy alternative with cakes elegant enough for special occasions and so delicious that everyone finds it hard to believe that they are made without added sugar and contain lots of fiber. For example, Bruce Thrupp, Business Development Director for environmental engineering firm The Source Group, Inc recently added Santé Gourmet cakes to their corporate gift program. “We have many health-conscious employees as well as clients,” explains Mr. Thrupp, “Santé Gourmet cakes make the perfect thank-you gifts for our valued team members and customers. It’s sheer indulgence without the guilt.” With more and more of the population following a special diet either to improve general health or to manage specific conditions such as diabetes, corporate gift programs are including more healthy choices. “We are seeing a growing demand for our cakes for holidays, birthdays, and client appreciation gift giving,” says founder Elisa Nakata, “The flavor is so rich that the recipient perceives the cakes as a luxurious treat and the packaging reinforces the specialty gourmet image.”

Santé Gourmet cakes have the taste and rich texture of traditional gourmet cakes without the guilt. Significantly reduced in calories and fat, each cake contains 0g trans fat and is an excellent source of dietary fiber. The net carbohydrate per serving is about two-thirds less than that of regular cake. Additionally, Santé Gourmet cakes do not contain artificial sweeteners, flavors, or colors. They are sweetened with the natural, non-caloric sweetener, erythritol. Erythritol is diabetic- and digestive-friendly. Cake flavors include a rich chocolate cake with a sweet chocolate frosting, a moist carrot cake filled with fresh carrots, pineapples, walnuts, and spices, topped with a luscious cream cheese frosting and a lemon cake with a light, tangy frosting.

Perfect for gift giving or parties, Santé Gourmet’s complete line can be ordered through their website, [www.santegourmet.com/shop](http://www.santegourmet.com/shop). Each cake is handcrafted and elegantly presented in single, portion-controlled packaging. Shipped in packages of six, orders can include an individual flavor or an assortment. Gift boxing and a personalized card is also available. Call for information on corporate and foodservice programs.

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About Santé Gourmet: Established in 2002, Oakland-based Santé Gourmet was born out of founder Elisa Nakata's mission to develop healthier dessert options that do not compromise on taste. The specialty cakes are available at San Francisco Bay Area specialty grocers, hotels, and restaurants, as well as by online purchase at [www.santegourmet.com](http://www.santegourmet.com).

For sales information and pricing, contact Elisa Nakata at 408.781.5192 or [enakata@santegourmet.com](mailto:enakata@santegourmet.com).

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