



Debbie Lindsay, *Creator/Owner*

PRESS RELEASE

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Attn: Business Desk, News Desk
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Yakima Entrepreneur's Product Featured on the *Rachel Ray Show*

YAKIMA – The Rachel Ray Show will feature pretzels made by *It's All About the Pretzels*, a Yakima company, in this week's "Snack of the Day" segment. The feature is tentatively scheduled to air on KAPP TV Channel 35 on Monday, April 13th at 3:00pm.

Debbie Lindsay, Owner and Creator of *It's All About the Pretzels*, was contacted through her website by the "Snack of the Day" segment coordinator in September, 2008. After emailing and sending samples, the good news was delivered in late March – *It's All About the Pretzels*, Yakima's own gourmet pretzel company, was chosen to be featured on the Rachel Ray Show. The power of the internet pays off again for a Yakima company, bringing our great products to the attention of the surfing public across the country.

The "Snack of the Day" segment typically involves Rachel Ray holding up a snack and identifying what it is and where it is made, but the presentation may vary. In addition, Debbie Lindsay's soon-to-be-nationally-famous-pretzels will be distributed to the studio audience and visitors to the show's website will be able to find a link to the *It's All About the Pretzels* website on the Rachel Ray's "saw it? want it? get it!" page.

Yakima's own Pretzel Lady, Debbie Lindsay, developed her pretzels by tempting the taste buds of guests to Masset Winery in Wapato, owned by her son-in-law, Greg Masset and her daughter, Michaela. Customers were so thrilled with her bar snack that they kept asking where they could purchase the pretzels. Debbie heard their cry and started up her pretzel business! *It's All About the Pretzels* sells direct to customers via a website at pretzellady.com and through gift shops and specialty stores throughout Washington State.

Yakima residents can purchase *It's All About the Pretzels* at The Beer Shoppe, Deep Sea Deli, Fiddlesticks, The Flower Garden, Washington Fruit Place & Gift Shop, and the Yakima Visitor Information Center.



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