

**DELAWARE DEPARTMENT OF AGRICULTURE**

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To: Newsroom Directors and Assignment Editors



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**“Made Fresh with Care” Logo On New Cookie from Bella’s”**

Milton- Bella's Cookies of Milton has released a new all natural and organic cookie to its signature lineup called the "Woo-Woo." Bella's new offering is also the first to showcase a new marketing logo available to Delaware food/beverage manufacturers from the Delaware Department of Agriculture. The new logo is an extension of the Department of Agriculture's current "Grown Fresh with Care in Delaware" program, introduced last June by Secretary of Agriculture Michael Scuse and Governor Ruth Ann Minner.

What's a "Woo-Woo? "It's a blond baked, white chocolate cherry cookie, and it's named after it's smooth and mellow tartness," said Mark Leishear, Director of Sales & Marketing for Bella's Cookies. "The 'Woo-Woo' will be sold as a double pack, with 2 – 3 oz. cookies wrapped in a recyclable crystal bag and tied with a colorful red and white cookie tag on which the new logo from the Department of Agriculture can be seen," he added.

Recognizing the success of other states' branding programs, the Delaware Department of Agriculture's marketing team created the new logo as part of a new marketing campaign, designed to promote and increase the consumption of Delaware agricultural products. The logo also helps consumers immediately identify quality Delaware agricultural products in stores, at farmers markets and on-the-farm markets. The DDA plans to provide the new logo to any retailer that sells Delaware products, including roadside stands and farmers' markets.

"My personal favorite cookie is the Rumazin," said Secretary Scuse. "However, the Woo-Woo sounds delicious. DDA's "Made Fresh with Care in Delaware" logo proudly identifies locally made products. Buying local is something people look for across Delmarva. The people who live here are extremely supportive of each other and our "Made Fresh with Care in Delaware" logo helps them easily identify local products. I'm proud that Bella's will place the new logo on all future tags of new cookies."

Double packs of the "Woo-Woo" retail for \$4. All Bella's Cookies are available at a variety of retail locations, online at [www.bellascookies.com](http://www.bellascookies.com) or by calling (302) 684-8152.

If you are a farmer or a value-added customer in Delaware who would like to start using the "Grown Fresh with Care in Delaware" or the "Made Fresh with Care in Delaware" logo, please call the DDA Marketing team at (302) 698-4535.