



## FOR IMMEDIATE RELEASE

### sofi™ Arrives in Memphis: Specialty Bakery Wins Prestigious Award

**Memphis, Tennessee (June 9, 2023)** – Lily Maude's® is beyond thrilled to share its Peach-Lavender Bundtlet has won a sofi™ Award for New Product in the Baked Goods-Bakery Desserts category.



The 2023 [sofi™ Awards](#) recognized a New Product Winner and a Gold Product Winner in each of 53 specialty food and beverage product categories. Partnering with Rutgers Food Innovation Center in Bridgeton, NJ, products were blindly judged on taste—including flavor, appearance, texture, and aroma—ingredient quality, and innovation. Domestic and international makers entered nearly 2,000 products, making this year's competition stiff. Bestowed annually since 1972, The Specialty Food Association's (SFA) sofi™ Awards are a top honor in the \$175 billion specialty food industry.

“This is a whispered dream come true and we welcome the opportunities our SFA membership and this win affords,” says Gili

Waller, founder of Lily Maude's. Elle Green, Director of Product Development, chimed in, “This is monumental, especially since all our products are gluten-free, rice-free and nut-free. Being judged by industry giants and taking the top honor for our category is the ultimate stamp of approval.” Peach-Lavender Bundtlets and other flavors are currently available online at [lilymaudes.com](https://lilymaudes.com) and additional retail partners in the coming months.

“The sofi™ Awards recognize the best, innovative products in the Specialty Food Industry and the creative, passionate people who make them,” said SFA President Bill Lynch. “Winning a sofi™ Award can open doors to new markets and expanded business opportunities for the winners, which is central to the SFA's work on behalf of its member makers and manufacturers.”

#### About Lily Maude's®

Lily Maude's® is a specialty commercial bakery offering a complete line of gluten-free, Southern, flour confections for wholesale, online retail and corporate gift-giving. To learn more, visit [lilymaudes.com](https://lilymaudes.com).

#### About Specialty Food Association

The not-for-profit Specialty Food Association (SFA) is the leading membership trade association and source of information about the \$175 billion specialty food industry. Founded in 1952 in New York City, SFA owns and operates the [Fancy Food Shows](#)—which are the largest specialty food industry events in North America—as well as the [sofi™ Awards](#).

#### Media Contact

(Gili) Sister Waller  
[sister@lilymaudes.com](mailto:sister@lilymaudes.com)  
+1 (901) 444-3281