



Jack & Jason's Pancakes & Waffles

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**JACK & JASON'S PANCAKES & WAFFLES BRING THE SPIRIT OF SAN FRANCISCO,
HEALTHY INGREDIENTS AND FUN BACK TO BREAKFAST**

*All-natural Gourmet Pancake Mix Offers a Healthy and Delicious
New Way to Start the Day*

SAN FRANCISCO, Calif.—Say hello (again) to breakfast! From blueberry to pumpkin, **Jack & Jason's Pancakes & Waffles** (JJP&W) is a new gourmet brand of pancake mix that is as healthy as it is delicious. Launched in San Francisco food markets in February 2011, JJP&W are sure to please even the most discerning pancake lover and bring back some excitement to the start of each day. Available in five signature flavors of **Original, Blueberry, Double Chocolate, BananaWalnut** and **Pumpkin Spice**, each JJP&W mix is made with unprocessed, all-natural ingredients including un-enriched whole wheat flour, oatmeal and real fruit. JJP&W is committed to consistently creating wholesome products with a purity in flavor that you can taste.

Distributed under Harvis Enterprises Ltd., Jack & Jason's Pancakes & Waffles was created by talented and creative entrepreneurs Jack Harper and Jason Jervis. Bringing their professional backgrounds of engineering and marketing together with a dedication to creating a fresh and exciting brand, Harper and Jervis formed the company in San Francisco in late 2009. Inspired by the very city that draws innovators, rebels, foodies and individualists, Harvis Enterprises bring the spirit of San Francisco to kitchens everywhere with its top-of-the-line products.

"We're extremely excited to bring Jack & Jason's Pancakes & Waffles to the market and wholeheartedly believe we have the best product out there," said Co-founder Jason Jervis. "Not only are our pancake mixes healthy and delicious, but we hope to inspire good, old-fashioned conversation around the breakfast table again!"

"It was very important to us to source the best quality ingredients and we've worked long and hard to perfect the recipes for Jack & Jason's Pancakes & Waffles mixes" said Co-founder Jack Harper. "We know our customers are busy people who

want superior value and taste in the products they buy, so we made sure each mix contains only natural ingredients and is quick and easy to make.”

Bringing gourmet taste at an affordable price, JJP&W is competitively priced to retail at \$6.99 for Original, Double Chocolate, Banana Walnut and Pumpkin Spice and \$7.99 for Blueberry.

Currently, *JJP&W* is available in the following San Francisco specialty markets: Buffalo Whole Foods, Canyon Market, Falletti Foods, Fenway Market, Harvest Urban Market, Harvest Village Market, Le Beau Nob Hill's Finest Market, Marina Supermarket, Real Foods Co. and Village Market. Future plans include expansion into the Greater San Francisco Bay Area and other key markets around the country. All *JJP&W* products are also available for retail sale at the website: www.jackandjasons.com.

Future brand innovation plans include developing new pancake and waffle mix flavors including Carrot and Cinnamon Apple, as well as gluten-free mixes and maple syrup.

ABOUT JACK & JASON'S PANCAKES & WAFFLES

Distributed under the Harvis Enterprise Ltd. umbrella and based in San Francisco, Jack & Jason's Pancakes & Waffles is a gourmet pancake and waffle mix made with unprocessed, all-natural ingredients. Owned and operated by entrepreneurs Jack Harper and Jason Jervis, Jack & Jason's Pancakes & Waffles is an innovative, fresh and exciting brand that stands for quality, health and community. JJP&W is committed to consistently creating wholesome products with purity in flavor that you can taste. For more information about the company and where to find its products, please visit www.jackandjasons.com.

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