



## **JACK & JASON'S PANCAKES & WAFFLES LAUNCHES IN SAN FRANCISCO, BRINGING HEALTHY INGREDIENTS AND FUN BACK TO BREAKFAST**

*Entrepreneurs Jack Harper and Jason Jervis Offer a New and All-natural Gourmet Pancake and Waffle Mix to the Market*

**SAN FRANCISCO—February 9, 2011—** *Jack & Jason's Pancakes & Waffles (JJP&W)*, a new gourmet brand of pancake mix that is healthy and delicious, launches today. *JJP&W* is 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, Banana-Walnut** and **Pumpkin-Spice**, each Jack & Jason's Pancakes & Waffles Mix is made with unprocessed, all-natural ingredients including un-enriched whole wheat flour, oatmeal and real fruit. *Jack & Jason's Pancakes & Waffles* is committed to consistently creating wholesome products with purity in flavor that you can taste.

Distributed under Harvis Enterprises Ltd., *Jack & Jason's Pancakes & Waffles* was created by talented 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 and set up their corporate headquarters in the Dogpatch neighborhood. Inspired by the very city that draws innovators, rebels, foodies and individualists, Harvis Enterprises brings 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, Jack & Jason's Pancakes & Waffles Mixes are competitively priced to retail at \$6.99 for Original, Double Chocolate, Banana-Walnut and Pumpkin-Spice and \$7.99 for Blueberry.

Working with the best local and international farmers, *JJP&W* sources its whole wheat grains and flours from South San Francisco-based Giusto's Vita-Grain, blueberries from

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(distributed by Van Drunnen Farms in Illinois), walnuts from Modesto-based Diamond Nuts and chocolate chips from Burlingame-based Guittard Chocolate.

Currently, *JJP&W* is available in the following San Francisco specialty markets: Buffalo Whole Foods, Falletti Foods, Fenway Market, Harvest Urban Market, Harvest Village Market, Le Beau Nob Hill's Finest Market and Marina Supermarket. 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](http://www.jackandjasons.com).

In addition to creating high-quality products, *JJP&W* is a brand with soul and conscience, and is committed to helping revitalize the United States manufacturing sector by creating sustainable manufacturing jobs in San Francisco.

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 un-processed, 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](http://www.jackandjasons.com).

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**NOTE TO EDITORS:** Photos of the product and company principals are available upon request.

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Jack & Jason's Pancakes & Waffles --  
Banana-Walnut

Photo Credit: [Justin Lewis](#)  
Food Stylist: [Kelly Sterling](#)



Jack & Jason's Pancakes & Waffles Owners  
Jason Jervis and Jack Harper (L to R)  
Photo Credit: [Justin Lewis](#)

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