

FANCYPANTS EXPORTS TO THE MIDDLE EAST FOR THE FIRST TIME

In June 2015, Fancypants Baking Company, headquartered in Walpole, MA, exhibited at the Summer Fancy Food Show where they met a buyer representing the Park N' Shop supermarket chain in the United Arab Emirates. Two weeks later, the buyer placed an initial order for ten pallets of Fancypants Mini Crunch! Cookies: 3 pallets of Chocolate Chip, 3 pallets of Brown Sugar Oatmeal, 2 pallets of Double Chocolate, and 2 pallets of Vanilla Sugar. This is a first time export sale for Fancypants, totaling roughly \$25,000 in sales. They are utilizing Food Export's Branded Program for 50% reimbursement on new labeling expenses to assure that the product is compliant with regulations in UAE. The Massachusetts Department of Agricultural Resources is a member of Food Export, a non-profit funded by USDA Foreign Agricultural Service. MDAR promotes these programs and services to Bay State businesses to help boost food and agricultural exports.

Fancypants Baking Company also participated in Food Export's Specialty Food Buyers Mission at the Summer Fancy Food Show where they met with ten additional buyers from all over the world. They have remained in contact with buyers from Japan and Germany and expect to ship orders to these markets within the next twelve months.

Started in a small Boston apartment in 2004, Maura Duggan and Justin Housman started baking in a traditional residential oven in their kitchen. Now ten years later they love hearing from people all over the country telling them they found their cookies in Georgia and California. The company is expanding but they still believe in the same basic principles as when they started: simplicity is the key to making great cookies. For more information you can visit their website at: www.fancypantsbakery.com



Food Export uses funding from the USDA Foreign Agricultural Service's Market Access Program (MAP) to help America's small businesses increase their exports of food and agricultural products; as these exports increase, these small businesses are creating jobs and improving the strength and stability of our agricultural economy.