

# The New York Times

## At the Nation's Table

### **Stark Sisters Granola**

Concord, Mass.

*Nothing but the Best for a New Granola*

Granola, the signature food of the 1960's, is finding new life. And Debra Stark, the owner of Debra's Natural Gourmet, a natural product store in Concord, Mass., is among those leading the change.

Unable to find a granola to suit her taste, Ms. Stark decided to make her own some years ago. She ordered the finest ingredients she could find: organic oats, California almonds, her favorite—and a special blend of Vermont maple syrup.

She began selling her creation in bulk and to local natural-food shops. The ingredients made the price steep: depending upon flavor, \$5.29 to \$6.39 a pound in bulk, or packaged, \$5.99 for a 10oz-12oz plastic tub bowl—more than other popular granolas. "I believe there are people out there willing to pay for something that tastes scrumptious," she said.

Her latest receipts seem to indicate she was right. Stark Sisters Granola grew 87% in 2004. Samples are now on their way to buyers on the west coast.

And right now 'whole grain' is on everyone's radar.

Glenn Rifkin

*Debra's Stark Sisters Granola comes in three flavors: maple almond, maple raspberry blueberry, and nutty maple.*

*Stark Sisters Granola is available at fine natural product stores everywhere. The mother-store is Debra's Natural Gourmet, 98 Commonwealth Avenue, West Concord, Mass. 01742, toll free at 800-858-5549 as well as directly through their website at [www.StarkSisters.com](http://www.StarkSisters.com).*

**STARK  
SISTERS  
GRANOLA**

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