

FOR IMMEDIATE RELEASE

Crown Maple Syrup Featured on The Martha Stewart Show

Dutchess County's Crown Maple Syrup showcased Nov. 30 on Martha Stewart's "Sticky Show," a celebration of all things sticky.

DUTCHESS COUNTY, N.Y. (November 30, 2011) – The Martha Stewart Show today featured family-owned Crown Maple Syrup in a program devoted to all things sticky. Martha and TV chef Nora Singley selected Crown Maple Syrup as the key ingredient to create Upside-Down Sticky Toffee Pudding, considered by the show that airs on the Hallmark Channel “the gooiest, stickiest toffee pudding ever tasted.”

To the studio audience's delight, Martha gave all in attendance a 12-ounce bottle of Crown Maple Medium Amber Syrup, the product used in the feature recipe.

“This English dessert is a spongy, caramelized cake that must be served warm. The recipe called for pure maple syrup and Martha used Crown Maple Medium Amber Syrup in the cake base as well as the topping,” said Crown Maple Syrup co-founder Lydia Turner, who had a front-row seat in the studio audience during the show's taping.

During the episode, Martha sampled Crown Maple Syrup and declared it, “really quite good” and pointed out that Crown Maple is from Dutchess County, N.Y. “She even liked our bottles!” added Turner. “When she announced that everyone in the audience would receive a bottle, I was so proud and humbled to think about all that has happened with Crown Maple in our first year.”

For Martha Stewart's Upside-Down Sticky Toffee Pudding recipe made with Crown Maple Medium Amber Syrup, visit Crown Maple at <http://www.crownmaple.com/recipe/upside-down-sticky-toffee-pudding/>.

About Crown Maple Farm

Crown Maple Farm is the majestic home of Crown Maple Syrup, quite possibly the purest syrup on earth. Located in Dutchess County, N.Y., Crown Maple Farm is owned and sustainably managed by Robb and Lydia Turner and is part of Madava Estates, named for the Turner's daughters, Maddie and Ava.

Crown Maple Farm is perfectly situated in the historic Hudson River Valley where its 800 acres of century-old sugar and red maples enjoy ideal soil and seasonal weather conditions to produce a superior sap for maple sugaring. It is also home to the most advanced maple syrup production facility in the country, the largest of its kind in the world. Crown Maple's 'sugarhouse' is the place where the pristine sap collected from its sustainably managed maple groves meets the latest in green, organic production techniques to produce a distinct, pure maple syrup with superior flavor and exceptional quality.

Crown Maple Syrup Uses and Availability

Light, graceful, refined and pure for meals and drinks plain or fancy, certified organic Crown Maple Syrup is the ultimate premium syrup that's a departure from traditional heavy, sticky flapjack fare due in large part to the innovative sustainable production methods.

All Crown Maple Syrup varieties are certified 100 percent organic by the Northeast Organic Farming Association of New York Certified Organic, LLC and are available at specialty grocers and online at www.CrownMaple.com. Product is sold online at \$17.95 per 12-ounce bottle of Medium or Dark Amber; \$19.95 per 12-ounce bottle of Light Amber; \$51.95 per Crown Maple Trio, including three 12-ounce bottles of Light, Medium and Dark Amber; or \$19.95 for Crown Maple's Petite Trio, which includes three 1.7-ounce bottles of Light, Medium and Dark Amber. Crown Maple themed apparel is also available.

Crown Maple was recently awarded a 2011 Business Excellence Award for Agriculture from the Dutchess County Economic Development Corporation and is the choice of award-winning chefs, culinary experts and mixologists who praise its purity. It is served at some of New York's finest restaurants, including three of the city's seven prestigious Michelin 3-star rated locations.

About Crown Maple Syrup

Family-owned Crown Maple Syrup is quite possibly the purest maple syrup available today, made with superior flavor and exceptional quality for anyone who loves wholesome, delicious foods. Produced by Robb and Lydia Turner and their team on their majestic 800-acre wooded farm, featuring ideal climate and soil conditions that can be found only in Dutchess County, N.Y., Crown Maple Syrup combines the best of nature with state of the art production for a refined taste found in no other syrup or sweetener. Crown Maple Syrup is certified organic by the Northeast Organic Farming Association of New York Certified Organic, LLC. Crown Maple Syrup is available online at www.CrownMaple.com and at select specialty grocers throughout the Northeast. Crown Maple Syrup is also served at some of the finest restaurants in New York.

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