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*\*High-res images and videos available upon request*

## **Mesob Ethiopian Restaurant to Unveil New Health-Conscious Vegan Desserts**

*Mesob Ethiopian Restaurant of Montclair, NJ is proud to announce the addition of two new wheatless, flourless, butterless, eggless cookies to its dessert menu line.*

**MONTCLAIR, NJ - November 23, 2010** – Mesob Ethiopian Restaurant of Montclair, NJ is proud to announce two new additions to its line of premium, all-natural desserts - Vegan Oatmeal Raisin Cookies, and Cherry Oatmeal Raisin Chocolate Chip Cookies, made with a vegan batter with bittersweet chocolate chips added.

The cookies are prepared by local Montclair, NJ resident, Nicky Mesiah, creator of Miss Nicky's Gourmet Toffee, who introduced Mesob to her health-conscious vegan and gluten-free product line. Mesiah's products have been reviewed on The Today Show, and have received honorable mention in the New York Times.

Photographs of the new dessert cookies were taken by Mesob Internet Marketing Manager, Vickie Smith-Siculiano in her studio, surrounding the new desserts with ingredients that they contain. Cherries, chocolate and oats appear next to the new Cherry Oatmeal Raisin Chocolate Chip Cookies, while raisins, oats and flax appear alongside the Vegan Oatmeal Raisin Cookies.

"We at Mesob feel it's very important to listen to what our social media audience has to say, and knew they would comment if they could easily see what were inside the treats. Within seconds of posting on Facebook, our customers posted positive responses, including one that said she would be there upon its debut. Because our social media audience on Facebook, Twitter, YouTube and Flickr appear highly engaged with photos and video, we felt our customers would give us feedback if the cookies would visually connect with our audience."

The new dessert cookies are made with a base of oats and flax seed. Like other Mesob dessert menu items, these new cookies are baked from scratch recipes with all-natural ingredients. Mesob Ethiopian Restaurant never uses trans fats, artificial flavors or chemical shelf extenders.

Berekti Mengistu, owner of Mesob, met Nicky Mesiah, the cookie's creator, at a local farmer's market. Says Mengistu, "I was excited to learn of the new cookies from Nicky, because they will fit on our menu of fresh, all-natural, no-preservatives added foods. Furthermore, because the Mesob family practices religious holidays throughout the year which eliminate meat and meat products from our diets, we are very sensitive to the Vegan dietary needs of many of our customers. These new desserts fit right in with our current all-natural desserts. We listen to our customers and want to create the best experience for them."

Mesob Ethiopian Restaurant is located at 515 Bloomfield Avenue, in Montclair, NJ. For reservations or more information, call 973-655-9000 or visit Mesob online at <http://www.mesobrestaurant.com>.

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