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Emmy Award Gift Bags

Central Penn Business Journal

"In Brief: Two York Businesses on Tap for Role @ News Emmys"

By Tim Stuhldreher

Published September 17, 2010

York Dispatch

"Nuts About Granola headed to News Emmys"

By Christina Kauffman

Published September 10, 2010

Rachael Ray Show

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"York County Granola Company to be featured on Rachael Ray Show"

Published September 28, 2009

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"Business Could Go Nuts"

By Christina Kauffman

Published September 18, 2009

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"Yum-O! Local company will be Ray's snack of the day"

Published September 16, 2009

Business Growth

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"In Brief: Granola Business Leases Kitchen, Office Space"

Published July 16, 2010

York Dispatch

"New Kitchen for Nuts About Granola"

By Christina Kauffman

Published July 15, 2010

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"Nuts About Granola Move Planned"

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"Nuts About Granola in Lancaster County"

Published March 16, 2010

How We Started

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"Beating the Recession: College Student Prepares to Grow Granola Business"

Published April 23, 2010

Harrisburg Magazine

She's Nuts About Granola



Alyssa Bender

When it comes to starting your own business, York's Sarah Lanphier proves that those ideas you come up with in college can work out. Lanphier, 23, is the owner of Nuts About Granola, a company she created while attending Elizabethtown College.

"It started as a fundraiser for the triathlon team I started at Elizabethtown College, where I got my bachelor's in business administration with a concentration in entrepreneurship," she explains. "I used the business as the subject for all of my projects in conjunction with my classes and officially launched the company in June of 2008 with my mother and partner, Gayle Lanphier."

Nuts About Granola still remains a small mother/daughter-owned granola company served straight from the Lanphiers' kitchen, dedicated to using fresh products from the area.

We use as many locally sourced ingredients as possible, Lanphier emphasizes. "For example, our honey comes from Manheim. We also only sell to independently owned stores. We have a strong mission to promote a local, living economy, and by doing so, offer exclusivity to the little guys."

Along with the success of the line, Lanphier has experienced some once-in-a-lifetime opportunities, such as having her product featured on the Rachael Ray show as Snack of the

Day – causing their sales to double – as well as being contacted to not only have Nuts About Granola placed in gift bags at the 31st Annual News and Documentary Emmy Awards, but to also go to the ceremony to hand them out. "Of course I said yes. It was an experience of a lifetime that I will never forget."

With flavors like the best-seller Lover's Combo (peanut butter and chocolate) and Lanphier's favorite, Carrot Cake ("It's my favorite dessert and tastes exactly like it,"), it's easy to see why Nuts About Granola has prospered.

"I try to make my granola taste like a popular dessert or candy," she says. "I have about 30 recipes."

Lanphier hopes to continue to expand Nuts About Granola in the mid-state as well as Maryland and Philadelphia, although you won't find her products in grocery stores. "We are focused on selling in specialty shops, farmers markets and online," she explains. "We consider ourselves a gourmet item and plan on steering clear of the mainstream distribution system, which really isn't ideal for a handmade, fresh product."

When it comes to starting your own business, Lanphier has a few words of wisdom: "Do what you love, read as much as you can on the subject and approach everything in a cooperative, not competitive manner."

Central Penn Business Journal

Granola Maker Gets Emmy Break

Christina Kauffman

A Manchester Township businesswoman has gotten her second lucky break, about a year after her small business was serendipitously selected to be featured on "The Rachael Ray Show."

About 700 bags of Central Market York-based Nuts About Granola's snack packs will be given out in gift bags for the News and Documentary Emmy Awards Sept. 25 in New York city, said 23-year-old co-owner Sarah Lanphier.

Organizers of the event stumbled across the local company through online shopping site Etsy.com, Lanphier said.

"I just have an account on there because it gets 4 million hits per day and it's free," she said. "They sent a message asking if I was interested in having the granola in (gift) bags for the Emmys. I said, 'Of course I am.'"

In exchange for donating the snacks, Lanphier has the chance to expose her business to a crowd that includes top

network news personalities and executives. The newsy version of the Emmys, the awards recognize professionals in categories such as Outstanding Coverage of a Breaking News Story.

Nominees this year include shows and news personalities such as "ABC World News with Charles Gibson," "CBS Evening News with Katie Couric," Diane Sawyer, George Stephanopoulos, Brian Williams, Dan Rather and "Dateline NBC" with Chris Hansen.

Lanphier said she's hoping to see Couric and her former castmates from the "Today" show on NBC, which she watches every morning. She and her mother and co-owner Gayle Lanphier were also invited to help stuff the gift bags and attend the awards ceremony and banquet, she said.

Quirky: Nuts About Granola was chosen because it's an emerging business and fits the profile for the quirky, smaller businesses organizers were trying to find for the event, said Val Wilson, who co-owns Off The Wall

Blog Roll



Meals and Miles

Ancient Fire Wine Blog

PetitChef

Lil' Runner

Trial of Miles; Miles of Trials

Love with Food

Up and Running

An Apple a Day

Say What You Need to Say

This Girl's Opinion

Hope Has a Place

Kath Eats Real Food



Gifts with her husband. Off The Wall is the producer of the Official Emmy Award Show Gift Bags for The National Academy of Television Arts & Sciences.

"We weren't going to call Estee Lauder," she said. "People hooked us up along the way, and if we can turn around and book up other people, I can't tell you how fulfilling that is."

Wilson said she liked the backstory of the company, which Sarah Lanphier founded after selling granola to fund her triathlon team when she was a business major at Elizabethtown College, and the Lanphiers' commitment to buying locally.

Nuts About Granola passed muster for its quality and the "cute names" of its varieties and its creative logo and marketing, Wilson said.

"We wanted to make sure when Katie Couric reaches her hand in the bag... everything is in order," she said.

New Kitchen: The Nuts About Granola product line includes varieties such as Date Food, a blend of vanilla, almonds and dates; Lover's Combo, which is peanut butter and chocolate; and Johnny Appleseed, which uses locally grown apples and Pennsylvania-harvested maple syrup.

The Lanphiers are in the process of building a new kitchen near Central Market, but construction isn't finished. Sarah Lanphier said she rented a firehall to prepare the bags before leaving for New York.

Each bag will contain two ounces of one of several varieties of the handmade granola and a marketing flier.

Last September, Nuts About Granola was featured as a "Snack of the Day," on Ray's daytime talk show.

Sarah Lanphier said the show "put us on the map," doubling business from the year before, and she's excited to be having a second break in the national market.

"Honestly, for me, it's going to be the coolest vacation ever, even if it does nothing to help our business, which I doubt," she said.