



**Julie Anne
Hession**



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About Julie Anne

4 Minute
Video Reel

Julie Anne Hession doesn't really make anything that is over-the-top fancy. Rather, she likes to take dishes that may be more of a celebrity chef's speed, use them as inspiration for flavors and **bring them down to a "Hey, I can do that!" level.** Sound appetizing? Read on!

Julie Anne is a self-taught cook and baker; priding herself on creations that are unique, yet approachable, she uses *only the best ingredients in made-from-scratch heavenly dishes.* Julie Anne has combined her love for food with her love for words to become a **successful chef, food writer, competitive cook and food blogger.**

After graduating from Duke's MBA program, Julie Anne used the tools she learned from business school and **opened a gourmet bakery and specialty foods store, aptly named, Julie Anne's in Las Vegas.** Julie Anne's offered *simple, elegant food and gourmet gifts* in a classic neighborhood-shop atmosphere. The store also sold her **Sweet Citrus Granola,** which was an unexpected instant hit with customers. Customers' outpouring of praise inspired Julie Anne to package the granola and create more flavors. After selling the bakery, **Julie Anne's determination earned the Sweet Citrus Granola a place on the shelves of Las Vegas Whole Foods Markets.** Maple Blueberry, Tropical Bliss, Decadent Raspberry Truffle and Berry Yummy PB&J flavors followed, receiving rave reviews for what became **Julie Anne's All-Natural Granola.**

Julie Anne has been honored to have some of her sweet creations featured in O, the Oprah Magazine, People, Better Homes and Gardens, and Food Network Magazine. She has picked up the challenging hobby of competitive cooking, taking top national prizes in multiple battles, **winning more than \$100,000 in cash and prizes,** bragging rights and most importantly, the **seal of approval from Iron Chef Bobby Flay.**

Flay, one of Julie Anne's

ultimate cooking idols, awarded her top prize in Aetna's first ever Healthy Food Fight cook-off! Julie Anne won the Food Network's televised "Ultimate Recipe Showdown" competition, hosted by Guy Fieri. The **\$25,000 grand prize** was undisputedly handed over to her upon tasting Julie Anne's spectacular **Double Chocolate Malt Shop Cupcakes with Cherry Vanilla Buttercream.** In December of 2011, Julie Anne's creativity helped propel her in **Sterling Vineyards' Ultimate Host competition** where finalists found themselves creating a party from scratch on a budget. Hosted by Top Chef's Padma Lakshmi, Julie Anne took home the **\$40,000 prize and the opportunity to serve as Sterling's spokesperson for her Après-ski themed event,** which included touches such as homemade, custom sugar cookies, a "make your own s'mores" bar, and a photo opportunity for guests to share their experience with friends online.

Julie Anne's writing and recipes have been featured in Everyday with Rachael Ray, Food Network, Sunset, Family Circle, Nevada, Via, Hannaford Fresh, Desert Companion, Taste of Home, Country Woman, and Relish magazines. Her fun and informative food and baking blog, **Peanut Butter and Julie,** is constantly updated with new tips, delicious treats and links to other cooking inspirations.

The spring of 2013 holds even more exciting news for Julie Anne, with the release of her very first cookbook, 150 Best Hand Held

Pie Recipes. She is hard at work coming up with innovative recipes to excite and encourage readers to break out of their comfort zones and create sweet and savory treats with her help.

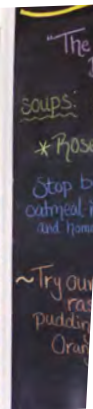
When Julie Anne gets a little time out of the kitchen or away from her writing desk, **she loves spending time with her husband Eric and their two dogs, Cameron and Fenway.** And of course, she is always looking for new experiences to inspire fresh culinary ideas.



Bakery & Granola

The Bakery

Inspired by regional stores such as Foster's Market and A Southern Season, Julie Anne's offered simple, elegant food and gourmet gifts in a comfortable atmosphere.



We Love Granola!

For a yummy, hearty breakfast, you can't beat a bowl of wholesome grains, homemade granola, real fruit, and extra TLC!

10 ways to enjoy granola

- Stir into Greek yogurt
- Use cream toppers
- Add to cookie dough
- Search at the gym
- Mix into muffin batter
- After-school treat
- Homemade granola bars
- Apple pie streusel
- Sprinkle onto salads
- Thanksgiving turkey stuffing

Julie Anne's Granola Chocolate Chunk Cookies

Preheat oven to 350°F. Whisk together flour, baking soda, baking powder, cinnamon, and salt. With an electric mixer, cream butter and both sugars in another bowl until light and fluffy. Beat in both eggs, and beat in vanilla. Beat in flour mixture until just combined. Roll into balls and bake for 12-15 minutes, or until cookies are golden.

All-Natural Granola

They also sold Julie Anne's Sweet Citrus Granola, which was an instant hit with her customers, who encouraged her to package it and create more flavors. After selling the Julie Anne's store, she decided to follow her customers' advice, and a few years later Sweet Citrus Granola earned a place on the shelves of Las Vegas Whole Foods Markets. Her Maple Blueberry, Tropical Bliss, and Berry Yummy PB&J flavors followed, all of which received rave reviews.



"It started selling really well, created, slowly, four more than I got into all the other stores. And then it just kind of blew there! We started getting into other states. I did the Fancy Fit (trade event) and got a lot of a sign. And we're just kind of snowed by store right now."

Despite sales that now may be 15,000 half-gallons a month, Hession still every aspect of production. Other than her husband's position, this is still a operation. That means ingredients by herself by hand every label in her foot commercial kitchen Valley View Boulevard.

"I'm a little gun shy to help," she admits. "The brand and the quality of course, as things she's going to lose operation - especially developing other products, even if she's come next."

"It's like to be brand, and having expansion," she says.



TRIED THIS? PB & J Granola

You can bring the classic childhood flavor combo—peanut butter and jelly—to your breakfast yogurt by mixing dried fruit or jam and peanuts into your favorite granola. Or nab a bag of Julie Anne's Granola made in small batches with natural peanut butter, roasted peanuts, honey, and dried strawberries. Julie Anne's Berry Yummy PB&J Granola, \$5.95 per 8-oz. bag; Julieannes.com for stores and how to order.

Granola Features

- Vegas INC Article
- Las Vegas Business Press
- Desert Companion
- Seven Magazine
- Review-Journal "Show us your Purse"
- Other Magazines
- Better Homes and Gardens,
- O the Oprah Magazine,
- Yum! Food and Fun,
- Las Vegas Woman

Writing & Blog



Peanut Butter & Julie Blog

Writing Features

Relish Magazine
Article and Recipes

Desert Companion

Hannaford Fresh Magazine
(page 40 of the flip book)

Nevada Magazine

Everyday with Rachael Ray

Other Magazines
People, Family Circle,
Taste of Home, Via,
Sunset, Country Woman



Additional Press



IE 534
March 27
at LIV in the ready to talk out husband mall and intimate so right."



When breakfast isn't loud enough

Julie Hession, the brain behind Julie Anne's Granola, is a tough interview. Oh, she's pleasant and engaging enough — imagine Swiss Miss with an MBA from Duke. But how is a journalist supposed to stay on task when three generous sample bags of her sweet, crunchy, all-natural, locally and lovingly handmade granola are staring him in the taste buds the whole time?

"Granola will take her sweet reputation of being bland and dry, with no personality or flavor," says Hession. "When she opened a gourmet food store in Henderson, customers raved about her granola. So it makes sense that when Hession closed up shop in 2006, her next venture for making the best granola on the planet. (Informal taste test results: She's dangerously close to success.)"

"Part of the secret to great granola is having a balance between the crunchy clusters and the chewy cereal-like elements," Hession says. Another part: dreaming up recipes that jibe with memories of from her childhood. "I was inspired by the classic Creamsicle," she explains. "Granola reminds me of my childhood summers in New Hampshire, a refreshing classic, and you don't often see citrus in granola." Other flavors include Berry Yummy PB and Tropical Bliss and Maple Blueberry, inspired by her childhood summers in New Hampshire.

And the candor that granola is solely a breakfast food? Crunch that noise, Hession reminds the And the candor that granola is solely a breakfast food? Crunch that noise, Hession reminds the can sprinkle it on yogurt, ice cream, mix it into cookie dough or pancakes — or just snack old-school



double-chocolate malt-shop cupcakes with cherry-vanilla buttercream
BAKES 20 cupcakes PREP 20 minutes
BAKES at 350°F for 17 minutes.

WINNERS: CAKES

Ingredients:
Cupcakes:
1/2 cup all-purpose flour
1/2 cup unsweetened cocoa powder
1/2 cup granulated sugar
1 teaspoon baking soda
1 teaspoon baking powder
1/2 teaspoon salt
1/2 cup milk
1/2 cup melted milk powder (check on Cananda)
1/2 cup tart cherry preserves
1/2 cup cocoa oil
2 large eggs

1/2 cup sour cream
1 teaspoon vanilla extract
1/2 cup miniatures
chocolate chips
Cherry-Vanilla Buttercream:
4/3 cups confectioners' sugar
1/2 cup (2 sticks) unsalted butter, softened
1 tablespoon vanilla extract
1 tablespoon heavy cream
1/2 cup tart cherry preserves
1/2 cup miniatures
chocolate chips, for garnish

1. Heat oven to 350°F. Line two 12-cup cupcake pans with 20 paper liners.
2. Cupcakes: Whisk together flour, cocoa powder, sugar, baking soda, baking powder and salt until blended.
3. Beat milk, melted milk powder and espresso powder in medium speed. Add cocoa oil and eggs; beat until blended.
4. On low speed, add flour mixture to milk mixture; beat until smooth. Add sour cream and vanilla and beat until combined. Stir in miniatures chips.
5. Divide batter among prepared muffin cups, filling halfway. Bake at 350°F for 15 to 17 minutes or until a toothpick inserted in centers comes out clean. Cool cupcakes in pan on wire rack for 2 minutes. Remove cupcakes to rack; cool completely.
6. Buttercream: Beat confectioners' sugar and butter on medium-low speed until well-blended. Add vanilla and heavy cream; beat for 2 minutes, until light and fluffy. Beat in cherry preserves until well-incorporated.
7. When cool, frost the cupcakes with a knife or offset spatula. Garnish the top of each cupcake with a melted milk ball or cherry and serve.



Better Homes and Gardens.

Easy Spring Crafts (Plus Pretty Easter Eggs)
Another Stomachache?
SEE PAGE 69

Competitive Cooking



Won over \$100k in cash and prizes

2011 Sterling Vineyards' Ultimate Host Contest

- o \$40,000 and Spokesperson Trips to Napa and Aspen
- o Judged by Top Chef judge, Padma Lakshmi
- o Grand Prize includes the opportunity to serve as Spokesperson for Sterling Wines in 2012

2009 Food Network's \$25,000 Ultimate Recipe Showdown

- o Cakes Competition
- o Grand Prize \$25,000

2010 Aetna Healthy Food Fight "America's Healthiest Cook"

- o Judged by Bobby Flay
- o Grand Prize \$10,000

2009 Sutter Home's Build a Better Burger Cook-Off

- o 1st Runner-Up

2008 Heinz Field Tailgate Competition

- o Grand Prize trip to the Super Bowl - \$10,000 Value

2009 Terlato Wines Napa Valley Holiday Contest

- o \$5,000 Grand Prize

2008 Avocado's From Mexico Recipe Contest

- o Grand Prize

2008 Cake Mate "Mother of all Bake Sales"

- o Grand Prize

2008 National Cornbread Cook-off

- o Runner-Up

2008 Redwood Creek Campfire Classic

2007-2008 Manischewitz Cook-off

- o Regional Grand Prize

Winning Recipe

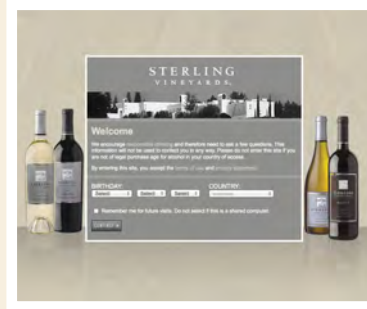
*Peanut Butter
Banana Billiard Balls*



Cookbooks

150 Best Hand Held Pie Recipes

Spring, 2013
Published by
Robert Rose



The Sterling Ultimate Host E-Cookbook

Fall, 2012
Published by
Sterling

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