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New Gift Ideas For Unique Gourmet Baskets

Three tasty & unique gourmet basket themes include Free Ground Shipping.

Perfect for Birthday Gifts or any occasion, also available as gift certificates.

Chicago, IL – January 6, 2006 – For a new gift idea, Lobster Gram has introduced a line of gourmet baskets with their New England Gram, Java Gram and Pasta Gram gift packages. Perfect for birthday gifts or any occasion, they are priced at \$50 per package, which includes free Ground shipping. Each new gift idea highlights a collection of gourmet treats connected by a unique theme, such as edibles from the Northeast, pastas with extra virgin olive oil, or freshly roasted coffees with teas and biscotti. As Lobster Gram has traditionally focused on gifts of lobster, steak or shrimp packages, this is a new venture for the company.

“Lobster Gram prides itself on providing customers with fresh gift ideas that can’t be found anywhere else, at a great price. Our new non-perishable gift grams allow us to hit a price point that wasn’t reachable with our lobster or steak gifts, as well as offering something that recipients can enjoy at their leisure,” states Dan Zawacki, owner and founder of Lobster Gram. “We think these products could open up a whole new segment of the market for us, which is really exciting.”

The **New England Gram** gift comes packed with an array of New England-themed treats, such as clam chowder and lobster bisque mixes, Fish & Seafood herb rub, 100%

pure Vermont maple syrup with pancake mix, dried sweetened cranberries, lobster lollies and more.

The **Java Gram** gift features three varieties of gourmet, locally roasted coffees, an assortment of foil-wrapped teas in Earl Grey, Lemon Blossom and Orange Starfruit Chamomile flavors, honey sticks, mini biscotti, Chai blend mixes and lots of other extras.

The **Pasta Gram** gift comes well supplied with everything needed to make a gourmet pasta dinner extravaganza, including three types of gourmet dried pastas with herb sauce blends, Extra Virgin olive oil, Three-Cheese bread mix and a pasta server.

Lobster Gram's Maine Shore Clambake package was named "Best Value" and "Best Overall" by the Wall Street Journal, when tested against 4 other competitors in the mail-order lobster industry. Also, Lobster Gram was highlighted in Money Magazine's Holiday Gift Guide in their December, 2005 issue.

Lobster Gram has been providing great gourmet gift ideas since its inception in 1987. Starting with its trademark "Lobster Gram Deluxe", and "Lobster Gram" packages, Lobster Gram has grown to be the #1 live lobster gift delivery company in America, with a 40-page catalog and hundreds of gift choices, including the new lineup of gourmet baskets. Known for ocean-fresh, live Maine lobster gifts with all the trimmings, Lobster Gram also has 10 varieties of exotic lobster tails from around the world, tenderly aged gourmet steaks, crab, shrimp, creamy chowders, ready-to-heat lobster appetizers and decadent desserts.

To learn more about Lobster Gram and its products, you can request a free catalog by calling Lobster Gram's toll free number at 1-800-LIVE-LOB (1-800-548-3562) or request one at the website <http://www.livelob.com/lobstergram/shop>.

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