



FOR IMMEDIATE RELEASE

Bake'n Joy Expands its Clean Label Vegan Product Line!

North Andover, MA (Nov 5, 2018): Vegan bakery products are not new; consumers who follow a vegan lifestyle are highly adept at cooking and baking with animal-free ingredients. What is new is the ability to purchase ready-to-eat vegan sweet treats in conventional grocery stores, where many shop for both convenience and price savings over natural food stores.

In comes Bake'n Joy... In June the company introduced vegan muffin batters and cookies for use in retail and foodservice operations. And just last month we added new Vegan Whole Grain Plain scoop and bake batter to the mix! The products are part of the company's Kitchen Cupboard™ Clean Label product line, which launched in June 2017 and has grown to include nearly 70 items.

The muffin batters are available in 3 varieties: Vegan Whole Grain Plain, Vegan Whole Grain Berry Nut and Vegan Whole Grain Apple Raisin. Preportioned frozen cookies are available in 1.25 oz. Chocolate Chip and Oatmeal Raisin. All are immediately available for purchase through the company's distribution network.

As it relates to the foodservice channel, forecasts released by the [Nation's Restaurant News](#) states diners will see a lot more [vegan sweets](#) on their plates in 2019 as plant-based items are going to be a top restaurant trend for the coming year. While vegan menus have been popping up all across the globe in recent years, as demand for plant-based options hit record highs, sweet treats are often forgotten by mainstream restaurants. Vegans, or those avoiding ingredient staples like milk, eggs, butter and cream, would have to forego sweets altogether or seek it out elsewhere. But that's all about to change according to Nation's Restaurant News (NRN) as vegan baked goods and desserts go mainstream.

The trend is expected to see an influx in "real" whole food ingredients, pastry chef Angela Garbacz told NRN. "I see a shift from using a lot of gums, stabilizers, and substitutes, to using more whole ingredients," Garbacz said. "For example, instead of using egg replacers in vegan recipes, we are trying to make recipes that just work well without eggs."

The vegan sweet goods prediction mirrors trends already happening in the supermarket as leading ice cream brands Ben & Jerry's, Häagen Dazs, Halo Top, and Jeni's Splendid Ice Cream have all launched vegan frozen desserts in the last year.

For more information about Bake'n Joy Foods, visit Bake'nJoy.com. For interviews with company leadership, please contact Jayne Kearney at jkearney@bakenjoy.com

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About Bake'n Joy Foods, Inc.

Bake'n Joy Foods, Inc. manufactures predeposited frozen batters and doughs, scoop and bake batters, mixes and bases, fully-baked loaf and coffee cakes, and streusel toppings. Family owned and operated since 1941, Bake'n Joy is committed to supplying the bakery industry with high-quality product innovations, customized solutions, and unparalleled service. Bake'n Joy Food's brands include Bake'n Joy Originals™, PanFree®, Ultra Moist® Homestyle® Country Muffin & Cake Co™, Boston Coffee Cake®, and now Kitchen Cupboard™. For more information, please visit www.bakenjoy.com.