



Where Good Taste Begins™

FOR IMMEDIATE RELEASE

Bake'n Joy Introduces a New Line of Indulgent Filled Muffins

NORTH ANDOVER, MA (February 1, 2019) – Bake'n Joy Foods, Inc. is excited to announce the introduction of new filled muffins. These ultra-indulgent muffins were developed in response to consumer demand for fresh, indulgent treats. The frozen, predeposited filled muffins are 6.25 oz. in size, and like all of Bake'n Joy's predeposited muffins, conveniently go from freezer to oven for delicious fresh baked muffins any time. They are available in three delectable, everyday flavors: chocolate filled double chocolate muffin, lemon filled lemon muffin and apple filled caramel apple muffin. Bake'n Joy Filled Muffins will be sold to supermarket in-store bakeries, quick service retail chains, and the foodservice industry.

"In December 2017 Bake'n Joy expanded its manufacturing size and capabilities. Frozen, predeposited filled muffins are just one of the new innovations the company plans to release in 2019," says Jayne Kearney, Marketing Director. "Bake'n Joy will also be front and center at industry trade shows across the country showcasing this new, consumer-driven product line. Be sure to stop by our booth, try them and talk with us on how to capitalize on this trendy innovation to grow fresh baked muffin sales." Kearney said.

For more information about Bake'n Joy Foods, visit Bake'nJoy.com. For interviews with company leadership, please contact the names listed at the bottom of the release.

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About Bake'n Joy Foods, Inc.

Bake'n Joy Foods manufactures predeposited frozen muffin batters and cookie doughs, scoop and bake batters, mixes and bases, fully baked loaf and coffee cakes, fillings 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 Kitchen Cupboard™ Clean Label Products, Bake'n Joy Originals™, PanFree®, Ultra Moist® Homestyle®, Country Muffin™, and the original Boston Coffee Cake® for retail and mail order sales. For more information, please visit www.bakenjoy.com.