



FOR IMMEDIATE RELEASE

Bake'n Joy Introduces 10 New Clean Label Bakery Products at IDDBA 2018!

North Andover, Ma. (May 23, 2018) Bake'n Joy Foods, Inc. is pleased to announce 10 new clean label products have been added to its Kitchen Cupboard™ clean label product line. The items will be featured and sampled at IDDBA booth 2434 in New Orleans this June.

"The clean label trend in food manufacturing, while still in its infancy, continues to grow. Every day we see new products in the market and product messages being fine-tuned to tout the benefits of transparency, simplicity and purity of ingredients." says Jayne Kearney, Marketing Manager. "Bake'n Joy is not only on trend, we are leading clean-label baking innovation." She adds.

Since the launch of its Kitchen Cupboard™ Clean Label bakery products in 2017, the company has added (10) new items to the line which includes Predeposited Muffins, Scoop and Bake Batters, Preportioned Cookies, Toppings, Mixes and more.

"One of our newest items, Kitchen Cupboard™ Clean Label Double Chocolate Gourmet Brownie Batter, has become an instant fan favorite! These moist and fudgy brownies are loaded with semi-sweet chocolate morsels for extra fudgy goodness, and developed so one 9 Lb. pail conveniently fills one full sheet baking pan for no waste baking." In addition to traditional favorites, the company introduced 2 vegan muffins and 2 vegan cookies to its offering.

After IDDBA Bake'n Joy will shift gears and focus on the foodservice channel as a Platinum Sponsor of NACUF National Conference in July in Providence, Rhode Island. New Kitchen Cupboard™ Clean Label vegan bakery product will be showcased along with the entire line of nearly 70 products.

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.