



## FOR IMMEDIATE RELEASE

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## BAKE'N JOY FOODS LAUNCHES CLEAN-LABEL LINE UNDER NEW KITCHEN CUPBOARD™ BRAND

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To satisfy growing consumer demand for foods made with simple recipes, straightforward ingredients and minimal processing, Bake'n Joy Foods, Inc. is proud to introduce a new line of clean-label products under its new Kitchen Cupboard™ brand. The line will be unveiled at IDDBA June 4-6 in Anaheim, CA and includes frozen predeposited muffins, loaves, cookies and scoop & bake batters plus dry bases, mixes and toppings.

Kitchen Cupboard™ clean-label products contain NO bleached flour, NO artificial flavors, NO artificial colors, NO high-intensity sweeteners, NO high fructose corn syrup, NO artificial preservatives, NO aluminum phosphates, NO partially hydrogenated oils, NO modified starches and NO trans fats...*just simple, wholesome ingredients you would find in your own kitchen cupboards.*

"The sweet baked-goods category is not going away despite an evolving paradigm toward healthier, 'better for you' foods, says Michael Ogan, Director of Business Development at Baking Joy Foods, Inc., "Bake'n Joy has innovated high-quality bakery products for retail and foodservice customers since 1941, and so it made perfect sense for us to develop this new line to satisfy consumer demand."

The idea behind clean-label products may, in part, be attributable to skepticism formed by over-use and abuse of the "all-natural" claim, as well as a reluctance to pay higher prices for organic foods by families who are making ends meet with less. Fortunately for the baked goods industry, clean-label sweet treats are viewed to be "better-for-you" because healthier is no longer just about calories, and although consumers are showing a preference for simpler, cleaner, offerings they still are not willing to compromise delicious taste, freshness and a best-in-class eating experience when they indulge. Consumers demanded. Bake'n Joy delivered!

Visit us at IDDBA booth 1363. For more information about Bake'n Joy Foods, Inc. our new Kitchen Cupboard™ line go to [www.bakenjoy.com](http://www.bakenjoy.com) or call 800-666-4937.

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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 has been committed to supplying the bakery industry with innovative products, customized solutions, and unparalleled service. Bake'n Joy brands include PanFree™, Freshbakes™, Country Muffin & Cake Co™, Boston Coffee Cake®, and now Kitchen Cupboard™. For more information, please visit [www.bakenjoy.com](http://www.bakenjoy.com).