



Baker's Pride Inc. to Introduce Crispy Cookies For In-Store Bakery at IDDBA Seminar & Expo

Booth #1551 in New Orleans on June 10-12

Burlington, IA -- May 16, 2012 – Baker's Pride, Inc., a commercial bakery and manufacturer of private label and proprietary baked products, today announced the launch of its new, extended shelf life Crispy Cookies for the 2012 International Dairy-Deli-Bakery Association's (IDDBA) 48th Annual Seminar and Expo in New Orleans on June 10-12.

The Crispy Cookie product line is the newest addition to the Baker's Pride portfolio of products for In-Store bakeries. Available as a Premium or Original item, these cookies have an extended shelf life of up to six months through the use of a specialized baking technique, and not through the use of artificial preservatives. Samples will be on display at the IDDBA show in June and are ready for purchase now as a private label product or a Clear Lake Farms™ branded item.

"These cookies offer uncomplicated goodness to In-Store bakeries," stated Ron Danko, CEO of Baker's Pride, Inc. "Wholesome, honest-tasting and 'better for you' products are in strong demand with today's consumer," continued Danko. "Our new bite size, Premium and Original Crispy cookie products deliver on both taste and quality."

Original and Premium Crispy cookies have 0% Trans Fat and are available in a variety of flavors including Sugar, Chocolate Chip, Ginger, Peanut Butter, Oatmeal Raisin, Chocolate-Chocolate Chip and Oatmeal Chocolate Chip.

The Premium Crispy line contains unsalted butter, unbleached and unbromated flour, pure vanilla extract, no artificial colors or preservatives and extra amounts of real, semi-sweet chocolate chips, plump raisins, whole-grain oatmeal and energy rich peanut butter.

About Baker's Pride, Inc.

Baker's Pride, Inc., an Amincor company, is a commercial bakery manufacturer for the private label and branded needs of supermarket chains and the food service market. Products include sliced, packaged bread, cake style donuts, gluten-free and traditional cookies and brownie cakes. Headquartered in Burlington, Iowa, the firm has three entities; South Street Bakery, Inc.; Jefferson Street Bakery, Inc.; and the Mt. Pleasant Street Bakery, Inc.

Their newest entity, South Street Bakery, produces a full range of cookie products including traditional baked cookies and packaged cookie dough, gluten-free cookie dough and several varieties of brownies including BROWNIE CAKES™.

For thirty-five years, the Jefferson Street facility has provided fresh sliced, packaged bread and cake style donuts to private label customers. The Mt. Pleasant Street location will produce flash frozen donuts, brownie cakes, cookies and muffins.

To learn more about Baker's Pride, Inc., visit www.bakersprideco.com.

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