



Baker's Pride, Inc. Names Louis Mastriano as Vice President of Sales & Marketing

Career Kraft Executive to Lead Expansion into Healthful Product Lines

Burlington, IA – August 24, 2011 – Baker's Pride, Inc. a commercial bakery and manufacturer of private label and proprietary brand bread, cookie, brownie and cake style donut products today named Louis Mastriano as the Vice President of Sales and Marketing, a new position at the firm.

Mr. Mastriano is an award-winning sales and marketing executive with more than 25 years of experience at Kraft North America. In his new role at Baker's Pride, Mr. Mastriano will develop and manage marketing programs to drive sales of Fresh and In Store bakery products and more healthful snack options to retailers. Moreover, he brings extensive P&L leadership and strategic thinking to Baker's Pride, Inc. which will lead the growth plans with the company's direct and broker sales organizations.

Prior to joining Baker's Pride, Mr. Mastriano held senior executive roles within the Desserts and Snacks division and various business units at Kraft Foods. In addition, he held regional sales positions across the country. Most recently, Mr. Mastriano was Senior Director of In-Store Merchandising at Kraft North America with overall responsibility to align brand, marketing and sales strategies with consumer insights to drive revenue growth for such prestigious brands as Maxwell House Coffee, Jell-O, Kool-Aid, Crystal Light and Capri Sun.

Throughout his career, Mr. Mastriano has developed and executed measurable sales and marketing strategies for businesses within the dry grocery, frozen and refrigerated categories. Mr. Mastriano has particular expertise with creating and implementing promotions and In-Store merchandising partnerships with major retail stores. Of particular note, Mr. Mastriano was responsible for the management of multi-million dollar trade budgets at Kraft that generated billions of dollars in promoted sales revenue.

“The demonstrated leadership, management and industry knowledge that Lou has amassed during his career will be put to immediate use at Bakers Pride,” stated Ron Danko, Sr., CEO of Baker’s Pride, Inc and former Vice President of Bakery at Wegmans. “Lou’s ability to effectively position products in the marketplace will be an integral part of our long-term growth strategy,” continued Danko. “We are thrilled to have him on our team.”

Mr. Mastriano earned a Bachelor of Science from Boston College with a double major in Marketing and Human Resource Management. He is a member of the National Frozen and Refrigerated Association, the In Store Marketing Institute and The Beverage Council.

About Baker’s Pride, Inc.

Baker’s Pride, Inc., an Amincor company, is a commercial bakery manufacturer of sliced, packaged bread, cake style donuts, cookies, brownies, muffins and more healthful snack products for the private label and branded needs of supermarket chains and the food service market. Headquartered in Burlington, Iowa, the firm has three entities; The South Street Bakery, The Jefferson Street Bakery and the Mt. Pleasant Street Bakery.

The newest Baker’s Pride entity, The South Street Bakery, produces a full range of cookie products including baked cookies and packaged cookie dough, as well as several varieties of brownies including **BROWNIE CAKES**™. The bakery is a manufacturer of more healthful bakery foods including gluten-free cookies, muffins and several other unique products created in response to the changing priorities of today’s consumers.

For thirty 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.

About Amincor, Inc.

Amincor, Inc. is focused on facilitating growth for its subsidiary companies and assets through operational growth and complementary acquisitions. Headquartered in New York, NY the firm consolidates uniquely positioned companies into one growth platform comprised of two operating divisions including Consumer Products; and Environmental Services and Industrial Materials.

In addition to its operating subsidiaries, Amincor holds additional assets in the form of equipment, real estate and brands which provide additional value to its shareholders. For more information, visit www.amincorinc.com.

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