



For Immediate Release

**Baker's Pride, Inc. Names Mark Gates
Sales Manager of South Street Bakery**

Traditional and Gluten-free Cookies, Brownies and Muffins for Private Label

Burlington, Iowa . October 17, 2011 . Baker's Pride, Inc. a commercial bakery and manufacturer of private label and proprietary baked products, today named Mark W. Gates as Sales Manager of The South Street Bakery, the newest Baker's Pride company.

As Sales Manager, Mr. Gates will be responsible for sales outreach activities to the in-store bakery, private label, food service, co-packing and fundraising categories. He will report to Louis Mastriano, Vice President of Sales and Marketing at Baker's Pride, Inc.

South Street Bakery produces a full range of traditional and gluten-free cookies, muffins and several other unique products created in response to the changing priorities of today's consumers.

Mr. Gates has 10 years of baking industry and food production sales experience. Moreover, he has developed sales opportunities and managed accounts with national food chains, small to mid-sized bakeries and major, well-known discount shopping clubs.

Prior to joining Baker's Pride, Inc., Mr. Gates was Sales and Marketing Manager for Clear Lake Specialty Products, a boutique cookie manufacturer based in Iowa. Prior to that, Mr. Gates was Director of Sales & Marketing at Olesen's Family Bakery, a pastry manufacturer and distributor located in Wisconsin.

Mark's knowledge of various baking categories is a valuable asset to our many new initiatives at South Street Bakery, said Louis Mastriano, Vice President of Sales and Marketing at Baker's Pride, Inc. We welcome Mark's enthusiasm and expertise to our sales team.

Mr. Gates, originally from Canada, made his way to the United States by importing a unique pastry item called a cringle. Within a few months of starting his business, Mr. Gates was a supplier to Loblaw Canada, a national grocery retailer, and captured the attention of his U.S. producer by his ability to sell bakery. Within two years, Mr. Gates grew his producer's U.S. sales by 300%.

Currently, Mr. Gates is a member of the Racine Founders Rotary Club and is active in his church by serving on the Administrative Finance Committee and on the School Board.

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, brownies and muffins. Headquartered in Burlington, Iowa, the firm has three entities; The South Street Bakery, Inc.; Jefferson Street Bakery, Inc.; and the Mt. Pleasant Street Bakery, Inc.

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

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. To learn more about Baker's Pride, Inc., please visit [Baker's Pride, Inc.](#), [South Street Bakery, Inc.](#) or [Amincor, Inc.](#)

Media Contact:

Kiersten Williams
Amincor, Inc. Corporate Communications
Williams Consulting, LLC
+1-917-873-3266
kwilliams@williams-consult.com
kiersten.williams@amincorinc.com

###