



## **Baker's Pride, Inc. Announces Agreement with Acosta Sales and Marketing for South Street Bakery**

**Expands Products to Retailers for Traditional and Gluten-Free Products**

Burlington, Iowa . December 1, 2011 . Baker's Pride, Inc. a commercial bakery and manufacturer of private label and proprietary baked products, today announced a business agreement with Acosta Sales and Marketing, a leading retail broker with South Street Bakery, the newest Baker's Pride company.

The Acosta relationship, effective today, will utilize integrated marketing programs to increase product exposure and consumer engagement for the full range of South Street Bakery products including traditional and gluten-free cookies, frozen dough, muffins and brownies.

Our commitment to innovation and quality, combined with Acosta's market insights and retail network creates a strong platform that complements our overall sales and marketing strategies,+ stated Lou Mastriano, VP of Sales and Marketing at Baker's Pride, Inc. We welcome the opportunity to work together with Acosta and bring great-tasting, traditional and healthier products to consumers nationwide.+

Acosta Sales & Marketing represents the most No. 1 and No. 2 consumer packaged goods (CPG) brands in North America and is a proven resource for top retailers from coast to coast. The firm's key retail channels include club, convenience, drug, grocery, mass merchandisers, military, natural/specialty and value.

We at Acosta are looking forward to representing the products of South Street Bakery, commented [Robert W. Goodman](#), Vice President of Fresh Foods Business Development at Acosta Sales and Marketing. Their expertise and line breadth will allow us to provide new and innovative products to the bakery consumer.

## **About Acosta**

With more than 80 years of experience, Acosta is the sales and marketing powerhouse behind more than a thousand of the biggest brands you see in stores every day. With approximately 20,000 associates in 65 locations throughout the U.S. and Canada, Acosta represents a majority of the #1 and #2 brands in the CPG industry today. Acosta provides a range of outsourced sales, marketing and retail merchandising services to effectively move products off shelves and into shoppers baskets, ensuring that clients achieve their true sales potential. For more information, visit [www.acosta.com](http://www.acosta.com).

## **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; 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 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, please visit [www.southstreetbakeryinc.com](http://www.southstreetbakeryinc.com) or [www.amincorinc.com](http://www.amincorinc.com).

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