



foodmix

MARKETING COMMUNICATIONS

*For Immediate Release*

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*Sweet Bites™ Cini Minis bring convenience to delicious cinnamon rolls*

Itasca, IL, February 25, 2008 - Pennant® Foods' Sweet Bites™ Cini Minis — miniature cinnamon rolls are served in a convenient, portable, grab-and-go format. Pennant developed this product to meet the demands of consumers who enjoy sweet baked goods for breakfast or an indulgent snack; increasingly, these products are being enjoyed on-the-go. The six mini cinnamon rolls come in an innovative package that includes a built-in cup of real cream cheese icing (for dipping or spreading) served in a six-inch microwavable tray with plastic lid. Sweet Bites™ Cini Minis are convenient and make a delicious option for on-the-go breakfasts and snacks. New to Cini Mini's line of sweetness is their delectable, Apple Cinnamon with Cinnamon Flavored Cream Cheese Icing Dip. With the success of this addition, Pennant is working to create more innovative flavors to expand the Cini Mini line of delicious rolls.

#### **ABOUT PENNANT FOODS**

Pennant Foods is a leading provider of specialty bakery products and solutions to the foodservice and retail industry. The company manufactures and distributes puff pastry, frozen dough, cookies, croissants, cinnamon rolls, muffins, Danish and bakery ingredients under the Pennant®, La Francaise® and Sweet Bites™ brands. Additional information can be found at [www.pennantfoods.com](http://www.pennantfoods.com).

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