



foodmix

MARKETING COMMUNICATIONS

For Immediate Release

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Pennant[®] Foods Cinnamon Rolls Are A Perfect Indulgent Treat

Itasca, IL, February 25, 2008 - Consumers have eagerly returned to the pleasures of indulgence. When they do indulge, they're demanding products with taste, texture, and portability, and Pennant Cinnamon Rolls are the perfect choice. Using only the finest ingredients, Pennant Cinnamon Rolls are made with rich, buttery dough, and a Korintji cinnamon blend, then topped with real cream cheese icing. They're soft and moist inside, with a thick cinnamon smear spread throughout. They are available in proof-and-bake frozen dough and fully baked frozen thaw-n-sell formats. Pennant's Cinnamon Rolls, like all of their baking products, are backed by a long tradition of product innovation, technological expertise and complete marketing support.

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.

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