



foodmix

MARKETING COMMUNICATIONS

For Immediate Release

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La Francaise® Croissants from Pennant® Foods Add Flavorful Flair to Any Meal

Itasca, IL, February 25, 2008 - Whether it's for breakfast, lunch, dinner or a snack, croissants are a simple and effective way to add a touch of flavor and sophistication to any meal. Pennant Foods offers a full-range of croissant products that are popular with chefs, bakers and consumers. Starting with the finest ingredients, La Française® croissants are flaky and moist with authentic European flavor. Hand-formed from 132 delicate and flaky layers of croissant dough, they're available in 100% butter, butter/margarine blends and margarine only varieties.

La Française® croissants are available in proof and bake frozen dough and fully baked thaw and sell formats, as well as many shapes and sizes, both sliced and un-sliced. From breakfast to sandwiches to desserts, La Française® croissants from Pennant Foods can help create meal solutions for any day part and, like all Pennant bakery products, they 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 Française® and Sweet Bites™ brands. Additional information can be found at www.pennantfoods.com.

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