



foodmix

MARKETING COMMUNICATIONS

For Immediate Release

February 25, 2008

Pennant[®] Foods Delivers Sweet and Simple Danish Delights

Itasca, IL, February 25, 2008 - Consumers are more likely to choose upscale items for breakfast, and sweet goods, often made from Danish pastry, are the most popular choice. Rich, sweet, yeast-raised Danish pastry from Pennant Foods has just the right touch of flakiness, and can provide the foundation for many delicious breakfast and dessert favorites like bear claws, cheese and fruit-filled Danish, sticky buns and coffee cakes. Using only the finest ingredients, Pennant Danish is available in three formats: bulk frozen dough, pre-formed frozen dough, and fully baked frozen thaw-n-sell pastries. New to Pennant's Danish line is Freezer-to-Oven Mocha Danish, which is available in the form of pre-formed frozen dough. The Freezer-to-Oven Mocha Danish requires no thawing and is extremely versatile because it is less sweet than the traditional Danish. Pennant's Danish pastries, 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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