



foodmix

MARKETING COMMUNICATIONS

For Immediate Release

February 25, 2008

New Freezer-to-Oven Danish by Pennant® Foods are ready when you are

Itasca, IL, February 25, 2008 - Pennant Foods introduces La Francaise® Freezer-to-Oven Mocha Danish. From freezer to finished product in 30 minutes, Freezer-to-Oven Mocha Danish is a convenient and easy to serve fresh-baked treat. The pre-formed, individually frozen dough pieces allow you to bake just what you need, eliminating waste. And with zero trans fat per serving, Freezer-to-Oven Mocha Danish satisfies the desire for a healthy, upscale pastry. Freezer-to-Oven Mocha Danish is also effortlessly versatile, which makes it a great core kitchen product. The dough is less sweet than traditional Danish dough so it complements both sweet and savory fillings and finishes. With Freezer-to-Oven Mocha Danish, you get the best of both worlds, fresh taste and the ease of convenience.

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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