



foodmix

MARKETING COMMUNICATIONS

*July 24, 2008*

*Pennant<sup>®</sup> Introduces Doughlectables<sup>™</sup> - Freezer-To-Fryer Pre-Formed Dough Pieces that Deliver Unlimited Menu Opportunities!*

Itasca, IL, July 24, 2008 - Doughlectables<sup>™</sup>, pre-formed individual dough pieces go straight from freezer-to-fryer to provide endless menu opportunity. Create signature menu items that deliver both savory and sweet applications equally well. Pair it with sugar or glaze or spices and serve warm for a delicious menu choice.

From freezer-to-fryer to fantastic in about 3 minutes, Doughlectables<sup>™</sup> has a light, flaky texture and comes in 5 unique shapes that you can customize to fit your menu: Horn, Twist, Ring, Bearclaw and Bites. No thawing or proofing required – simply fry, finish and serve. The perfect fit for today's "smaller plate" trends, Doughlectables<sup>™</sup> provide a simple, profitable solution to appetizer, snack, dessert or breakfast menus.

#### **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<sup>®</sup>, La Francaise<sup>®</sup>, Sweet Bites<sup>™</sup> and Doughlectables<sup>™</sup> brands. Additional information can be found at [www.doughlectables.com](http://www.doughlectables.com) or [www.pennantfoods.com](http://www.pennantfoods.com).

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