



foodmix

MARKETING COMMUNICATIONS

For Immediate Release

June 4, 2008

Pennant® Eat Well™ Puff Pastry Delivers Delicious Flavor with Zero Trans Fat

Itasca, IL, June 4, 2008 - Pennant Foods, a leader in the puff pastry industry for over 25 years, now offers puff pastry with zero grams trans fat per serving.

Pennant Eat Well™ Puff Pastry with Zero Trans Fat delivers delicious taste with the reliable baking performance the industry has come to expect from Pennant. Consumer concerns about health and nutrition continue to grow, with 43% of consumers saying they are “extremely concerned” about Trans Fat.* Now operators can offer the mouth-watering flavor of Puff Pastry while meeting consumers’ health concerns. Pennant Eat Well™ Puff Pastry is made with the finest quality ingredients and delivers superior dough height and reliable, consistent baking performance. Available in convenient frozen sheets and squares, Pennant Eat Well™ Puff Pastry simplifies preparation of signature recipes while satisfying the marketplaces’ demand for healthier choices. Like all of Pennant’s baking products, Eat Well™ Puff Pastry, is backed by a long tradition of product innovation, technological expertise and full 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.

MEDIA CONTACT: Lisa Ramatowski, Foodmix, 630.366.7531

###

*IFMA Nutritrack, 2007