

# 28 Bakery

## King's Pastry Launches Château Bakery

### As They Expand Their U.S. Distribution

As King's Pastry continues to expand its distribution throughout the U.S., it has launched a new premium layered bar cake brand, Château Bakery, featuring internationally-inspired flavors meant to satisfy the growing consumer demand for unique international flavor profiles throughout the food industry. The initial assortment of cakes highlights flavors from Europe and Latin American while also offering a few classic flavors consumers have always loved. The Suggested Retail Price (SRP) for the King's Pastry line of Château Bakery products is \$18.99 for 12x4 bar cakes and \$12.99 for 8x4 bar cakes.

King's Pastry's independent re-

search studies found that cakes continue to be the most desired dessert within U.S. in-store bakeries across all demographics, but that consumers, especially Millennials, are increasingly looking for unique flavor profiles but often have to turn to independent or specialty bakeries to find what they are looking for. The studies also showed that Hispanics had a higher affinity for in-store bakeries, but struggled to find flavor profiles that represented their culinary heritage. The culmination of these findings was the inspiration for exploring international cakes.

"We always go beyond by sourcing the best quality ingredients from its place of origin to create our scratch-made fillings, syrup, and mousse recipes to produce up to eighteen layers into our bar cakes," said Katty Ho, Vice President of Business Development at King's Pastry. "Our bar cakes are our most premium offering and include authentic, high quality ingredients like the ladyfingers in our Tiramisu that we import from Italy and custom-made real mascarpone for our Tiramisu mousse. To learn that consumers want them but are having

to seek them out across various independent bakeries only strengthened our resolve to make their lives easier and bring what they want to the in-store bakeries."

Château's initial flavors include: American Classics and European flavors with Fresh Raspberry Chocolate, Silky Boston Cream, Exquisite Tuxedo, Tiramisu Classico, Victorian Strawberry, and Raspberry Limoncello Luminoso. Château's new Latin American flavor series include: Dulce de Leche Cremoso, Churro Delicioso, Tres Leches de Fresas, and Tres Leches de Café.

With its curious taste buds and keen eye to provide innovation and international selection, King's Pastry intends to continuously monitor emerging flavor trends to identify new and interesting ingredients to use in their cakes and expand their offering.

King's Pastry is a leading Canadian manufacturer of cakes, pastries and other desserts for every retail and food service need. Based in Mississauga, Ontario, just outside of Toronto, they draw inspiration from the incredibly diverse cultural and food



scene around them to create unique, innovative and internationally-inspired flavor profiles for the masses so everyone can Taste the World. Currently, their desserts can be found in major U.S. retailers like Costco and Meijer, along with many other leading retail chains.



## Calise Bakery Sweetens Breakfast Time

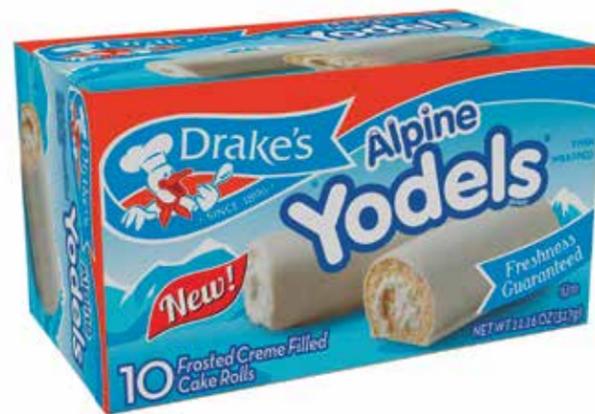
### Debuts Brioche Style Cinnamon Chip Texas Toast



With over 110 years of experience baking the freshest bread and rolls, Calise Bakery has announced its first foray into the breakfast category with its new Brioche Style Cinnamon Chip Texas Toast. Dedicated to the highest quality of authentic Italian baking, Calise has crafted delicious breads and rolls from unique family recipes to enhance any dining experience for more than a century. Founded on the values and standards of "The Calise Way," Calise's commitment to quality and excellence has made it a staple throughout the Northeast and Mid-Atlantic regions. With this latest product innovation, Calise brings its signature gourmet brioche style bread to the breakfast table for the entire family to enjoy.

"For four generations, Calise has been known for providing the freshest, best-tasting bread and rolls for lunch and dinner," said Michael R. Calise, President, Calise Bakery. "Expanding our treasured brioche style bread into breakfast was a natural next step for us, but we took our time to ensure that what we brought to the table was truly different than anything else out there. Our new Brioche Style Cinnamon Chip Texas Toast offers a fresh take on the most important meal of the day, making it the perfect treat for the whole family."

Calise Bakery Brioche Style Cinnamon Chip Texas Toast is dairy- and egg-free and rolling out at \$4.29 MSRP for a 16 oz. package (approximately 13 slices), in grocery stores throughout Rhode Island, Massachusetts and Connecticut.



## Drake's Introduces Alpine Yodels

There is an exciting new addition to the Drake's Family of baked sweet goods! New Drake's Alpine Yodels are moist, yellow cake, rolled around classic Drake's crème and dipped in delicious white icing.

"We're excited about this new companion to classic Drake's Yodels which were introduced in 1962," said Chip Stenberg, Drake's Associate Brand Manager. "We conducted extensive research and found that sometimes Drake's consumers want yellow cake. Who knew? Alpine Yodels are perfect for those occasions."

Drake's Alpine Yodels will be available in supermarkets, supercenters, value retailers and convenience stores throughout the Eastern U.S. A product locator search function is available to consumers at drakes-cake.com.

As with all Drake's products, Alpine Yodels are certified kosher by the Orthodox Union. Consumers can look for the circled-U symbol (hechsher) on the cartons.