



Custom Baking Products, LLC
447 Old State Route 74
Cincinnati, OH 45244
513-528-1964
www.custombakingproducts.com

Mayr Communications Inc
615 Franklin Turnpike, Suite 3
Ridgewood, NJ 07450
201-612-6010 f: 201-612-6013
www.mayr.com

B A C K G R O U N D E R

FOR IMMEDIATE RELEASE

Corporate Profile

Cincinnati, OH, May 7, 2004 – *Custom Baking Products, LLC*, manufacturer and marketer of *Quick Shine*[™] and *Quick Shine Enhanced*[™] – the microbiologically safe, easy, and low-cost-per-use spray alternatives to liquid commercial egg wash and dry powder-type baker’s wash is a privately held Company headquartered in Cincinnati, Ohio. The Company also manufactures and markets *Quick Bake Release*[™] - a traditional, all-purpose non-stick food release formulation. With nearly 200 years of combined personnel industry experience, the Company develops innovative high quality products for the in-store baking industry.

Problems with Egg Wash/Egg Wash-Type Products

Consumer research has indicated that 62 percent of in-store bakery sales are driven by product appearance. To create the “eye appeal” consumers expect, stores utilize a variety of finishing techniques and products that leave behind a shiny, golden brown “fresh baked” appearance.

Topping the list are egg wash and dry powder-type baker’s wash products. Made from either liquid egg whites or a dried mix of egg white/sugar combination, commercial protein or carbohydrate, the in-store use of these products requires extensive employee labor in preparation, application and cleanup. They also require the bakery to invest in mixing and other equipment. Because egg whites or powdered egg whites are the main ingredient, these products have a very short shelf life (leftover mix must be disposed of) and must be handled carefully to reduce risk of Salmonella and E. coli contamination.

To safely use egg wash, in-store bakeries must invest in hours of employee training on proper mixing, application and cleanup procedures. But with bakeries today facing difficulty finding and retaining skilled workers - full-time new hires fell 20 percent in 2002 – combined with the escalating costs of bakery production, in-store bakeries are continually seeking methods and products to help offset production costs and compensate for a shortage of skilled labor.

Quick Shine and Quick Shine Enhanced

Quick Shine and *Quick Shine Enhanced* sprays were developed to offer in-store bakeries safer, easier and more cost efficient alternatives to egg wash products. Specifically formulated to effortlessly give bakery products the finishing brown and shine that consumers desire, *Quick Shine* products contain no eggs; are microbiologically safe; odorless; tasteless; easy to use (simply spray on – no mixing, refrigeration or cleanup

required); and result in a fast, even application. They are also safe to use near gas ovens/stoves. **Quick Shine** saves on ingredient, labor, training, cleanup and equipment costs.

Quick Shine is formulated to add a uniform shine and a slight browning to baked goods and can be used on baked goods made from scratch, frozen dough or par-baked products including pizza crusts, muffins, breads, croissants, rolls, pies, bagels, etc. To use, simply spray on before baking and add cheese, grains, seeds or seasonings if desired and bake as usual. Or for a finishing shine and slight browning, spray baked goods while still warm (200°F) after baking.

Quick Shine Enhanced features an added browning agent – giving baked goods a uniform, shiny, deep golden brown appearance. Spray on before baking for enhanced browning and shine or after baking for a quality shine without extra browning. **Quick Shine Enhanced** can also be used on baked goods made from scratch, frozen dough or par-baked products, including pizza crusts, muffins, breads, croissants, rolls, pies, bagels, etc. Both products meet Kosher standards including Ⓢ Pareve and Ⓢ Dairy.

Additionally, when applied as directed, **Quick Shine** products will not significantly alter the nutritional profile and therefore do not require in-store bakeries to change the Nutritional Facts panel previously prepared for the finished baked product.

Going Beyond Quick Shine

In early 2004, Custom Baking Products unveiled **Quick Bake Release** to complement its **Quick Shine** line of commercial baking products. **Quick Bake Release** is a traditional, non-stick formula that ensures the fast, clean release of baked goods from baking tins, waffle irons, frying pans, casserole dishes and any other cooking utensil requiring an easy clean-up.

Made from a blend of pure vegetable and mineral oil, **Quick Bake Release** is alcohol and sodium free; contains no calories or cholesterol and requires no refrigeration. In addition, **Quick Bake Release** will not alter the taste or nutritional profile of finished baked goods. To use, simply shake well; spray a light coating over area to be used and bake as usual.

In-Store Bakery Market

According to 2002 International Dairy Deli Bakery Association (IDDBA) industry reports, more than 75 percent, or nearly 32,000 supermarkets, have in-store bakeries, contributing to more than \$17.7 billion in annual sales.

Fresh breads, which could greatly benefit from the application of products like **Quick Shine** and **Quick Bake Release**, topped the list of most profitable in-store bakery products in 2002 with sales of \$5.8 billion. Pies, bagels, croissants, muffins and rolls also ranked high among percentage of total in-store bakery sales.

Additional information about **Quick Shine**, **Quick Shine Enhanced** and **Quick Bake Release** is available by calling 877-455-4938, or on the internet at www.custombakingproducts.com. # # #