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N E W S R E L E A S E

FOR IMMEDIATE RELEASE

New **Quick Bake Release**™ Added to Portfolio of Products Designed to Streamline In-Store Bakery Production Process

Traditional Food Release Formula Provides Fast, Clean and Easy Non-Stick Coverage

Cincinnati, OH, June 14, 2004 – *Custom Baking Products, LLC*, today announced the introduction of **Quick Bake Release** - a traditional, all-purpose non-stick food release formulation. Specifically formulated to ensure the fast, clean and easy release of baked goods from baking tins, waffle irons, frying pans, casserole dishes and any other cooking utensil requiring an easy clean-up, **Quick Bake Release** is made from a blend of pure vegetable and mineral oil, is alcohol and sodium free and contains no calories or cholesterol. **Quick Bake Release** joins **Quick Shine**™ and **Quick Shine**™ *Enhanced* in providing in-store bakeries with products that can help streamline their production processes.

“With the addition of **Quick Bake Release**, we now offer in-store bakeries a complete line of products that offer cost-effective, 21st century solutions to traditional bakery challenges,” said Mark Lofthouse, Vice President of Custom Baking Products, LLC. “As in-store bakeries increasingly seek methods to help streamline their production processes, cutting costs and maximizing productivity, there will continue to be a growing need for our products – which save on labor expenses.”

Quick Shine and **Quick Shine Enhanced** are the microbiologically safe, easy, and low-cost-per-use spray alternatives to liquid commercial egg wash and dry powder-type baker’s wash. **Quick Shine** products are easily applied to baked goods made from scratch, frozen dough or par-baked products including pizza crusts, muffins, breads, croissants, rolls, pies, bagels, and more. **Quick Shine**, sprayed directly on items before or after baking, provides a superior finishing shine with slight browning and **Quick Shine Enhanced** provides enhanced shine plus enhanced browning when applied before baking. Both products meet Kosher standards including Ⓚ Dairy and Ⓢ Pareve.

In-Store Bakery Market

According to 2002 International Dairy Deli Bakery Association (IDDBA) industry reports, more than 70 percent, or nearly 32,000 supermarkets, have in-store bakeries, with combined sales estimated at more than \$17.7 billion.

Fresh breads, which can 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.

Custom Baking Products, LLC is a privately held company headquartered in Cincinnati, OH. With nearly 200 years of combined personnel industry experience, the Company develops innovative high-quality products for the in-store baking industry.

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.

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