



For Immediate Release

Contact: Priscilla Martel
Phone: (800)-825-6663 Ext. 16
Email: pmartel@americanalmond.com

**American Almond Products Company Premieres
"Nutty Ideas" Professional Video Series at the IBIE- Las Vegas**

Brooklyn, NY October 1, 2013 - American Almond Products Company introduces its "Nutty Ideas: Professional, Practical and Profitable Baking" videos series at the International Baking Industry Expo in Las Vegas October 6-9, 2013 in **Booth 5617**.

American Almond Products launches these videos to answer a frequent request. Professional bakers long for reliable ways to increase profits without losing quality. In the video series, pastry chef Michelangelo LaMendola takes viewers into his commercial kitchen where he shares his secrets to creating masterful, practical and profitable pastries using American Almond products. The 19-episode series spans global palates. From Italian pastry favorites such as *Pignoli Cookies* and hazelnut *Baci di Dama* to *French Macaron*, filled Danish rings and the *Austrian Linzer Torte*, these videos bring creative, time-trusted formulas within easy reach.

Talented pastry chef LaMendola will be at the company's booth during the show to help answer technical questions and share baking tips. American Almond Products Company has built a relationship with the master pastry chef based on shared standards and a for passion quality baked goods. "I like to use the American Almond brand Almond Paste because it contains such a high percentage of almonds", says LaMendola during the filming of the videos.

The International Baking Industry Expo (IBIE) anticipates more than 800 exhibitors from around the globe showcasing their latest products and technology solutions. 20,000 baking professionals from every segment of the industry will be in Las Vegas for North America's largest, most comprehensive baking trade event of the year. The show promises to connect a record number of industry buyers and sellers with the technology, resources and opportunities they need to maximize their success.

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About The Company

Since 1924, American Almond Products Company has been the professional baker's key "nutty" resource. From almond to walnuts and all varieties of nuts in between, professional bakers look to American Almond for premium quality nut butters, sweetened nut pastes, natural nut flours, crunchy nut toppings and ready-to-use bake-stable fillings. American Almond helps bakers and confectioners to explore the ways nutritious, versatile tree nut ingredients can help to create innovative and great tasting, signature products.

Sales Inquiries: Alex Flyntz, Sales Manager

Phone: (800)-825-6663

Email: aflyntz@americanalmond.com

Website: americanalmond.com

Media contact: Priscilla Martel, Culinary Director

Phone: (800)-825-6663 Ext. 16

Email: pmartel@americanalmond.com

Website: americanalmond.com