



FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION

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**ANGELIC BAKEHOUSE LAUNCHES NEW READY-MADE,
SPROUTED WHOLE GRAIN PIZZA CRUST**

CUDAHY, Wis. – Pizza? Flatbread? What do you call the ever-so-familiar, thin, circular crust that can be baked, grilled, broiled or seared? Angelic Bakehouse, a leading producer of fresh sprouted whole grain products, is changing expectations with its newest product, Flatzza™ crusts. With a new name, better nutrition and an unbeatable taste, Angelic Bakehouse is bringing a wholesome option to the ready-made pizza crust category – a category typically found on the bottom of the nutrition pile.

With products that are made using only non-GMO ingredients, pure honey sourced in the U.S.A., and no artificial sweeteners, fats or preservatives; Angelic Bakehouse is already on trend with what consumers are looking for. Now, with this new Flatzza™ crust, Angelic is targeting another growing consumer demand– convenience. “Research clearly shows that consumers want products that not only taste great and are nutritionally superior but also convenient,” says Angelic Bakehouse CEO Jenny Marino. “We are proud to say that our new Flatzza™ crust delivers on all 3 fronts. All you have to do is top, bake and enjoy. It’s that simple!”

The Wisconsin-based sprouted bakehouse introduced the innovative product on Monday, February 24 and plans to showcase the Flatzza™ crusts at the upcoming Natural Products Expo West tradeshow. The tradeshow, which will be held in Anaheim, California, Mar 7-9, will allow the Angelic Bakehouse to increase new product and brand awareness among consumers, retailers, distributors and food service providers. That means that this Wickedly Wholesome, Divinely Delicious™ product may be coming to a store near you!

About Angelic Bakehouse

Angelic Bakehouse is one of a handful of companies in the United States that uses freshly ground sprouted grains, whole grains in their purest form, to create natural, baked goods that truly taste great – no cardboard texture or bitter whole wheat aftertaste that consumers often find with healthier, good-for-you fare. Pure ingredients. Pure products. Pure quality. That's what you can expect from Angelic Bakehouse. To find out more, or for Angelic Bakehouse retailers near you, visit www.AngelicBakehouse.com or follow along on Facebook.com/AngelicBakehouse and Twitter.com/AngelicBakehouse.

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