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New Bold Packaging Design Helps Angelic Bakehouse Stand Out Among Natural Foods

CUDAHY, Wis. – As the natural foods industry continues to grow and expand into mainstream markets, natural and organic brands are recognizing the opportunity for going bold with their package design. Angelic Bakehouse, a leading producer of sprouted whole grain breads, premium wraps and pizza crusts, is one of these brands that has recognized the opportunity and has revamped its sprouted whole grain packaging with a striking new look.

Established in 1969 as Cybros the Sprouted Bakehouse, the company was later purchased in 2009 by husband and wife team, Jenny and James Marino. Wanting a name that would reflect the purity of the ingredients used and the processes applied when making all of their products, the couple rebranded and renamed the company to Angelic Bakehouse in 2013.

After spending time establishing their premium products and company name within the category, the Marinos are now focusing their efforts on reflecting the company's personality front-and-center on the packaging.

"Our products are delicious and nutritious, and we want people to know it," said Jenny Marino, President and CEO of Angelic Bakehouse. "What better way to get people to consider our products than with fun, engaging packaging that matches who we are as a small company with real people behind the helm. We are a funny and personable brand that believes our new packaging will help us connect to consumers in a fresh way."

Shane George, President and Creative Director of design firm Workhorse 45, wanted the packaging to cut through the rest of the products on the shelf with style and attitude. "Retailers and consumers alike are faced with many choices," he said. "Angelic Bakehouse already had a delicious product with a superior nutrition profile. We had a unique opportunity to present the personality behind the brand boldly on the front of the packaging. The goal was to let people know that good flavor and good health do exist, together, in one believable brand."

With their distribution expanding to both mainstream and natural stores, as well as new products added to their ever-expanding line, Angelic Bakehouse seems to be doing something right. "We want our products to stand out from the sea of sameness that is currently on shelf, and this is a great step in that direction," said Marino.

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 all natural baked goods that truly taste great. With a range of products that include sprouted bread, sprouted buns, sprouted baguettes, sprouted crusts and sprouted wraps, Angelic Bakehouse is making waves for the sprouted whole grain industry. All of Angelic's sprouted whole grain products are also egg free, dairy free, nut free, vegetarian, with no added preservatives and are made with only non-gmo ingredients. Gone are the days of cardboard texture or bitter whole-wheat aftertaste that consumers often find with 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 AngelicBakehouse.com or follow along on Facebook.com/AngelicBakehouse and Twitter.com/AngelicBakehse.

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