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FOR IMMEDIATE RELEASE

## **SUNBELT BAKERY ADDS CARROT CAKE FLAVOR TO ITS LINE OF CHEWY GRANOLA BARS**

*Featuring real carrots and a tasty cinnamon spice blend, Sunbelt Bakery's newest bakery-fresh taste is an instant classic.*

COLLEGEDALE, Tenn. (June 26, 2018) – What happens when you combine a family favorite with the granola bar that's known for having delicious, bakery-fresh taste? There's a good chance you get a hit.

"Carrot cake is a classic that's been enjoyed for generations all across the country," said Jeff Badger, brand director for [Sunbelt Bakery](#). "That's why we're so excited to capture the essence of that iconic taste in a quality granola bar you can feel good about sharing with your family."

In addition to its soft, chewy texture and instantly recognizable blend of cinnamon, nutmeg and other spices, the new [Carrot Cake flavor](#) also includes real carrots. Like all of Sunbelt Bakery's granola bars, the new product is made with whole grains, no high fructose corn syrup and no preservatives.

Badger continued, "Sunbelt Bakery is committed to serving families with delicious snacks that are made the right way. Since new batches of our products are brought from our family-owned bakery to communities every week, our granola bars never need preservatives and always have that bakery-fresh taste."

New Carrot Cake Chewy Granola Bars are a permanent, year-round flavor that are now available at retailers nationwide. The new flavor comes in a Family Pack box of eight bars, each having 130 calories per serving and a suggested retail price (SRP) of \$2.69.

## **Sunbelt Bakery Adds Carrot Cake to its Line of Chewy Granola Bars**

To learn more about Sunbelt Bakery and its wide variety of snacks with that bakery-fresh taste, visit [www.SunbeltBakery.com](http://www.SunbeltBakery.com) or follow Sunbelt Bakery at [www.facebook.com/SunbeltBakery](https://www.facebook.com/SunbeltBakery) or <https://instagram.com/SunbeltBakery>.

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### **About Sunbelt Bakery**

McKee Foods, a family-owned company based in Collegedale, Tenn., introduced the Sunbelt brand in 1982. The Sunbelt Bakery brand includes cereal and snack products, such as chewy granola bars, fruit and grain cereal bars, and cereals.