



CEO Michael J. Mendes Announces Expansion of Just Desserts Leadership Team

David Baffoni, VP of Engineering and Production brings over 30 years of food processing management experience to the growing dessert and sweet snack company

San Francisco, California – March 15th, 2017 – Just Desserts, a leader in hand-crafted desserts and wholesome sweet snacks, today announced the appointment of a new Vice President of Engineering and Production. This newest appointment to CEO Michael J. Mendes’ leadership team brings over 30 years of food processing management experience to the fast growing brand. David Baffoni, VP of Engineering and Production will be responsible for day-to-day production activities and engineering requirements at Just Desserts’ modern production bakery located in Fairfield, California.

“David brings a track record of success in improving efficiency while also increasing quality and reliability during periods of dynamic growth,” said Mendes. “His skill set is a great compliment to our leadership team. David has a robust professional background and his ability to create a positive workplace culture will help us deliver even better products for our customers and consumers.”

David Baffoni has a track record of increasing responsibility with fast-growing food processing operations that are leaders in their respective categories. Baffoni began his career at the Louis Rich Company in engineering and capital project management, focused upon improving productivity and developing new standards. He then spent 23 years at Diamond Foods, ultimately serving as Senior Director of Manufacturing. In this role, he led an operation comprised of 800 employees, a 550,000 sq. ft. production facility, and a 75-acre site. Most recently, he was General Manager of Operations for Farmers Rice, California’s largest rice milling operation.

“I look forward to partnering with Michael, the Just Desserts leadership, and the production team as we continue to improve our efficiency, quality, and plant team member engagement, while consistently delivering innovative new products that serve unmet customer and consumer needs,” said Mr. Baffoni.

About Just Desserts

Just Desserts is an artisan-inspired baking company that makes premium desserts and wholesome sweet snacks that are sold in grocery and convenience retailers from coast to coast. Just Desserts was founded in San Francisco in 1974 with a passion for making the most delicious desserts that are always hand-crafted and made from the highest quality kitchen pantry ingredients.

For more information, visit: JustDesserts.com

For media requests: Ana Speros asperos@justdesserts.com 415-780-6870

Always **HAND CRAFTED** *and* **BAKED FROM SCRATCH**

Justdesserts.com | [@JustDessertsSF](https://www.instagram.com/JustDessertsSF) | [facebook.com/JustDesserts](https://www.facebook.com/JustDesserts)