



## **Just Desserts Becomes A Nut-Free Bakery**

*Introduces New "Better for You" Just Delights Sprouted Grain Bites at IDDBA*

**San Francisco, California – June 2<sup>nd</sup>, 2017** – Just Desserts today announced that it is now a tree nut-free and peanut-free bakery. This important leadership step for the in-store bakery category reflects growing consumer demand for foods free of these allergens. The change makes Just Desserts a perfect choice for families seeking nut-free options for the upcoming back to school season. "Just Desserts has always strived to provide innovative premium desserts made from wholesome ingredients. Eliminating allergens from our bakery is a natural evolution as we look to better serve our customers." said Michael J. Mendes, CEO of Just Desserts.

According to Food Allergy Research and Education (FARE), food allergies appear to be on the rise, with 1 in 13 children affected in the United States. Peanuts and tree nuts account for 25% of the eight foods that are estimated to represent 90% of all food-allergic reactions. The rise in food allergies has led some facilities to discourage and in some cases eliminate any presence of nuts.

"While most of our products did not include nuts, we elected to remove all nut based ingredients to eliminate the risk of cross-contamination" noted Mendes. Just Desserts will have labels clearly marked "made in a nut-free bakery" for all products produced following the transition.

## **New "Just Delights" Sprouted Grain Bites**

Just Desserts is launching a new product platform under the sub brand "Just Delights" at the IDDBA Show in Anaheim on June 4<sup>th</sup>-6<sup>th</sup>. "For the debut of Just Delights, we are featuring sprouted grain as a key component to create an innovative, nutritionally rich sweet bite format," noted Mendes. The Sprouted grain bite uses a variety of sprouted ingredients including hard red wheat, purple corn, sorghum, quinoa, and amaranth. "Sprouted grains are a good added-value alternative to regular flour. Plus, they are nutritionally dense, and heralded for supporting good digestive health," said Mendes. In addition to the sprouted grains, seeds such as sunflower, pumpkin, and sesame add texture and nutrition to the sweet bite. Just Delights uses fruit and honey to help sweeten the product, significantly reducing the use of added sugar.

## **About Just Desserts**

Just Desserts is an artisan-inspired baking company making premium desserts since it was founded in San Francisco in 1974. To learn more, visit [JustDesserts.com](http://JustDesserts.com)

For media requests: Ana Speros [asperos@justdesserts.com](mailto:asperos@justdesserts.com) 415-780-6870

---

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

---

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