



Just Desserts Launches First Organic Product Line

*Brownie and Salted Caramel Brownie Bites available
in major markets across the country starting in early June*

Oakland, CA – June 11, 2014 – Just Desserts, a pioneer in hand-crafted, scratch-baked desserts and sweet snacks, today announced the launch of the company’s first premium organic line for the health conscious generation of dessert aficionados. Organic Brownie Bites and Organic Salted Caramel Brownie Bites will be available in June in stores nationwide including Safeway, Vons, Pavilions, Randalls and Carrs. Made with whole grain and premium ingredients, there are no added fillers, artificial flavors, synthetic colors or preservatives in any of Just Desserts products, and to make them even more appealing each bite is under 70 calories.

Just Desserts also announced they are a newly certified organic company through the California Certified Organic Farmers (CCOF). Taking every care and consideration throughout the certification process, Just Desserts is a passionate advocate of the organic movement and will continue to make investments in organic to benefit both their new and loyal customers.

The 40-year-old, Bay Area-based Company is leveraging their new organic line and CCOF membership as an opportunity to re-launch the company along with a new logo and other brand elements, as well as a redesigned website to showcase the company’s vision. While maintaining their commitment to hand-crafted, small-batch baking, Just Desserts will expand their organic product line in the coming year.

“After four decades of baking premium cakes and desserts, this is a really exciting time to re-launch the Just Desserts’ brand with a new line of organic products,” said Michael J. Mendes, CEO, Just Desserts. “We are proud to deliver world-class, hand-crafted desserts, baked from scratch to our customers in major markets nationwide. Our new organic line offers a delicious, portion-controlled bite format our customers can feel good about.”

Despite the fact that the market for fresh baked goods will exceed \$20 billion in 2014, according to Packaged Facts, the organic industry has been underserved by the baking industry even though there is a large segment of consumers who value organic baked goods.

According to the Center for Economic Vitality, consumers’ baked goods purchase decisions are driven by freshness, product appearance, aroma and other appealing characteristics. While bakery purchases are seen as an impulse buy, smaller portions such as “bites” help curb cravings and offer consumers a more fun and appealing way to consume baked goods.

“Just Desserts creates every dessert with the same quality ingredients you would find in your kitchen pantry,” said Chef Terry Watson, VP of Culinary Development. “We’ve taken special care to ensure our new organic line is baked with the same attention to detail that our consumers have come to expect from Just Desserts. We pride ourselves on our legacy of premium, modern American dessert classics that our customers have grown to love.”



Along with this announcement, Just Desserts is also launching a new website and updated brand identity that reflects the next phase of the re-launch of the Just Desserts brand. For more information on Just Desserts' exciting new line of organic products and to find a Just Desserts retailer near you please visit JustDesserts.com

To keep updated on all of our new products and get fun dessert news and ideas Like us on Facebook: facebook.com/JustDesserts, and Follow us on Twitter: twitter.com/JustDessertsSF.

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 quality kitchen pantry ingredients.

###

Lily Penalosa
Account Coordinator
lpenalosa@accesspr.com
(O): 415.844.6233
(C): 650.808.0272

Jamie Soper
jsoper@accesspr.com
(C): 415.254.5549