



Cinnabon® Introduces NEW Line of Fresh Bakery Treats

Cinnabon® and CSM Bakery Solutions® partner to debut line of fresh baked cookies, muffins and pound cake at retail and foodservice

ATLANTA, Ga., November 14, 2016 – Cinnabon®, the beloved bakery known for creating the world’s best cinnamon rolls, announced today the launch of “Crafted by Cinnabon®,” the brand’s first line of fresh bakery treats now available in single serve or in multi-serve channels such as grocery, convenience stores, university campuses and other food service outlets.

The new Crafted by Cinnabon® line delivers the same fresh-baked quality and signature ingredients that guests have come to love and expect from Cinnabon® bakeries, including legendary Cinnabon® Makara® cinnamon and signature cream cheese frosting. The Crafted by Cinnabon® line allows the indulgent aromas of the in-bakery experience to extend into the comfort of home kitchens around the country, as well as on-the-go occasions.

Available immediately, the Crafted by Cinnabon® product line includes these delicious treats:

- **Frosting Filled Streusel Muffin** is an irresistible streusel topped cinnamon muffin, filled with legendary Cinnabon® cream cheese frosting.
- **Marble Pound Cake** is a decadent cinnamon swirl pound cake made with real butter, sour cream, and irresistible Cinnabon® cinnamon
- **Caramel Pecanbon® Cookie** is a decadent, soft, and chewy pecan laced cookie, studded with caramel and famous Cinnabon® cinnamon.
- **Cinnamon Chip Cookie** is a delicious soft butter cookie filled with chips of iconic Cinnabon® cinnamon.

“Our new line of Crafted by Cinnabon® Bakery Treats provide consumers with more opportunities to treat themselves to the irresistible taste of Cinnabon® in more ways and places than ever before,” said Kristen Hartman, Senior Vice President of Marketing, Global Channels for FOCUS Brands, the parent company of Cinnabon, LLC. “We are delighted to offer these premium baked treats and provide consumers with something new from the Cinnabon® brand that is incredibly delicious.”

Cinnabon® has partnered with CSM Bakery Solutions®, an international leader in the baking industry, on the development and manufacturing of the new product line.

"Cinnabon® is a widely recognized global brand associated with craveability and quality and we are excited to be able to provide grocers and foodservice operators the opportunity to offer these amazing treats," said Gretchen Sussman, Vice President of Foodservice North American at CSM. "At CSM, we are looking to enhance the bakery experience operators and retailers provide their consumers. These baked goods Crafted by Cinnabon® do that and also provide the opportunity to make the bakery area a destination any time of day."

Also new this fall, Cinnabon® will be launching a recipe series that will feature delightful videos on how consumers can “Cinnabon It Yourself” in the kitchen utilizing products from the Crafted by Cinnabon® line. Fans of Cinnabon® can be



on the lookout for mouthwatering #CIY recipes such as Cinnabon® Pound Cake French Toast. A new recipe will be released via the Cinnabon® social media channels each week from now until the end of 2016.

For more details on this new product line and to stay connected to all things Cinnabon, follow the brand on [Twitter](#) and [Instagram](#) at @Cinnabon, like it on Facebook at www.facebook.com/Cinnabon, follow on Snapchat at @TheRealCinnabon, or simply visit Cinnabon.com.

About Cinnabon®

Founded in Seattle in 1985 and now based in Atlanta, Cinnabon LLC, is the market leader among cinnamon roll bakeries. The company serves fresh, aromatic, oven-hot cinnamon rolls, as well as a variety of other baked goods and specialty beverages. Cinnabon® currently operates over 1,400 franchised locations worldwide, primarily in high traffic venues such as shopping malls, airports, train stations, travel plazas, entertainment centers and military establishments.

Cinnabon® is also a multi-channel licensor, partnering with other companies to provide over 70 brand licensed products at foodservice & grocer retail venues. Visit www.Cinnabon.com for more information.

About CSM Bakery Solutions

CSM Bakery Solutions is a global leader in bakery ingredients, products and services for retail and food service markets as well as artisan and industrial bakeries. As one of the baking industry's largest players, with revenues of approximately \$3 billion and more than 45,000 global customers, CSM offers a broad portfolio of well-recognized brands supported and developed from its eight innovation centers. CSM's mosaic of heritage bakery brands includes some of the industry's most trusted names: Brill, Multifoods, Karp's, and Henry & Henry to name but a few. For more information, visit www.csmbakerysolutions.com and follow us on Twitter @CSMBakerySols.

###