



The “Cookie King” Meets the “Cake Boss”

IDDBA Dairy-Deli-Bake Show 2012 in New Orleans



New Orleans, LA -- June 12, 2012 – Jim Eagen, Director of Operations of Baker’s Pride, Inc., a Burlington Iowa-based commercial bakery and manufacturer of private label and proprietary baked products met with Buddy Valastro, the “Cake Boss” of the TLC reality TV show at the IDDBA Dairy-Deli-Bake show this past week.

Jim Eagen was at the IDDBA show to launch the new, extended shelf-life Premium and Original Crispy cookie line. In addition, he and other Baker’s Pride, Inc. executives met with buyers and IDDBA attendees to showcase the complete product portfolio that includes Brownie Cakes™, doughnuts, gluten free and traditional pail dough and pre-portioned pucks for In-Store Bakery.

Mr. Valastro was announcing his partnership with TLC and the family-run company Dawn Foods to create a mass-produced cake line. The “Cake Boss” line will begin rolling out later this summer.

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