

PRESS RELEASE

SODIUM FREE BAKING POWDER ATTRACTS BAKERS, FOOD PROCESSORS LOOKING TO REDUCE SODIUM LEVELS IN FINISHED BAKED GOODS

Clabber Girl, America's leading producer of chemical leavening systems for the home, foodservice and commercial baker, is offering a major competitive advantage by introducing a new sodium free and aluminum free baking powder. With high blood pressure, Type II diabetes and other threats to cardiac health on the rise across the country, an increasing number of consumers are very conscious of the ingredients in their favorite brands.

InnovaFree™ Baking Powder, developed in conjunction with Innophos, Inc., a leading phosphate ingredients manufacturer, incorporates CAL-RISE®, their sodium free leavening agent. This NEW sodium-free baking powder will be introduced by Clabber Girl (Booth 2154) at the upcoming IFT Show in Anaheim on June 7 – 9. InnovaFree™ Baking Powder allows bakers to reduce sodium levels in finished goods by as much as 50%! Producing finished baked goods that have significantly reduced levels of sodium is a definite competitive advantage for today's bakers.

Nita Livvix, Clabber Girl R&D Manager, stated "In developing InnovaFree™ Baking Powder, our R&D department was careful to retain all the advantages and consistent performance of our traditional Clabber Girl leavening systems, including great flavor and balanced control release for the best performance and exceptional finished product quality."

Regarding today's healthier lifestyles, Livvix added, "The trend towards reduced sodium ingredients continues to grow. Our new InnovaFree™ Baking Powder, which is also aluminum free, is a great way for commercial bakeries to address consumer concerns about food quality. Consumers are aware that they need to make healthy eating choices – but they don't want to sacrifice their favorite foods. With InnovaFree™ Baking Powder, they don't have to. Their favorite scone or muffin is going to taste every bit as good as it always did, but with up to 50% less sodium. And there is no formula change for our bakery customer, so everybody wins!"

Using innovation has kept Clabber Girl Corporation at the top of the marketplace by adapting, evolving and leading the industry for over a century. Clabber Girl has recognized trends in the baking industry. Today, there are more "freeze and thaw" and "par-baked" products that require more sophisticated and unique ingredients and processes. By adding value to these formulations, Clabber Girl provides bakery customers with innovative solutions and a path to greater profits.

Innovative ideas from Clabber Girl, a baking ingredient icon with over 130 years of baking expertise.

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For more than 150 years, Clabber Girl® has earned the trust of home cooks and culinary professionals alike, producing a broad range of ingredients, specialty dry mixes and custom leavening systems. Clabber Girl® Corporation, the leading manufacturer of baking powder in the nation, has built its rich heritage by providing quality ingredients designed to enhance the food experience. Offering a full line of products suited for a variety of applications, Clabber Girl® produces a number of dependable brands that are recognized and valued in the marketplace. In addition to the core Clabber Girl® brand ingredients, the company also produces Rumford®, Davis®, Fleischmann's™, and the Royal® brand dessert mixes. A long time leader in the food industry, Clabber Girl® continues to innovate and find solutions for the consumer. With food allergies on the rise, Clabber Girl® became the first manufacturing facility in the United States to implement a peanut-free allergen protocol. In addition, the company now offers customers encapsulation technology to improve product shelf life and reduce shipping costs. The company has renovated the first floor of the headquarters office to include a museum, bake shop and culinary classroom to give visitors an opportunity to interact with the Clabber Girl® products; and has an Executive Chef on staff that splits his time between this parent company and the Indy Racing League.

Clabber Girl® Rich Heritage, Quality Ingredients, Culinary Innovation.