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For Immediate Release:

Mixing it up with Pamela!



Ukiah, CA – Pamela's Products introduces three amazing and versatile mixes for baking, Pamela's Amazing Wheat-Free Bread Mix, Luscious Chocolate Cake Mix, and Incredible Chocolate Chunk Cookies. Known for decadent and delicious wheat-free products, Pamela's is the leader in gluten-free food manufacturing. With a reputation for wheat-free foods that taste as good and better than their "wheat" counterparts, Pamela's Products extends their top selling line of baking mixes.

These new versatile mixes continue the Pamela's tradition started with the Ultimate Baking & Pancake Mix, and Irresistible Chocolate Brownie Mix. Pamela's mixes have been helping home bakers create their

own delightful baked goods for almost 20 years. "My new mixes are incredibly easy-to-use and versatile. I'm a working mother and I want convenience. I want to be able to open a bag, add a couple of simple ingredients, mix and bake," said Pamela Sorrells, President & Founder of Pamela's Products.

"Most importantly, it needs to be great," added Sorrells. "I spent more than seven years creating this bread mix. I wanted a mix that baked up super easy, and the loaf had to stay moist for days." Pamela also admits that she loves desserts and sweet snack treats. She compared the cake from her new mix with those from some of the best bakeries in Northern California. "The cake is fluffy and chocolaty. So far not a single person who tried it knew it was gluten-free until I told them. They just loved it!" continued Sorrells.

Pamela's Incredible Chocolate Chunk Cookies are easy to make and come with deep, dark chocolate chunks in the bag. For those who want to bake their own Pamela's cookies, now they can. This mix allows for great creativity for those who wish to experiment with cookie bars, or creative ingredients like exotic fruits and nut.

Pamela's Luscious Chocolate Cake Mix incorporates rich European chocolate that bakes a moist, decadent cake. One bag will make both layers of a two layer cake, as well as cupcakes, brownies and other enticing desserts.

Pamela's Amazing Wheat-free Bread Mix bakes up delicious bread, pizza crust, and rolls, quick and easy. This tasty bread stays moist for the life of the loaf, no slicing, or freezing is necessary to enjoy this home baked delight.

Pamela's Products can be found in natural food and grocery stores throughout North America and on the web at www.pamelasproducts.com. Setting the standard since 1988, Pamela's Products continues to raise the bar on great taste.

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