



Contact: Sarah McGinley-Smith

Phone: 802.649.3881 x229

Email: sarah.mcginleymith@kingarthurfLOUR.com

FOR IMMEDIATE RELEASE

BREAD BAKERS GUILD TO HONOR KING ARTHUR FLOUR'S FRANK AND BRINNA SANDS

Norwich, VT—The Bread Bakers Guild of America will honor Brinna and Frank E. Sands II of the King Arthur Flour Company with the 2004 Golden Baguette award at its annual meeting and dinner on Sunday, March 21 in Orlando, Florida. The annual award by the world's pre-eminent artisan baking organization recognizes individuals who have contributed significantly to the advancement of artisan baking.

The Sands', long-time Norwich, Vermont residents, led King Arthur Flour from a small, regional company, to an entity recognized by bakers nationwide as "America's premier baking resource."

"It is our great honor to recognize Frank and Brinna Sands for their long-standing commitment and support of The Bread Bakers Guild of America and the bread baking industry," said Gina Renée Piccolino, executive director of The Guild. "We commend them for dedicating their lives to quality ingredients, sharing information with others and supporting The Guild. Frank's passion for excellence and emphasis on ethics have been passed on to his now employee-owned company, which continues to support The Guild. Brinna's highly acclaimed cookbooks are a standing resource for home bakers."

Guild Chairman Craig Ponsford added, "Frank and Brinna Sands represent a powerful duo in the bread baking industry. They have shared the mission of The Guild, emphasizing top-quality products and educating bakers across the country. Through this award, The Guild says a collective 'Thank You' to this unique couple."

The Golden Baguette award is in its fourth year.

King Arthur Flour is one of America's best-selling flours, known by avid bakers for its consistent baking performance and lack of chemical additives. King Arthur Flour is the parent company of *The Baker's Catalogue* which offers more than 1,000 professional-grade baking tools and ingredients through its catalogue and Baker's Store in Norwich, Vermont.

For more information contact Sarah McGinley-Smith at (802) 649-3881 or sarah.mcginleymith@kingarthurfLOUR.com.

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