



The King Arthur Flour Company, Inc.

135 Route 5 South, Norwich, Vermont 05055
kingarthurfour.com • 802.649.3881 phone • 802.649.3362 fax

FOR IMMEDIATE RELEASE

KING ARTHUR COFFEECAKE VOTED #1 BY *THE WASHINGTON POST*

Cinnamon-Streusel Coffeecake Named Best Mail-Order Coffeecake in Nation

November 14, 2005, Norwich, Vt. – The tastes have been tested and the verdict is in: For mail-order coffeecakes, according to judges at *The Washington Post*, nothing beats the King Arthur Cinnamon-Streusel Coffeecake, available at www.bakerscatalogue.com.

“The Winner. The Baker’s Catalogue: Excellent aroma, well-balanced flavor, good ingredients,” pastry chef-judges at *The Washington Post* wrote. King Arthur’s cake was selected from among six mail-order brands, garnering high praise for its high-quality ingredients, spicy aroma and perfectly toasted walnuts.

The Cinnamon-Streusel Coffeecake is one of 13 fresh-baked offerings new to *The Baker’s Catalogue* (www.bakerscatalogue.com) from King Arthur Flour. Highlights of the fresh-baked products now available include Brandied Caramel-Apple Cake, Coconut Macaroons, Organic Multi-Grain Sourdough Bread and Chocolate Indulgence. (See page two for a complete list of fresh-baked products and prices.)

The fresh-baked yeast breads, sticky buns, Danish and croissants are par-baked and sent with instructions for adding the final warming touch in your home oven. Cakes, coffeecake and macaroons are sent ready to serve, with no further baking required.

The King Arthur Flour Bakery’s pre-baked treats are a tasty addition to any meal, ready to serve warm and fresh in minutes. Treat your family like royalty with fresh-baked goodies from King Arthur Flour!

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, online at www.bakerscatalogue.com, and at The Baker’s Store in Norwich, Vermont. The oldest flour company in America, the King Arthur Flour Company has been employee-owned since 1996.

[Editors: For more information or to request an interview, contact Media Relations Coordinator Allison Rogers at 802.526.1835 or allison.rogers@kingarthurfour.com.]

(more)

Fresh-baked Treats from the King Arthur Flour Bakery

(Price does not include shipping)

Flaky Danish (Pack of six, two each raspberry, raisin and apple)	\$14.95
Cinnamon-Streusel Coffee Cake (With or without walnuts)	\$24.95
<i>*Voted America's Best Mail-Order Coffeecake by tasters at The Washington Post!*</i>	
Sticky Buns (Six pull-apart buns)	\$16.95
Classic Croissant (Pack of six)	\$15.95
Chocolate Croissant (Pack of six)	\$17.95
Organic Multi-Grain Sourdough Bread	\$7.95
Organic Ciabatta	\$7.95
Olive Levain	\$8.95
Sunflower Bread	\$8.95
Coconut Macaroons (Package of eight)	\$14.95
Brandied Caramel-Apple Cake (Serves 10-12)	\$29.95
Chocolate Indulgence (Serves 10-12)	\$34.95
Linzertorte	\$19.95

###