



The King Arthur Flour Company, Inc.

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FOR IMMEDIATE RELEASE

KING ARTHUR FLOUR INTRODUCES FRESH-BAKED TREATS TO *THE BAKER'S CATALOGUE*

Fresh from the King Arthur Flour Bakery...Hot from Your Home Oven!

September 30, 2005, Norwich, Vt. – Longing for a just-baked sticky bun, croissant or Danish to warm up those cool fall mornings? A crusty loaf of artisan bread or a slice of moist, tender cake to complete your evening meal? The talented bakers at King Arthur Flour create these treats and more every day. And now we'll ship these breads and pastries to you fresh, ready to be popped into your home oven and served at their hot, delicious best.

Highlights of the dozen fresh-baked products now available through *The Baker's Catalogue* (www.bakerscatalogue.com) 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
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

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