



Among Friends Warms the Baking Aisles at Target, Kroger, Publix Stores *Fast-Growing Gluten-Free Baking Brand Introduces Retailer-Exclusive Varieties*

ANN ARBOR, MICH. (July 13, 2015) – The shelves of Target, Kroger and Publix stores are about to get a lot “friend”-lier. Homegrown baking mix brand Among Friends has secured distribution with the three leading retailers, with availability beginning this month. The brand will be in more than 5,500 stores nationwide by the end of the summer of 2015.

“This is incredible growth for a brand that has been on the national stage for only three years,” says Among Friends CEO Darcy Zbinovec. “To have major retailers like Target, Kroger and Publix agree to sell Among Friends products really speaks to the growing consumer demand for at-home baking mixes that are not only gluten-free but also taste outstanding.”

In addition to its established cookie, cake and crisp varieties, Among Friends will offer exclusive mixes to Target and Kroger. Like all the brand’s mixes, these new varieties are gluten-free and 100 percent whole grain and do not contain fillers or gums. “Our brand truly departs from the norm,” says Zbinovec. “Most other mixes lean heavily on xanthan gum and high glycemic starches, such as tapioca or white rice.”

The Among Friends brand meets the needs of those who must follow a gluten-free diet, but it is equally appealing for their friends and families with no restrictions. “We source our ingredients for great taste and nutrition,” says Co-Founder Lizann Anderson. “Not just because the grains are gluten-free, but because they are delicious. Our families don't settle. Why should others?”

“We all have those days when scratch baking isn't feasible, but that's no reason to forgo the pleasure of making fresh from the oven treats for the people you love,” added Anderson.

For a truly indulgent treat they won't believe it's gluten-free, Target shoppers can pick up Alec's Awesomely Fudgy Brownie Mix (MSRP \$5.49-5.99). Made with Callebaut chocolate chips and premium cocoa, the deliciously gooey brownie will satisfy even the choosiest chocolate lover. The mix is named after Anderson's youngest son Alec who, along with his school pals and Suzies's gang, has been chief taste testers for years. Anderson is sure this new treat, which goes from bag to baked in less than 30 minutes, will fill up even her growing 6'3" son.

Kroger stores will feature the brand's first ever non-dessert mix, Papa Tom's Perfect Pancake and Waffle Mix (MSRP \$4.99). The light and flavorful mix is made with whole grain sorghum flour and almond meal, with a hint of cinnamon, perfect for mixing up whatever

breakfast dish meets your fancy. The mix's namesake is Anderson's father, also known as "Papa Tom" to his grandkids. The family's expert pancake maker has given his approval to this updated, healthier version of his favorite flapjack.

"Growing retail distribution allows us to reach new 'friends' in untapped markets, and we can't wait for our existing fans to taste these new varieties made exclusively for Target and Kroger stores," says Co-Founder Suzie Miller.

For more information and a store locator, visit www.amongfriendsbakingmixes.com.

About Among Friends, LLC

Among Friends, LLC, is the creation of two friends (and moms) who love baking and wanted to help people fill their kitchens with fresh-from-the-oven baked goods made from the best ingredients. The brand's mouthwatering cookie, cake, brownie and fruit crisp mixes are made with whole grains, non-GMO ingredients and are gluten-free. The baked goods are packed with flavor and satisfy everyone with a craving for something sweet, delicious and nutritious. Founded in 2006 in Ann Arbor, Mich., Among Friends is sold in more than 5,000 stores nationwide. For more information, please visit www.amongfriendsbakingmixes.com.

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