



Among Friends Announces New Protein Pancake at Expo West
*Whole Grain Baking Mix Company Offers Healthy Breakfast Option,
With No Gums or Fillers*

ANN ARBOR, MICH. (February 21, 2017) – After previously being named “best gluten-free find” at the Natural Products Expo West, fast-growing gluten-free baking mix brand [Among Friends](#) returns to Anaheim to introduce its newest mix, Patrick’s Protein Pancake (MSRP \$4.99). Among Friends will be sampling this, as well as other whole-grain, gluten-free treats, at Booth #5537.

Patrick’s Protein Pancake offers the same whole-grain, high quality ingredients as the brand’s original pancake mix but now has 14 grams of protein per serving, as prepared. This mix is unlike any other gluten-free, protein pancake mix on the market, deriving its protein punch from a unique combination of pea protein, whole grain flours and egg products. And as with all other Among Friends products, it contains no gums or fillers. The proof is unrivaled taste and texture: lovely, soft, but hearty pancakes with a classic homemade flavor.

“I don’t know how many articles I have cut out about the importance of having some protein in the morning and eating breakfast to share at the family dinner table,” said Lizann Anderson, co-founder of Among Friends. “This new protein-infused pancake is named after my brother Patrick who, like so many of our customers, seeks healthy options in his busy-life, but doesn’t want to sacrifice delicious taste or texture.”

“This protein pancake mix is easily customized – adding in peanut butter, blueberry, bananas, pumpkin, or just the simple basics,” said CEO Darcy Zbinovec. “We pride ourselves on creating mixes that give busy families a better option for baked goods. Easy to bake and free of the bad stuff.”

All Among Friends mixes are made with high quality, whole grain flours that offer superior taste, texture and nutrition. The entire line of cookie, brownie, cake and crisp mixes were converted to gluten-free in June 2015 because the team saw a need to provide more nutritious options for people with dietary restrictions.

“We base our entire business on the premise that homemade treats should be hassle-free and good for you. We wouldn’t give our own families anything less,” said Suzie Miller, co-founder of Among Friends. “We joke that friends don’t let friends use white flour. It’s what we do!”

At Expo West, the Among Friends team will also sample other tried-and-true goodies such as Darcy's Delish Old-Fashioned Chocolate Chip cookies, Francie's Make-it-Your-Own Cinnamon Sugar Muffin and Alec's Awesomely Fudgy Brownies at Booth #5537.

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, pancake, muffin, cornbread 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 6,000 stores nationwide. The mixes were selected as a 2014 Expo West "Top 6 Gluten Free Find" and have received accolades from Martha Stewart, *Prevention Magazine*, Food Network, *Runner's World* and more. For more information, please visit www.amongfriendsbakingmixes.com.

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