



Among Friends Expands its Handcrafted Baking Mixes in Target, Stop & Shop, Giant, Shaw's Stores
Introduces Exclusive Make-it-your-Own Muffin in addition to New Brownie, Pancake and Cornbread Mixes

ANN ARBOR, MICH. (September 20, 2016) – Fast-growing gluten-free baking mix brand [Among Friends Baking Mixes](#) has added a second exclusive baking mix to Target stores nationally. Francie's Make it Your Own Cinnamon Sugar Muffin Mix (MSRP \$5.59) is made with Vietnamese cinnamon spice and is a perfect snack or breakfast to go. Available in over 1500 Target stores nationwide, it is a cinch to customize—adding nuts or fruit, fresh or frozen.

Among Friends will also hit the shelves of select Stop & Shop, Giant and Shaw's this fall, increasing its product availability in the Northeast and Mid-Atlantic regions. These stores will carry many of the brands' classic cookie and cake mixes, as well as the recently launched mixes: Cora's Honey Cornbread, Papa Tom's Perfect Pancake and Alec's Awesomely Fudgy Brownie mix.

"Our customers have been asking for more varieties of our at-home baking mixes that are not only gluten-free but also delicious and nutritious," says Among Friends CEO Darcy Zbinovec. "We are excited to have these new products available on shelves with existing partners like Target, as well as new relationships with Shaw's, Stop & Shop, and Whole Foods in the South."

Like the entire brand's portfolio of baking mixes, the new muffin is gluten-free, made with high quality, whole grain flours that offer superior taste, texture and nutrition. "Our brand is completely free of high glycemic fillers and gums, like tapioca starch and xanthan gum, which is very exceptional to this category," added Zbinovec.

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?"

At Expo East, the Among Friends team will be at Booth #3017 sampling the muffin, brownie, cornbread and other tried-and-true goodies such as Darcy's Delish Old-Fashioned Chocolate Chip.

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 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*, *Runner's World* and more. For more information, please visit www.amongfriendsbakingmixes.com.

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