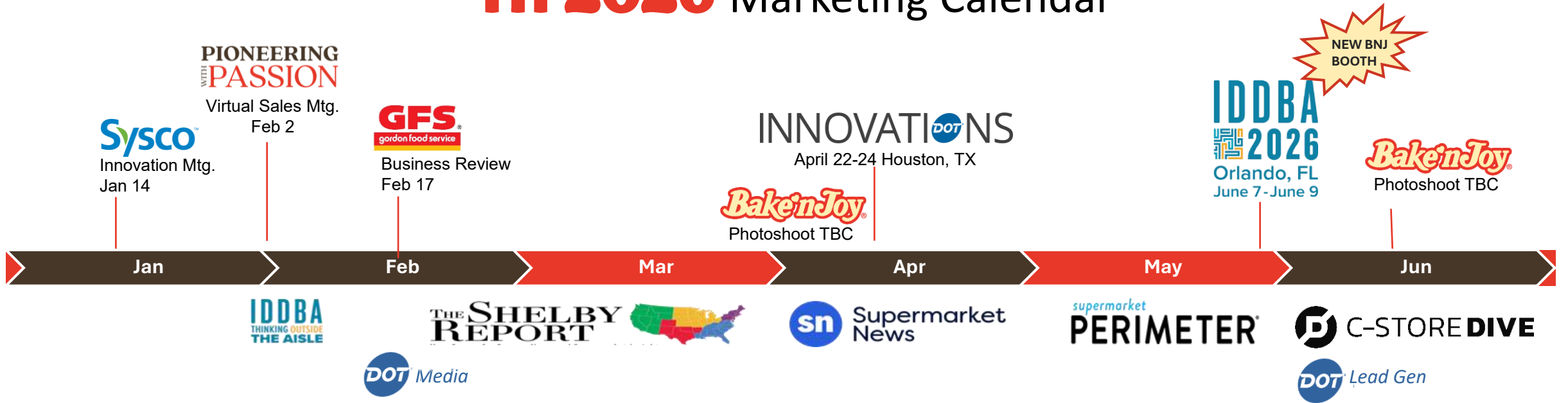


H1 2026 Marketing Calendar



Bake Fresh

Predeposited Muffins & Loaves

Innovation

Cake Bites/ Donut Muffins Protein Summer/Fall Seasonals

85th Anniversary

Limited Edition Nostalgic Flavors, Relentless Innovation

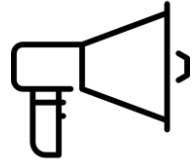


Grocery/Bakery

2026 Trade Media Plan



2026 OBJECTIVE(S)



AWARENESS
Impressions, clicks



CONSIDERATION
Exact KPIs TBD based on website updates

2026 APPROACH

Run a mix of tactics that are known to bring a large number of impressions and clicks in order to drive awareness as well as tactics that are high-impact (both print and digital) in order to build interest, drive traffic and encourage conversion.

Explore opportunities to tell the 85th Anniversary and/or Nosh-talgia specialty products story

Support IDDBA Show



2026 MEDIA PARTNERS



Supermarket News

supermarket
PERIMETER

THE SHELBY REPORT 



2026 MEDIA CHANNELS



PRINT



CUSTOM CONTENT



CUSTOM eBLAST



EMAIL eNEWS



TRADESHOW SUPPORT

- IDDBA ENEWSLETTER & WEBSITE SPONSORSHIP
- SN PRODUCT WATCH ENEWSLETTER (SINGLE SPONSOR)
- SUPERMARKET PERIMETER MEDIA PACKAGE
- THE SHELBY REPORT ASK THE EXPERTS & CATEGORY SPONSORSHIP
- SUPERMARKET NEWS PRODUCT WATCH



Campaign Message Pillars



Elevating Fresh Bakery



BAKED FRESH
is the
#1 Consumer Attribute
for Baked Goods



Bake Fresh

Elevate customer senses by providing in-house fresh baked offerings.



Innovation

Introducing new nostalgic flavors, protein powered options and ability to customize products for your stores



Clean Label

Clean label and organic options to connect with key customers

85

85th Anniversary

Celebrating 85 years of delicious with limited edition nostalgic flavors & relentless innovation



Campaign Message Pillars



supermarket
PERIMETER

Fill the store with the enticing scent of cherished memories

Our 85th anniversary is the inspiration for two limited-edition, nostalgic muffin flavors certain to take taste buds back – Caramel Apple and Salted Caramel Chocolate Chunk. These muffins are crafted with our Ultra-Moist batter, natural flavors and buttery sweetness. And with the ease of prep from their predeposited format, you'll save time and labor. So, let them indulge in the past with flavors sure to evoke memories of family, fall fairs and homes filled with the scent of fresh-baked sweets.

Salted Caramel Chocolate Chunk
Rich, savory salted caramel along with generous amounts of chocolate fudge chunks offer sweet moments of pure indulgence.



Caramel Apple
Made with real apple pieces and decadent salted caramel, these muffins will delight and satisfy with their warm, comforting sweetness.



Bake'nJoy Where Good Taste Begins

Scan to learn more or visit bakenjoy.com




Bake Fresh

Elevate customer senses by providing in-house fresh baked offerings.



Innovation

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Clean label and organic options to connect with key customers



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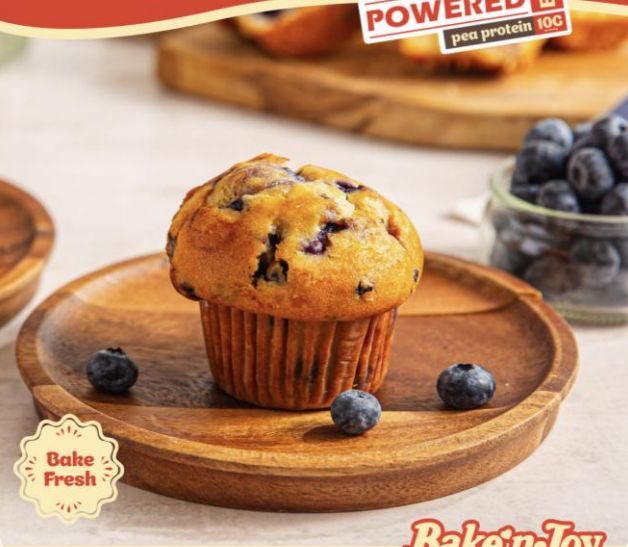
Campaign Message Pillars

Power Through The Day with Flavor!

PROTEIN Muffin Batter

Crafted with simple, familiar ingredients and boosted with plant-based protein at 10g per muffin! Made with creamy Greek yogurt, this batter delivers a moist, satisfying muffin in classic flavors. Pre-portioned for consistent portioning and easy handling, each muffin offers dependable freezer-to-oven convenience. Just bake for a better-for-you, protein-enhanced muffin with bakery-quality taste and texture.

POWERED BY
pea protein 10G



Bake Fresh

Bake'nJoy
Where Good Taste Begins

Features & Benefits

- NO artificial flavors
- NO artificial certified colors
- NO artificial preservatives
- NO high fructose corn syrup
- NO high-intensity sweeteners
- NO aluminum phosphates
- NO partially hydrogenated oils
- NO bleached flour
- NO artificial trans fats
- CLEAN label and POWERED by pea protein 10G per serving**



Product Information

ITEM #	KITCHEN CUPBOARD 4.5 OZ PREDEPOSITED MUFFINS	UNIT WT.	UNITS	GTIN
8054227	Blueberry	4.5 oz.	96	10793760130557
8059227	Chocolate Chip	4.5 oz.	96	10793760130571
8058227	Cranberry Orange	4.5 oz.	96	10793760130564

Case Weight: 27 lbs.
Gross Case Weight: 29 lbs.

54%
of consumers are actively trying to have more protein at breakfast.

Plus-up your fresh-baked offerings.
Contact your sales representative.



Source: NPD Group Quick Question Omnibus Survey, July 2023 n=1,020

Bake'nJoy Foods, Inc. • bakenjoy.com • 800-666-4937



Family Owned
1941



Bake Fresh

Elevate customer senses by providing in-house fresh baked offerings.



Innovation

Introducing new nostalgic flavors, protein powered options and ability to customize products for your stores



Clean Label

Clean label and organic options to connect with key customers



85th Anniversary

Celebrating 85 years of delicious with limited edition nostalgic flavors & relentless innovation



Campaign Message Pillars

Take their taste buds back in time with nostalgic muffin flavors



To celebrate our 85th anniversary, we made our decadent, frozen predeposited muffins in two limited-edition, nostalgic flavors certain to take customers on a sweet journey to the past.

Caramel Apple

Made with real apple pieces and decadent salted caramel to delight with warm, comforting sweetness



Salted Caramel Chocolate Chunk

Rich, savory salted caramel combined with generous amounts of chocolate fudge chunks



Made with our Ultra-Moist batter, full of buttery sweetness and offering near-effortless prep, these muffins will fill your store with the wondrous scent of yesteryear, evoking memories of family, fall fairs and fresh-baked sweets.

Learn More



Celebrating 85 Delicious Years!

The last 85 years have been incredibly fulfilling, with four generations dedicated to quality, relentless innovation, customer success and the joy of bringing indulgent delights to all those who love sweets. We thank you for being a part of it.

Ready to stock your shelves?

Contact your Bake'n Joy representative or find a representative.

Visit us at bakenjoy.com or call 800-666-4937



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Corps Comm Plan

Integrated Content & Video Expansion

WHAT

People

- Retention
- Recognition
- Recruiting

Culture

- Vision
- Values
- Associate Spotlights

Community

- Giveback
- Impact

Sustainability

- Awareness
- Commitment
- Progress

Investments

- Acquisitions
- Innovation
- Expansion
- People

WHY

Values

- C** CUSTOMERS are the focus of everything we do
- A** ASSOCIATES are the heart of our business
- R** RELENTLESS innovation drives growth and secures our independence
- E** ETHICS and integrity guide our actions
- S** SCRUMPTIOUS products deliver a 'wow' in every bite

HOW

Core Platforms

- Bake'n Joy Website bakenjoy.com
- Social Platforms
- Events & Media Relations



Linnea Shorey
Employee Spotlight



People
Culture
Community





Content & Platform Strategy

Top of Funnel Marketing

PRIMARY

SECONDARY



Brand Building Thought Leadership Talent Acquisition

Lead Generation



PREMIER SOCIAL MEDIA FOR B2B MARKETING



Education Demos Brand Stories Testimonials

Case Studies



2nd LARGEST SEARCH ENGINE, MID-FUNNEL CONTENT HUB



Brand Awareness

Organic

Paid Media

Retargeting



COMMUNITY & BRAND AWARENESS BUILDING



Brand Engagement

Organic

Visual Storytelling

Targeted Advertising



BUILT FOR COMMERCE & DYNAMIC CONTENT





2026 Social Media Calendar

2026	
Bake'nJoy	
Description	Jan - 1 Jan - 4 Jan - 11 Jan - 18 Jan - 25 Feb - 1 Feb - 8 Feb - 15 Feb - 22 Mar - 1 Mar - 8 Mar - 15 Mar - 22 Mar - 29 Apr - 5 Apr - 12 Apr - 19 Apr - 26 May - 2 May - 10 May - 17 May - 24 May - 31 Jun - 7 Jun - 14 Jun - 21 Jun - 28 Jul - 5 Jul - 12 Jul - 19 Jul - 26 Aug - 2 Aug - 9 Aug - 16 Aug - 23 Aug - 23 Aug - 30 Sep - 6 Sep - 13 Sep - 20 Sep - 27 Oct - 4 Oct - 11 Oct - 18 Oct - 25 Nov - 1 Nov - 8 Nov - 15 Nov - 22 Nov - 29 Dec - 6 Dec - 13 Dec - 20 Dec - 27
1 Employee Spotlight Series	Feb - 1, Mar - 8, Apr - 12, May - 10, Jun - 14, Jul - 12, Aug - 9, Sep - 6, Oct - 11, Nov - 1
2 85th Anniversary	May - 17, Jun - 7, Jun - 21, Jul - 19, Aug - 9, Aug - 23, Sep - 20, Oct - 4, Oct - 18, Nov - 22, Dec - 27
3 National Days	Jan - 11, Feb - 15, May - 10, Jun - 28, Jul - 5
4 Holidays	May - 24, Jun - 28, Jul - 5, Nov - 22, Dec - 27
5 Shows	Apr - 19 (DOT), May - 24 to May - 31 (IDDBA), Sep - 20 to Sep - 27 (NACS), Nov - 1 to Nov - 8 (PLMA)
6 Community/Cares	Jan - 25, Feb - 8, Feb - 15, Mar - 15, Apr - 19, May - 17, Jun - 21, Jul - 19, Aug - 16, Sep - 20, Oct - 18, Nov - 1 to Nov - 8, Dec - 13
7 Thought Leadership	Feb - 22, Mar - 29, Apr - 26, May - 31, Jun - 28, Jul - 19, Aug - 30, Sep - 27, Oct - 25, Nov - 29, Dec - 27

Key Highlights

85th Anniversary

- May – EOY

Shows

- DOT, IDDBA, NACS, PLMA

Cares

- People, culture, community, sustainability, investments



2025 LinkedIn Profile Performance



Date Range: Jan. 1, 2025-Dec. 31, 2025

Impressions
46,025

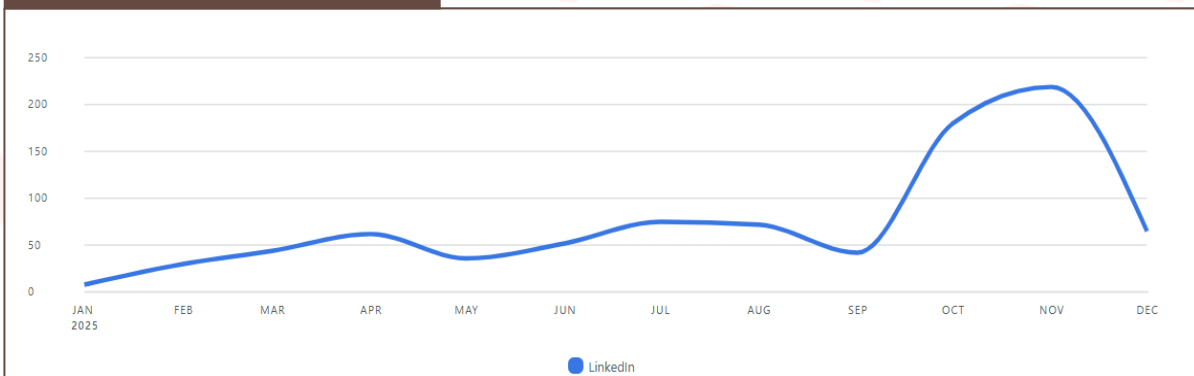
Engagement
5,470

Post Clicks (All)
3,784

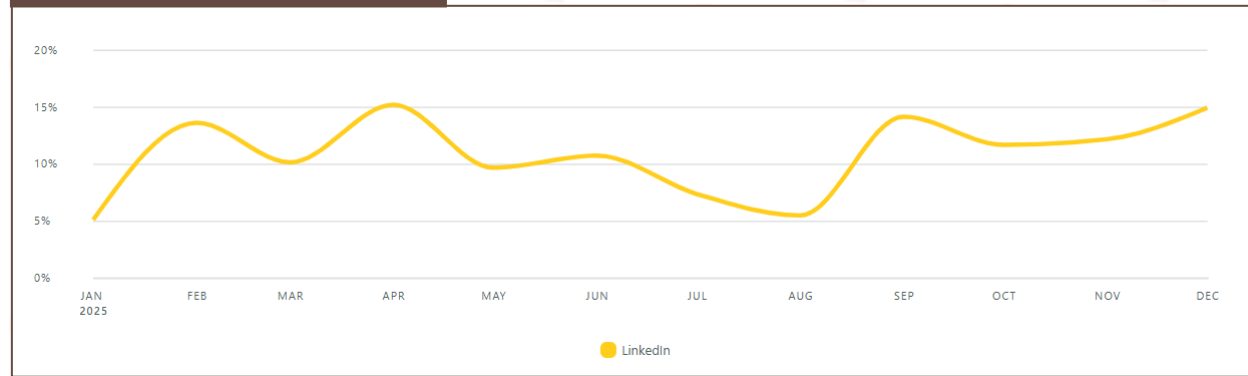
Engagement Rate
11.9%

Net Follower Growth
873

Net Follower Growth



Engagement Rate



Impressions: The number of times your content was displayed to users.

Engagement: Reactions, Comments, Shares, and Post Clicks

Post Clicks (All): The number of times users clicked on the links within your posts.

Engagement Rate: The number of times users engaged with your content as a percentage of impressions. This indicates how engaged people are with your brand.

Net Follower Growth: The number of new audience members gained minus the audience members lost.

Bake'n Joy® 2025 Top Performing LinkedIn Posts

Date Range: Jan. 1, 2025-Dec. 31, 2025 | Total Posts: 34

1



End of Year

2



Finance Department - Halloween

3



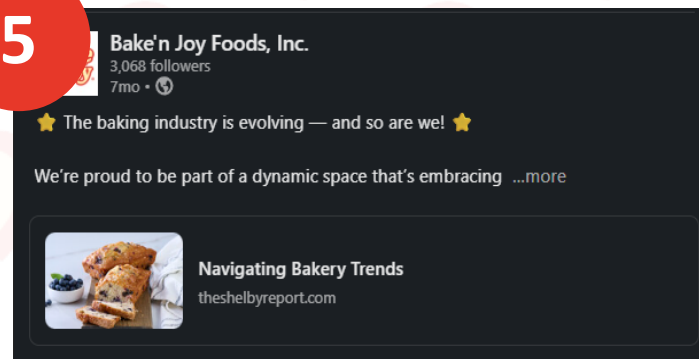
Jerry Cup Outing

4



Veteran's Day

5



The Shelby Report – Navigating Bakery Trends

6



Safety September