

LIMITED-EDITION

Nostalgic Seasonal Muffin Batter

- Our richest and most decadent batter
- Offer seasonal excitement with nostalgic flavor - tap into that comfort, fresh feeling of Summer farmer markets, Fall fairs & festival foods
- No trans fats and nut-free
- Enjoy exceptional shelf life – up to 21 days!
- Simply thaw from frozen and start selling

**Bake
Fresh**

Celebrating Summer Favorites & Fall Comfort Flavors

Flashback to the favored flavors of Summer & Fall - Caramel Apple & Salted Caramel, and satisfy consumer cravings for sa-weet treats from the past! Crafted from an ultra-moist batter made with natural flavorings to enhance the indulgent, buttery sweetness throughout each muffin. Each 6.25 oz pre-deposited muffin offers convenient freezer-to-oven baking for consistent results, easy preparation, and fresh-baked appeal.

Bake'nJoy



Enjoy a tender, buttery batter loaded with rich, savory-sweet inclusions and natural flavorings. Perfectly baked for a warm, comforting sweetness, each muffin features premium ingredients that create a truly indulgent treat.



58%
of North American Consumers find traditional/nostalgic flavors appealing*

Product Information

ITEM #	MUFFIN BATTERS	UNIT WT.	UNITS/CS	GTIN
8209230	Caramel Apple	6.25 oz.	75	10793760129292
8920230	Salted Caramel Chocolate Chunk	6.25 oz.	75	10793760130533

Gross Case Weight	8.50 lb.
Net Case Weight	6.75 lb.
Dimensions	15.5" X 8.5" X 10"
TI Hi	15 X 6

Cube	0.76 Cf
Storage	0° or below
Shelf Life Frozen	364 days
Ambient Shelf Life	21 days



*Source: FMCG Gurus & GlobalData Consumer Surveys



Nostalgic Seasonal Cake Bites

- Scratch-baked taste with tender cake and delicate icing
- Enjoy exceptional shelf life – up to 21 days
- No artificial ingredients or trans fats and nut-free
- On-trend bite-sized bliss
- Simply thaw from frozen and start selling

Thaw
& Sell

Celebrating Summer Favorites & Fall Comfort Flavors

Flashback to the favored flavors of Summer & Fall - Candy Apple, Campfire S'mores & Pumpkin Spice, and satisfy consumer cravings for sa-weet treats from the past! Each pack includes fully baked cake bites, ready to enjoy with a simple Thaw and Serve—no prep required. Indulge in the irresistible combination of moist cake and smooth, flavorful chocolatey coating, making every bite a moment of pure delight!



Bake'nJoy



Our Cake Bites are delightfully soft, bite-sized treats, enrobed in a milk chocolatey coating for the perfect balance of richness and fruity sweetness. Indulge in the irresistible combination of moist cake and smooth, flavorful chocolatey coating, making every bite a moment of pure delight!



Campfire S'mores



Candy Apple



Pumpkin Spice

Product Information

ITEM #	LABELED CAKE BITES	UNIT WT.	UNITS/CS	GTIN
9511204	Chocolate Whoopie Pie	9 oz.	12	10793760130397
9512204	Vanilla Whoopie Pie	9 oz.	12	10793760130403
9707109	Pumpkin Spice	9 oz.	12	10793760129292

Gross Case Weight	8.50 lb.
Net Case Weight	6.75 lb.
Dimensions	15.5" X 8.5" X 10"
TI Hi	15 X 6

Cube	0.76 Cf
Storage	0° or below
Shelf Life Frozen	364 days
Ambient Shelf Life	21 days



*Source: ABA's Bakery Playbook: Snack Cakes/Pies is based on consumer research conducted in May 2025. A nationally-representative sample of 1,534 consumers provided input into perceptions, consumption and purchasing of snack cakes/pies across retail and foodservice



LIMITED-EDITION

Protein Muffin Batter

- ♥ No artificial flavors
- ♥ Offer seasonal excitement with nostalgic flavor - tap into that comfort, fresh feeling of Summer farmer markets, Fall fairs & festival foods
- ♥ No trans fats and nut-free
- ♥ Enjoy exceptional shelf life – up to 21 days!
- ♥ Simply thaw from frozen and start selling

Bake for
a Better
You

POWERED BY
pea protein

Power Through The Day With Flavor!

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-deposited 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.

Bake'nJoy



Product Information

ITEM #	PROTEIN MUFFIN BATTERS	UNIT WT.	UNITS/CS	GTIN
9511204	Chocolate Whoopie Pie	9 oz.	12	10793760130397
9512204	Vanilla Whoopie Pie	9 oz.	12	10793760130403
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NEW!

Protein Donut Muffins

- 3 Everyday Flavors: Old Fashioned, Banana Chocolate Chip, and Maple Pancake
- (6) 1 oz. donut muffins provide for permissible indulgence
- On-trend petite portion size
- Simply thaw from frozen and start selling
- 10g protein per serving (3) donut muffins

POWERED BY
pea protein

All taste, just a bite!

Plus Protein!

Classic Donut Shop Appeal Plus Protein!

Delightfully soft, these bite-sized treats are made with whey protein concentrate. Each 3-muffin serving, provides 10g of protein for a better-for you twist on a traditional favorite. Fully finished and ready to enjoy, these donut muffins offer effortless freezer-to-shelf convenience with no baking required.

Bake'nJoy



**Protein Banana
Chocolate Chip**



**Protein
Maple Pancake**



**Protein
Old Fashioned**

Product Information

ITEM #	LABELED PROTEIN DONUT MUFFINS	UNIT WT.	UNITS/CS	GTIN
9511204	Banana Chocolate Chip	9 oz.	12	10793760130397
9512204	Maple Pa	9 oz.	12	10793760130403
9707109	Pumpkin Spice	9 oz.	12	10793760129292

Gross Case Weight	8.50 lb.
Net Case Weight	6.75 lb.
Dimensions	15.5" X 8.5" X 10"
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Tiny is timely.

Staying on trend isn't just about new flavors and formats—portion size matters too. Today's consumers want right-sized snacks, and tiny treats deliver.

76%

of Gen Z snacks at least once per week, with 14% snacking multiple times a day.¹ Gen Z is increasingly defined by its so-called “little treat culture.”²



Sweet Preferences by Generation

BOOMERS: Mini-indulgences

Gen X: Premium, Clean Label

Millennials: Convenience, Snack as Meals

Gen Z: Bite-sized, Bold Colors



65%

Indulgent snacks represent 65% of snack unit share.³



89%

of consumers “indulge” at least once per week.⁴



1 Datassential 2024 Food Trends

2 Fortune, June 2023

3 NIQ Retail Measurement Services, Total US Full View + Conv. YTD 4/12/25

4 Datassential 2025 Trends, January 2025

Spring-Summer Cake Bites

Decadent, moist, and flavorful bite-sized treats

- Scratch-baked taste with tender cake and delicate icing
- (9) 1 oz. bites provide for permissible indulgence
- Enjoy exceptional shelf life – up to 21 days!
- Simply thaw from frozen and start selling

All taste,
just a
bite!

Tiny is timely.

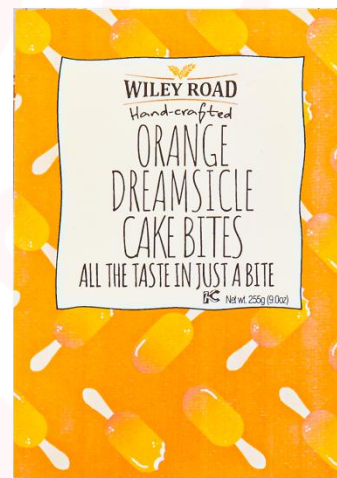
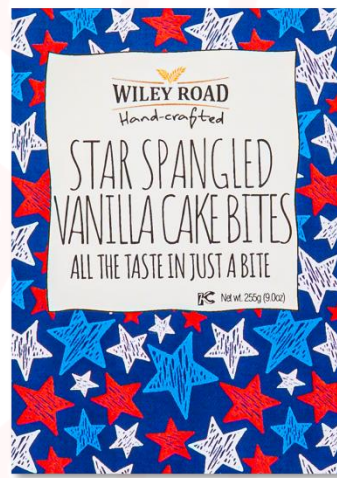
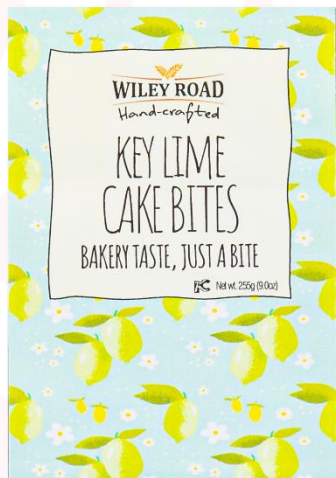
It's true – sometimes good things come in small packages. Like the tiny treasures we call cake bites. Decadent, handcrafted cakes made from rich flavorful ingredients, enrobed in chocolatey icing and portioned just right – they're a bite-sized treat no matter how many bites consumers want to indulge in.



Bake'nJoy



Available in our label or yours!



Ready for bite-sized satisfaction?
Contact us today!



Bake'n Joy® Foods, Inc.

• **bakenjoy.com**

• **800-666-4937**

Bake'nJoy®