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PAMELA'S PRODUCTS ROLLS OUT 4lb BREAD & FLOUR BLEND POPULAR GLUTEN-FREE MIX NOW IN CONVENIENT LARGER SIZE

Buy it once and bake bread, pizza dough, doughnuts, bagels etc. at your convenience

(Ukiah, CA—January, 2009) Pamela's Products wheat-free bread mix is now available in a convenient 4-lb bag. Truly versatile, this Bread and Flour Blend may be used to bake bread, pizza dough, bagels, ravioli and pretzels among other things. The 4-lb size adds a new level of convenience and value for the home-baker. With a shelf-life comparable to other baking mixes and a diverse selection of recipe variations, *Pamela's Gluten-Free Bread and Flour Blend* is poised to become a kitchen staple.

"Our *Gluten-Free Bread & Flour Blend* is so versatile and well-used by our customers that the larger bag just made sense. Not only can our customers make almost every bread-based product with this mix, they can now do so even more economically than before," said Stephanie Robbins, Director of Marketing for *Pamela's Products*.

All of *Pamela's Products* mixes are simple to use and versatile. The package of each baking mix comes with a variety of recipes. The *Gluten-Free Bread & Flour Blend* can be used to create any bread-based entrée or dessert. From gingerbread cookies, to ravioli, and cornbread to cinnamon rolls, the final product is only limited by the baker's imagination. And when your imagination needs a nudge, you can easily search *Pamela's Products* recipes on line and in their monthly newsletter. Pamela's encourages people to experiment and create their own 'signature' breads and desserts. In fact, each year *Pamela's Products* hosts a 'Greatest Gluten-free Recipe' contest.

Pamela's Products are available nationally and online at amazon.com. For additional information on *Pamela's Products* or the new 4lb *Gluten-Free Bread & Flour Blend*, please visit

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www.pamelasproducts.com. Recipe variations and baking information may be found at www.pamelasproducts.com/recipe_frames.html. Media inquiries, please contact Agnes Gomes-Koizumi (agnes@agkmedia.com) or Julie Du Brow (julie@dubroworks.com) at 323-937-5488 or 310-821-2463.

ABOUT PAMELA'S PRODUCTS

Pamela's Products (www.pamelasproducts.com) offers a complete line of Traditional Cookies, Organic Cookies, Biscotti, Simplebites Mini Cookies and Baking Mixes. Award-winning, Pamela's Products can be found in natural food and grocery stores throughout North America and on the web at www.pamelasproducts.com. Setting the standard for great taste since 1988, Pamela's Products continues to create the most delicious wheat-free and gluten-free foods, with their Baking & Pancake Mix and Chocolate Brownie Mix consistently holding the #1 position in the entire Natural Foods category.

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