



FOR IMMEDIATE RELEASE

The Invisible Chef

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The Invisible Chef Launches New Products, Fresh Packaging

CANTON, OH/ SAN FRANCISCO, CA (June, 2015)— The Invisible Chef gourmet baking mix company is set to launch several tasty new products and package designs at the **Summer Fancy Food Show** to be held **June 28 -30** at the Jacob Javits Center in New York City Booth 4329. **Dallas Gift Mart**, Gourmet Floor 180 Booth D34 and McClendon Showroom 1030, **June 24-30** and **Atlanta Gift Mart** at Synergy Sales Assoc. Bldg 2 Room #837, **July 7-14**.

The Invisible Chef co-owners Jill McCauley and Terry Howard are eagerly anticipating positive feedback from consumers and retailers on the package redesign the company has undergone.

“This has been a two year project for us and now our package redesign is complete and will continue to propel us forward,” said Howard.

The Invisible Chef’s popular Bake-It-Quick Bread line got a fresh, new box design and style that will complete the cleaner look they previously launched with the Coffee & Tea Cakes Collection last year. The Pancake & Waffle mix line also had a facelift with a new packaging style and design launched earlier this year.

Additionally the baking mix company is launching many new products at the Summer Fancy Food Show, each with an MSRP of less than \$9.99.

- Chocolate Cinnamon & Ancho Chile Brownie Cake
- Bourbon Vanilla & Almond Cookie Bar
- Fruit, Nut & Oat Cookie Bar
- Hearty Grain Beer Bread
- Smokey Cheddar Beer Bread
- Spinach Parmesan Beer Bread
- Pizza Crust Kit

A New Holiday item, Vanilla Pizzelles join the current Collection of items which include: Red Velvet Cupcake Kit, Cranberry Spice Scones, Chocolate Peppermint Coffee & Tea Cake, Macaroon Chocolate Chip Blondie with a Chocolate Drizzle Mix included.

One of the most exciting new launches this Spring was the Ice Cream Sundae Starter Kits...Here’s the scoop: everything you need to make a Sundae starts here. The freshest ingredients. The tastiest toppings. All packaged adorably in a reusable Ice Cream tub...how cool is that?

“Many of our newest products are the result of customers’ feedback and our own research on some the most popular flavor profiles in the baking industry. We use the very best ingredients and the quality of our products reflect our mission,” said McCauley.

About The Invisible Chef: The Invisible Chef offers Coffee & Tea Cakes, Breads, Muffins, Pancakes & Waffles, Blondies, Brownies & Bars, Cupcake Kits and Scones which can be found at upscale food and gift stores across the U.S, Canada and Europe. For more information, call 800-456-7115, visit www.theinvisiblechef.com, on Facebook at www.facebook.com/theinvisiblechefmixes or on twitter at www.twitter.com/theinvisiblechef.

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