



Just Desserts Wins Top Honors for 2019 IBIE BEST in Baking Competition

Award Winning Vegan Product Line fastest growing Just Desserts platform

Fairfield, CA – September 9th, 2019

The International Baking Industry Exhibition (IBIE) has awarded Just Desserts “Top Honors” in Product Innovation at the 2019 IBIE BEST in Baking Competition. IBIE’s BEST in Baking Program honors suppliers and bakeries committed to excellence in the industry once every three years, in what has become the largest bakery exposition in North America.

The IBIE BEST in Baking Evaluation Committee selected Just Desserts’ “Vegan Midnight Chocolate Cake” for “Top Honors” recognition. Just Desserts has expanded its offering of plant based Vegan products and launched five new vegan SKUs this year.

Michael Mendes, CEO of Just Desserts noted, “We are honored to receive this recognition for innovation from IBIE, which is the preeminent event in the bakery industry”. “Plant based foods grew 20% over last year, exceeding \$3.3 billion and growing 10x faster than overall food sales,” according to the Plant Based Food Association. Just Desserts’ new plant based product line is the fastest growing of all products in the company portfolio for the past three years.

About Just Desserts

Just Desserts is a **nut-free** artisan-inspired baking company that makes premium desserts sold from coast to coast. Just Desserts was founded in San Francisco in 1974 with a passion for making delicious clean label desserts that are hand-crafted and made from scratch.

About IBIE

The International Baking Industry Exposition takes place September 8-11, 2019 at the Las Vegas Convention Center. This tradeshow takes place every three years. It spans nearly 700,000 square feet of space with more than 1,000 exhibitors displaying every product and service there is that pertains to the baking industry. The show is expected to draw more than 23,000 baking professionals. The International Baking Industry Exposition is the largest bakery tradeshow held in North America.

For more information, visit: JustDesserts.com

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