



NEWS RELEASE

August 24, 2011

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For Immediate Release

Exhibit sales brisk, enthusiasm high for *All Things Baking*

Chicago, Ill. With the inaugural opening of All Things Baking less than two months away, key industry suppliers have queued up, signed on and are singing its praises in advance.

The much-anticipated retail baking event, already viewed as the industry's new annual marketplace, is expected to bring a broad range of entrepreneurial retailers, independent bakers and food service professionals to Chicago Oct. 2 – 4. Exhibitors are very enthusiastic about the prospects.

Chris Clemmens, international marketing manager for Food Tools, looks forward to the new opportunity to "get face-to-face" with his customers. "We're very excited about All Things Baking," he said. "It's a new show with a lot of energy behind it in the industry. It'll be a great place to get together. We know it's going to be a lot of fun."

For exhibiting companies, "fun" means success, and that's exactly what Roger Faw, president of Belshaw Adamatic Bakery Group, is expecting from the show, which he sees as the next-generation baking event. "We're looking for All Things Baking to take

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what formerly was the Retail Bakers show to a new level,” said Faw, whose company produces a diversity of retail and industrial baking equipment. “With the caliber of exhibitors and the range of customers it will attract, we believe it’s worthwhile for us to be here. We’re planning for a very successful show.”

All Things Baking was developed by the Retail Bakers of America, the American Bakers Association and BEMA to serve as the industry’s annual marketplace, meeting place and educational forum. The show is high-energy and trend-savvy, creating a buzz among professional bakers, caterers, restaurateurs, pastry chefs, cake decorators, chocolatiers, culinary pros and more, who are on the lookout for ways to take their businesses and careers to the next level.

The opportunity to connect effectively with this diverse retail baking sector was one key factor in Colborne Foodbotics’ decision to participate. “We look at this as a chance to expand our market beyond the traditional wholesale baking industry,” said Rick Hoskins, the company’s director of sales and marketing. “A lot of niche players are going to be attending the show. Our involvement in this inaugural event is important.”

Word about All Things Baking—and its potential to deliver the forward-thinking retail bakers who are impacting and responding to consumer trends on the front line—has reached around the world. ALPI, a leading Italian supplier known for its all-natural mixes, heard about the event and seized on the opportunity. “All Things Baking looked tailor-cut to ALPI,” said Francesco Socchi, export manager. “We are hoping to make our brand known in the USA, to be perceived here as a synonym for top-quality, traditional Italian baking values. This is a nationwide bakery exhibition, strategically placed in Chicago, which is an important area for us. So we just could not miss this opportunity.”

As the buzz builds towards All Things Baking’s Opening Day, exhibit space sales continue at a brisk pace, say event managers. Baking suppliers and manufacturers are eyeing the potential of the show, and like Frank Mochak of PC Data North America, many are calling their decision to exhibit a “no-brainer.” “This type of industry event is important to us,” Mochak said. “To network, meet more folks, meet more customers, meet the allies and partners in the industry—it was a very simple choice for us to join this year.”

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Or as Mike Cornelis of American Pan – A Bundy Solution puts it simply: “We make bakery pans for the retail bakery market. We want to go out and see the bakers!”

All Things Baking is not yet sold out; however, show organizers recommend that companies who wish to add their names to the All Things Baking Exhibitor list sign up quickly to ensure their place at the event. They may do so by e-mailing Nicole Boland at sales@allthingsbaking.org or call 312-673-5828.

Videos of the exhibitor testimonials quoted throughout this release can be viewed at: <http://www.facebook.com/video/?id=107503079309539>. If you would like original footage to use in your online editorial, please e-mail Jacquelyn@marketingdesigngroup.com.

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*All Things Baking is an exciting new trade show featuring focused education, hands-on demonstrations and all the latest products and services to keep baking and food service professionals competitive, profitable and ahead of consumer trends. Supported by the Retail Bakers of America, the American Bakers Association and BEMA, this completely reinvented marketplace represents **all** things the industry's been asking for in a baking event, all in one convenient location.*