



For Immediate Release

Dancing Deer Baking Company Introduces Three New Spring/Summer Hand-Decorated Sugar Cookies

(Boston, MA, January 20, 2013) [Dancing Deer Baking Company](#), a leader in the natural/specialty baked goods industry for the past 19 years, launches three hand-decorated vanilla sugar cookies perfect for Spring/Summer Merchandising at the 2013 Winter Fancy Food Show in San Francisco being held January 20-22nd, 2013.

Dancing Deer's new **Decorated Sugar Cookies** are immediately available for sale, and have been packaged in stackable sealed containers to make them easy to merchandise in the bakery or any other part of the store. Hand-decorated just like Mom used to make, the all-natural, scratch-baked cookie cut-outs come in three attractive and fun varieties: **Rubber Ducky, Guppy Fish and Butterfly Cookies.**



These delicious-tasting, colorful and fun cookies will truly bring smiles this Spring/Summer to both retailers and consumers alike! Great for enjoying and sharing from Easter right through fishing season!

Dancing Deer's new **Decorated Sugar Cookies** come packaged in 7 oz. clear stackable containers that show off the beautiful designs masterfully hand-decorated by the Dancing Deer Decorating Team. These cookies will retail between \$7.99 - \$9.99.

Dancing Deer baking mixes introduced in 2012, and as good as the fresh-bakery cookies, brownies and cakes the company has been known for since 1994, are now available in new reduced-quantity master cartons of six (6), giving retailers greater inventory turns and the ability to broaden their shelf assortments.

Dancing Deer's **Gourmet Baking Mix** line includes:



Classic Sugar Cookie Mix– Just like Mom used to make with the perfect touch of sweetness!

Fudgy Chocolate Brownie Mix – Based on Dancing Deer's Chocolate Chunk Brownie, named "America's Best Tasting Brownie" in 2011.

Vanilla Cupcake Mix – All natural and simple, just add water, butter and love.

Double Dark Chocolate Cupcake Mix – Perfect for discerning chocoholics.

Flakey Pie Crust Mix – Tender and flakey every time!

Just as consumers have come to expect from Dancing Deer's scratch-baked cookies, brownies and cakes, the new **Gourmet Baking Mixes** include the highest quality, all-natural ingredients. Each yummy Gourmet Baking Mix recipe has been carefully crafted to showcase these 'better than homemade' tasting treats that everyone is sure to enjoy.

Visit Dancing Deer at Booth #346 at the Winter Fancy Food Show 2013 or contact the Company at 888-699-3337 x501 or via email at Wholesale@DancingDeer.com for more information.

About Dancing Deer Baking Company:

Dancing Deer is a company of people who are passionate about food, nature, aesthetics and community. Since 1994, the company has been known for its delicious tasting all-natural brownies, cookies, cakes and baking mixes, which are sold in specialty, natural food and grocery stores nationwide and online (www.DancingDeer.com) as gourmet gift arrangements for consumers and corporations. Dancing Deer has won many national awards and accolades for its distinctive products and innovative business practices, and was one of the first three Massachusetts companies to file as a Benefit Corporation. The company was also re-certified in 2012 as a Sustainable Business Leader. Dancing Deer places an enormous emphasis on giving back to the community, most notably by helping homeless and at-risk families through their [Sweet Home Project](#) initiative. For more information, visit www.DancingDeer.com.

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