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FOR IMMEDIATE RELEASE

AB Mauri® North American reimagines the IBIE experience

One-of-a-kind, 'art of baking' exhibit to include dough performance artists, baked goods artwork and celebrity baker Duff Goldman

ST. LOUIS (September 3, 2019) – AB Mauri® North America, a leader in yeast and bakery ingredient products and solutions, is following up on its 'science of baking' virtual reality experience at the 2016 International Baking Industry Exposition (IBIE) event with a focus on the other end of the baking spectrum: art.

More than a traditional yeast and bakery ingredients provider, AB Mauri is a baking technology company steeped in tradition with a focus on bringing total solutions – including leading bakery support – to its industrial and artisan customers. The upcoming IBIE 2019 event September 8-11 in Las Vegas will again highlight how AB Mauri views the North America bakery market through a unique lens.

AB Mauri's 1,100 square-foot booth will feature a unique art gallery showcasing baking unlike any other exhibit on the show floor. IBIE attendees will navigate their way through a myriad of visual and experiential artistic displays designed to stimulate the imagination and excite the baker inside everyone.

"We dedicate ourselves to a business that is built around the passion we have for baking," said Mark Prendergast, president, AB Mauri North America. "For IBIE, we stress that we are '*PassionART About Baking*,' meaning that we want to highlight our incredible industry and help bakers big and small to be inspired about baking by seeing things a bit differently."

Key activities include:

- *An appearance by Food Network television personality Duff Goldman*
- *Exclusive artwork from Duff and his team at Charm City Cakes*
- *Special appearances by an internationally-acclaimed dough performance troupe*
- *A unique bread & tortilla sculpture from award-winning baker Harry Peemoeller*
- *An iconic image incorporating nearly 1,500 doughnuts by celebrated mosaic artist Candice CMC*
- *A visit by Fleischmann's Yeast 100+ year-old mascot John Dough*
- *A unique 14-foot-wide Flip-Disc technology screen engaging show attendees*
- *The Indulge Coffee Bar featuring cappuccinos, lattes, salted caramel mochas & more*
- *Burgen 15-grain and potato bread mix rolls & Indulge sweet goods mix donut holes*
- *& much more*

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Page 2

“We are excited about our new, interesting and engaging content for IBIE,” said Rick Oleshak, vice president of marketing, AB Mauri North America. “Three years ago, we led with our exclusive science-based *Baking & Beyond* virtual reality experience, and this year’s show also features multiple programming elements. We feel it is important to think both ahead and differently to inspire our customers, and art is the other critical ingredient for being successful in baking.”

Visitors to AB Mauri’s booth – #6653 in the Central Hall – will also be able to taste several artisanal rolls baked with the company’s new Burgen bread bases as well as sample donut holes made with Indulge premium recipe sweet goods mixes.

AB Mauri is the lead sponsor of the digital application for the IBIE event.

About AB Mauri North America

AB Mauri North America – a division of AB Mauri – is a technology-driven company that supplies the food and baking industries with best-in-class yeast and bakery ingredients. Commercial bakers, in need of a total resource for quality ingredients, process optimization, and custom formula solutions, rely on AB Mauri.

AB Mauri North America sells yeast under the Fleischmann’s® Yeast brand name. An extensive line of quality bakery ingredients – including dough improvers, leaveners, tablets, mold inhibitors, enzyme blends, vinegars, acidulants, syrups, malts and specialty products – is marketed under the AB Mauri® Bakery Ingredients brand name.

More information is available at www.abmna.com or by calling 1.800.772.3971.

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