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FOR IMMEDIATE RELEASE

CUE THE HOLIDAY SPIRIT AS SUNBELT® BAKERY LAUNCHES ITS GINGERBREAD CHEWY GRANOLA BARS

New limited-edition, seasonal flavor blends the taste of ginger with a hint of sweet molasses to capture the essence of freshly baked, warm gingerbread

COLLEGEDALE, Tenn. (Nov. 12, 2015) – 'Tis the season for a new gingerbread treat! [Sunbelt® Bakery](#), maker of delicious granola snacks that have a bakery-fresh taste with no preservatives, announced today that the company has added a gingerbread seasonal flavor to its line of chewy granola bars. The new [Gingerbread Chewy Granola Bars](#), which are available now for a limited time nationwide, combine the unique flavors of ginger and molasses with the classic Sunbelt Bakery chewy granola bar to deliver the delightful taste of freshly baked, warm gingerbread — making them the perfect snack to cue up the holiday spirit this year.

“To many, the spicy aroma of gingerbread is one that brings a feeling of warmth and holiday spirit,” said Jeff Badger, brand director for Sunbelt Bakery. “For our new Gingerbread Chewy Granola Bars, Sunbelt Bakery created a great recipe to go with the chewy texture of our classic granola bar to deliver a delicious, bakery fresh snack that truly captures the warm and slightly spicy essence of gingerbread in every bite.”

Like all other products from Sunbelt Bakery, the Gingerbread Chewy Granola Bars are made from high-quality ingredients and contain no preservatives or high-fructose corn syrup. Plus, Sunbelt Bakery makes new batches of baked goods every week at its family-owned bakery right here in the U.S.A. and delivers them weekly to wholesalers across the county. This commitment ensures consumers will experience that delicious, bakery-fresh taste in each and every bite of a Sunbelt Bakery product.

The Gingerbread Chewy Granola Bars — containing nine grams of whole grains and only 115 calories per serving — are available today at retailers nationwide and will remain in stores while supplies last.

Sunbelt® Bakery Introduces New Gingerbread Chewy Granola Bars

To find the nearest retailer where you can purchase Gingerbread Chewy Granola, please click [here](#) to visit Sunbelt Bakery's product locator. The new chewy granola bars come in a Family Pack box containing eight bars and have a suggested retail price (SRP) of \$2.69.

Badger continued, "Sunbelt Bakery takes great pride in knowing individuals and families can always turn to our products and find a delicious, nutritional snack that does not have any preservatives or high-fructose corn syrup. And, since Sunbelt Bakery delivers new products to wholesalers every week, consumers will always enjoy that incredible bakery-fresh taste when eating our products or sharing them with their friends and family."

To learn more about Sunbelt Bakery and its wide variety of bakery-fresh, no preservative granola snacks that consumers can feel good about serving and eating, please visit SunbeltBakery.com, or find the brand on one of its social media pages: Facebook.com/SunbeltBakery, Twitter and Instagram at [@SunbeltBakery](https://Instagram), and on Pinterest.com/SunbeltBakery.

To register for Sunbelt Bakery's new consumer loyalty program — Bakery Fresh Friends — and learn how you can win free product and other exclusive rewards, visit Sunbeltbakery.socialtoaster.com.

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About Sunbelt Bakery

McKee Foods, a family-owned company based in Collegedale, Tenn., introduced the Sunbelt brand in 1982. The Sunbelt Bakery brand includes cereal and snack products, including chewy granola bars, fruit and grain cereal bars, and cereals. To learn more about Sunbelt Bakery snacks and cereals, visit SunbeltBakery.com.