



Media Contacts:

Mike Gloekler
McKee Foods
(800) 251-6346, ext. 22440
Mike.Gloekler@mckee.com

Vince Butler
The Johnson Group
(423) 424-3068
vbutler@johnngroup.com

FOR IMMEDIATE RELEASE

SUNBELT® BAKERY CHANGES THE EXPECTATIONS OF HOW PROTEIN BARS SHOULD TASTE WITH THE INTRODUCTION OF ITS NEW PROTEIN DELIGHTS

Protein Delights make the perfect, on-the-go snack for consumers looking to satisfy food cravings between meals or needing a quick source of energy to get through the day

COLLEGEDALE, Tenn. (Aug. 27, 2015) – [Sunbelt® Bakery](#), maker of delicious granola snacks that have a bakery-fresh taste with no preservatives or high fructose corn syrup, is changing the expectation of how protein bars should taste with the launch of its new line of protein bars that feature a rich, indulgent taste unlike any other protein bar on the market today. The new [Protein Delights](#) are individually wrapped wafer bars that also contain a good source of protein (six grams), whole grain wheat and no preservatives – making them an ideal protein bar for consumers looking for a delicious snack to satisfy their food cravings or provide a quick source of energy to get through the day.

“Sunbelt Bakery is known for its delicious snacks with a bakery-fresh taste that everyone loves to eat. Our Protein Delights are no different as the deliciously light, yet rich taste of these whole wheat wafers will forever change the expectations of how protein bars should taste,” said Jeff Badger, brand director for Sunbelt Bakery. “But, our Protein Delights are much more than a tasty snack. They also have good nutritional value with six grams of protein, whole grain wheat, no preservatives, no high-fructose corn syrup, and only 190 calories per serving – all of which help make Protein Delights the perfect, on-the-go snack for everyone’s balanced diet.”

Badger continued, “The dietary guidelines for Americans tell us that protein provides important amino acids that assist in building and preserving body muscle. In addition, protein can also help satisfy hunger and provide a quick source of energy before a workout. More and more Americans are choosing snacks containing protein for these reasons.”

Sunbelt Bakery will offer two flavors for its Protein Delights: Peanut Butter Crisps, which feature the scrumptious taste of peanut butter layered between crisp whole grain wafers, and Fudge Dipped Peanut Butter Crisps, which feature the same crisp whole grain wafers baked with layers of peanut butter and coated in fudge.

Sunbelt Bakery Introduces New Protein Delights Crisps with Rich, Indulgent Taste

Like all other products from Sunbelt Bakery, Protein Delights are made from the highest-quality ingredients and contain no preservatives. Plus, Sunbelt Bakery makes new batches of Protein Delights every week at its family-owned bakery right here in the U.S.A. and delivers them to communities across the country weekly so consumers will always experience a delicious, bakery-fresh taste in every bite.

Protein Delights are available today at retailers nationwide and have a suggested retail price (SRP) of \$2.99. To find the nearest retailer where you can purchase Protein Delights, please click [here](#) to visit Sunbelt Bakery's product locator.

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

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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 <http://www.SunbeltBakery.com>.