



**FOR IMMEDIATE RELEASE**

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## **Bernard Food Industries Introduces Sans Sucre Baking Mixes**

*New Naturally Sweetened, Sugar-Free and No Sugar Added Mixes*

Evanston, Ill (October 11, 2010) - Foodservice industry specialists Bernard Food Industries, Inc. recently launched a new line of sugar-free and no sugar added baking mixes sweetened with all-natural Stevia. Sans Sucre, meaning “sugar free” in French, is available online and will be available at retail stores beginning in the fourth quarter.

“Over the course of our 60+ year history, we have been dedicated to providing healthy dieting options. The Sans Sucre baking mix line is our first line of naturally sweetened products,” says Steven Bernard, chief executive officer of Bernard Food Industries.

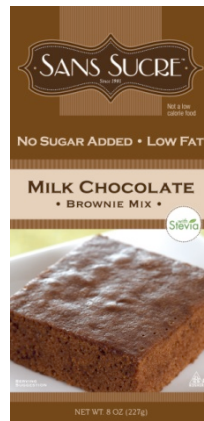
By using Stevia, an all-natural sweetener, Sans Sucre is able to produce baking mixes that have great taste and are naturally sweetened without additional sugar. According to the Mintel Sugar-Free Foods Survey, 24 percent of Americans watch their sugar intake. As this increasing number of people is staying away from processed foods that contain high amounts of sugar, preservatives and artificial ingredients, Sans Sucre is a great option for healthy eaters, diabetics and dieters alike.

Along with being naturally sweetened, the Sans Sucre baking mixes are sugar-free or no sugar added, low fat, no cholesterol, lower in calories and lower in sodium. These nutritional facts appeal to the 90 percent of adults that consume low calorie or reduced fat foods on a regular basis, according to the Calorie Control Council.

The Sans Sucre baking mix line includes: Apple Cinnamon Coffee Cake, Milk Chocolate Brownie, Classic Blondie Brownie and Chocolate Fudge Brownie. They are available for a suggested retail price of \$3.99 - \$4.49.



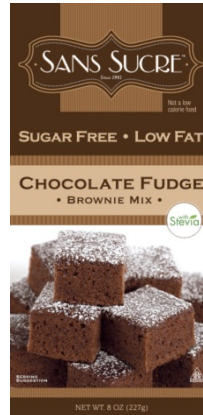
**Apple Cinnamon Coffee Cake:** The Apple Cinnamon Coffee Cake has apple pieces with fresh cinnamon. The mix contains 150 calories per serving with low fat, no cholesterol and 30 grams of carbohydrates.



**Milk Chocolate Brownie:** Milk Chocolate Brownie mix is made with cocoa. The mix is 130 calories per serving with low fat, no cholesterol and 25 grams of carbohydrates.



**Classic Blondie Brownie:** Classic Blondie Brownie mix has a sweet vanilla taste. With only 130 calories per serving, there is low fat, no cholesterol and 25 grams of carbohydrates.



**Chocolate Fudge Brownie:** Chocolate Fudge Brownie mix is made with cocoa, and has a rich chocolate taste. The mix has 130 calories per serving with low fat, no cholesterol and 25 grams of carbohydrates.

In addition to being healthy, Sans Sucre baking mixes are easy to prepare. Calling for minimal ingredients, they require only vegetable oil and water. Sans Sucre baking mixes can be created with ingredients from most everyday pantries, making them a quick, convenient and easy-to-bake treat.

### **About Sans Sucre Baking Mixes**

Sans Sucre is the first line of baking mixes from foodservice industry specialists, Bernard Food Industries, Inc that are flavored with Stevia, an all-natural sweetener. In addition, they are sugar-free or no sugar added, low fat, no cholesterol, lower in calories and lower in sodium. For more information visit: [www.bernardfoods.com](http://www.bernardfoods.com).

### **About Bernard Food Industries**

Since 1947, Bernard Food Industries, Inc. has been dedicated to providing solutions to the foodservice industry. Family owned and operated by the Bernard family, Bernard Food Industries, Inc. has 1,000 specialty food products, including beverages, soups, seasonings, sauces, baking mixes, and more. Of those products, 350 are dietary in nature. For more information visit: [www.bernardfoods.com](http://www.bernardfoods.com) or [www.edietshop.com](http://www.edietshop.com).

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For product samples, photos, recipes or to set up an interview please contact:  
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