



**FOR IMMEDIATE RELEASE**

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**MUFFIN MAM OPENS NEW PRODUCTION FACILITY AND ADDS KEY LEADERSHIP**

*Decorated Cakes to Be Focus of New Company Division*

**November 27, 2019 - Simpsonville, SC** – The Muffin Mam Inc. is excited to announce the opening of a second production facility, featuring state-of-the-art equipment. The 100,000 square foot anchor facility is in the Hunter Industrial Park in Laurens, SC. The short 20-mile distance between its current location in Simpsonville and this new location in Laurens offers convenience and accessibility to both locations, as well as to its expanding customer base.

This new facility allows Muffin Mam to broaden its offerings of fully decorated and layer cakes and expand its selection of cupcakes. The addition of these products will complement the company's existing portfolio of muffins, ring cakes, pound and loaf cakes, and brownies. Broadening the company's operations to accommodate these offerings has immediately added 30 new team members, with the addition of at least 100 more associates in 2020.

Four highly experienced industry veterans have been retained to oversee and advise Muffin Mam through this expansion process and assist in developing sales in new channels. Brad Zimmerly, Vice President of Operations, brings expertise and knowledge of decorated cakes, production, and management. Deborah Shepherd, Director of Research and Development, and Katie Key, Director of Marketing and Communications, bring a wealth of knowledge in manufacturing and food production processes, retail sales, and marketing/merchandising of baked goods. And, most recently, the addition of Tammy DeBoer to Muffin Mam's Board of Directors brings years of experience and expertise in increasing revenue and profits for merchants in Muffin Mam's sector.

"These additions to Muffin Mam's company leadership and advisors will have a great impact on enhancing our customer service levels and growing the Muffin Mam brand among club stores, in-store bakery channels, and food service distributors nationwide," says Greg Marshall, Executive Vice President of Sales and Marketing.

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## **ABOUT THE MUFFIN MAM, INC.**

The Muffin Mam, Inc. ([muffinmam.com](http://muffinmam.com)) is a wholesale bakery specializing in crème cakes, pound cakes, loaf cakes, angel food cakes, and gourmet muffins. Proudly serving some of the world's largest retailers and food service outlets since 1990, Muffin Mam is committed to passionately serving people, providing the highest quality baked goods made from the highest quality ingredients, exceeding industry expectations, and helping their partners and employees thrive. These commitments and passions are baked into every muffin and every cake, every day.

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