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FOR IMMEDIATE RELEASE

**Round French Toast Breakfast
Sandwiches Head Up the Class
at Higher Education C-stores**

University of Michigan, Michigan State, Duquesne University, and Robert Morris University are just a few campuses where students wolf down unique, individually packaged breakfast sandwiches obtained at on-campus c-stores. The sandwiches, Jenny Lee Sammiches™, consist of cheese, egg, and either bacon or sausage, enclosed by award-winning Jenny Lee Swirl Bread.

Baked in old-fashioned “crimp” pans to produce cylindrical loaves, individual slices of Jenny Lee Swirl Bread are round. The slices are French toasted in an egg batter. The assembled sandwiches are then packaged and frozen.

Originally conceived with c-stores as a primary marketing target, Sammiches' introductions, just a few months ago, coincided with the c-store/college campus growth trend. As a testament to Sammiches' popularity, a single c-store location at one Big 10 university is using over 20 cases per month, while a foodservice operator at three small colleges is using over 50 cases per month.

According to Scott Baker, president of 5 Generation Bakers, the producer of Jenny Lee Swirl Bread® products, “Many time-strapped students prefer to purchase these products, then return to their dorms, where they microwave them, allowing them to enjoy a filling hot breakfast or later-day meal in the comfort of their rooms.”

For more information regarding Jenny Lee Sammiches™, contact Steve Percifield, vice president of sales, at Steve@5GenerationBakers.com.