



FOR IMMEDIATE RELEASE

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Prairie City Bakery Expands Monster Muffin's with New Double Chocolate Chip Flavor

Vernon Hills, IL – 2/11/2026 – Prairie City Bakery is expanding its popular Monster Muffin lineup with the launch of a **new Double Chocolate Chip variety, available immediately through DOT**. This indulgent addition delivers rich chocolate flavor in every bite, bringing even more variety and excitement to one of the brand's top-performing muffin programs.

Made with a moist, chocolate muffin base and loaded with generous chocolate chips throughout, **the Double Chocolate Chip Monster Muffin offers a bold, craveable experience designed to drive impulse sales**. Its decadent profile makes it a natural choice for chocolate lovers seeking a satisfying grab-and-go treat.

The new flavor pairs seamlessly on shelf with Prairie City Bakery's existing Monster Muffin favorites, including Blueberry, Banana Nut, and Chocolate Chip. Together, the assortment creates a balanced, high-impact display that appeals to a wide range of consumer preferences while maximizing merchandising opportunities.

As part of Prairie City Bakery's trusted thaw and sell program, the Double Chocolate Chip Monster Muffin requires no preparation or finishing. Retailers can simply thaw, merchandise, and serve, ensuring consistent quality with minimal labor.

For more information about Prairie City Bakery's Monster Muffin program or to place an order, visit www.pcbakery.com or email customerservice@pcbakery.com.

About Prairie City Bakery

Founded in 1994, Prairie City Bakery delivers premium, fully baked thaw and sell solutions that delight customers and drive sales. Our award-winning products are found in convenience stores, micro markets, in store bakeries, and leading foodservice chains nationwide. With both individually wrapped and bulk options, we make it easy for retailers to serve high quality bakery treats with minimal effort.