



For Immediate Release

**Dancing Deer Baking Company Debuts Three Exciting New Product Lines...
Decorated Sugar Cookies, Holiday Crunchy Cookies and Gourmet Baking Mixes**

All Just In Time for the Holidays!

(Boston, MA, June 18, 2012) [Dancing Deer Baking Company](#), a leader in the natural/specialty baked goods industry for the past 18 years, is delighted to announce the debut of two attractive seasonal cookie offerings and six delicious, all-natural, make-it-yourself Gourmet Baking Mixes at the 2012 Summer Fancy Food Show in Washington D.C being held June 17-19, 2012.

Dancing Deer's new **Decorated Sugar Cookies** are now available and have been packaged in stackable containers to make them easier to merchandise in the bakery or any other part of the store. Hand-decorated just like Mom used to make, the all-natural, scratch-baked cookie cut-outs come in three varieties -



Pumpkin Patch Cookies, Winter Mitten Cookies and Christmas Tree Cookies. These delicious-tasting, colorful and fun cookies will truly bring smiles this Fall and Holiday season to both retailers and consumers alike!

Dancing Deer also has a new selection of **Holiday Crunchy Cookies** available this holiday season in two holiday classic flavors: **Mocha Marble** and **Snickerdoodle**. The whimsically-decorated red and green boxes are chock full of delightfully flavored, all-natural cookies that would make a perfect addition to any holiday table, gift basket or stocking, and are sure to enhance retail displays this holiday season. They also make for wonderful dipping cookies in either milk or coffee.

And that's not all! "Consumers and customers alike have been asking us to introduce baking mixes as good as the fresh-bakery cookies, brownies and cakes we have been known for since 1994, and we listened," said Frank Carpenito, President, CEO of Dancing Deer Baking Company.



Dancing Deer's new **Gourmet Baking Mix** line includes:



Classic Sugar Cookie Mix– Just like Mom used to make with the perfect touch of sweetness!

Gingerbread Cookie Mix – Loaded with Molasses and four spices.

Fudgy Chocolate Brownie Mix – Based on Dancing Deer's Chocolate Chunk Brownie, named "America's Best Tasting Brownie" in 2011.

Vanilla Cupcake Mix – All natural and simple, just add water, butter and love.

Double Dark Chocolate Cupcake Mix – Perfect for discerning chocoholics.

Flakey Pie Crust Mix – Tender and flakey every time!

Just as consumers have come to expect from Dancing Deer's scratch-baked cookies, brownies and cakes, the new **Gourmet Baking Mixes** include the highest quality, all-natural ingredients. Each yummy Gourmet Baking Mix recipe has been carefully crafted to showcase these 'better than homemade' tasting treats that everyone is sure to enjoy.

Dancing Deer's new **Decorated Sugar Cookies** come packaged in 7.4 oz. clear stackable containers that show off the beautiful designs masterfully hand-decorated by the Dancing Deer Decorating Team. These cookies will retail between \$7.99-\$9.99. The new **Holiday Crunchy Cookies** come in 6.2 oz. Whimsical Holiday Boxes with see-in windows, and will retail between \$5.99 - \$6.99. And the Company's new **Gourmet Baking Mixes** are packaged in attractive 16 oz. canisters, and will retail between \$6.99 - \$9.99.

Visit Dancing Deer at Booth #4910 at Summer Fancy Food 2012 or contact the Company at 888-699-3337 x501 or via email at Wholesale@DancingDeer.com for more information.

About Dancing Deer Baking Company:

Dancing Deer is a company of people who are passionate about food, nature, aesthetics and community. Since 1994, the company has been known for its delicious tasting all-natural brownies, cookies, cakes and baking mixes, which are sold in specialty, natural food and grocery stores nationwide and online (www.DancingDeer.com) as gourmet gift arrangements for consumers and corporations. Dancing Deer has won many national awards and accolades for its distinctive products and innovative business practices, and was one of the first 25 Massachusetts companies to be certified as a Sustainable Business Leader. The company has also just been awarded Elite status by STELLAService in recognition of its high quality customer service. Dancing Deer places an enormous emphasis on giving back to the community, most notably by helping homeless and at-risk families through their [Sweet Home Project](#) initiative. For more information, visit www.DancingDeer.com.

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