

Immaculate Baking Company Launches First Organic Cookie Dough

Boston, MA — Immaculate Baking Company, known for its imaginative cookie flavors and folk art-decorated packaging, announces the launch of its organic refrigerated cookie dough. The pre-made, perfectly-portioned dough is the industry's first line of cookie dough made with organic ingredients, proving that "good for you" snacks can still be tasty and convenient to make. Six delicious flavors of Oatmeal Raisin, Chocolate Chunk, Triple Chocolate Chunk [not dairy-free], Peanut Butter, Vanilla Sugar and Cranberry Oatmeal White Chocolate [not dairy-free] are now available in supermarkets across the country ...

"We're very proud of our new cookie dough line," said Scott Blackwell, Founder of Immaculate. "Not only are they unbelievably delicious, they're also made with the finest organic ingredients and are super easy to bake."

Each 14 oz. package contains 24 pieces of ready-to-bake cookie dough. All six recipes are made with organic ingredients and contain no trans fats, high fructose corn syrup or other artificial ingredients. Baking instructions are quick and easy: place the dough pieces on a cookie sheet and bake at 325 degrees for 10 minutes.

"Everyone loves cookies hot out of the oven," said Paul Nardone, CEO of Immaculate. "Now consumers can enjoy an organic and healthier option."

Immaculate's products are the first and only cookie dough made with organic ingredients to enter mainstream distribution. The cookie dough line joins Immaculate Baking's current line of organic ready-to-eat cookies comprised of five creative flavor combinations including Chocobilly, Leapin' Lemon, Pumpkin Gingerlies, Sweet Georgia Brownie and CranMa's.

Immaculate Baking's refrigerated cookie dough has a suggested retail price of \$3.49 — \$3.99 and is available at major supermarkets and natural food stores nationwide.

About Immaculate Baking Company

Founded in 1995 by Scott Blackwell, Immaculate sells award winning organic ready-to-eat cookies and cookie dough. The company supports non-profit education efforts with giant cookie fundraisers and features works of American folk art on every package. For more information, visit www.immaculatebaking.com.