

FAQ's for School Customers

Our **Cool Muffins** [®] are designated by the Whole Grain Council as offering one (bread) serving (14.75g) or more of Whole Grains.

Our **Cool Brownies** [®] offer (9g) of Whole Grain which is more than “one- half bread serving.”

Our **Cool Cupcakes** [®] offer Whole Grain goodness with trans fat free icing.



Because school children have been disappointed by the traditional whole grain products, we label the muffins as 100% Wholesome instead of 100% Whole Grain. This allows them the opportunity to sample and enjoy our products without preconceived ideas affecting their taste buds.

Sales

Dessert Innovations Field Sales Manager: Bob Lunde 615.975.4175

Brokers

Alabama Schools

United Foodservice Sales Dane Prewitt 205.542.9417

Florida Schools

Associated Brokers, Inc. Sonny Cancio 813.376.3721

Georgia Schools

Sunbelt Foods Co. Pat Beaupre 770.722.0161

Kentucky Schools

Hall Sego Marketing Shawnalee Smith 502.930.8960

North Carolina & South Carolina Schools

Harvest Foods Incorporated Greg Frey or Shannon Barker 704.943.9170

Tennessee Schools

Hall Sego Marketing Lin Oldham 615.406.5455

[®]
Cool Muffins : products of **Dessert Innovations** 25 B Enterprise Blvd, Atlanta GA 30336 404-691-5000