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Microwaveable Hot Mama Bread Now Available in US Retail Shops

Hot Mama Bread, a producer of gourmet Italian cheese breads, has announced a new microwaveable option for its range of products. The line extension brings to consumers much added convenience and simplicity.

This addition marks the fifth product in the Hot Mama Bread line, which includes 14.5-ounce gourmet Italian cheese breads in Original, Garlic and Bruschetta flavors.

Now available in a smaller, 7.5-ounce microwaveable option, Hot Mama Bread is offering this new product to consumers in two flavors to choose from - Original and Garlic. Both are made with tomatoes, basil, garlic, Mozzarella and Romano cheeses, and contain Vitamins A and B.

Produced with the same ingredients found in the original 14.5-ounce family-size products, the microwaveable options provide a convenient mealtime solution for the individual as well as the whole family. These new products - which can be served as an appetizer, a snack or even a meal - can be prepared in the microwave oven in just three minutes.

"Nothing can beat the fresh, out-of-the-oven taste of homemade bread," said Michael Barone, president of Toledo, Ohio, USA-based Hot Mama Foods, Inc. "With our new microwaveables, we are able to provide consumers who shop the retail freezer cabinet with the gooey, cheesy goodness they crave - without all of the work, and in a fraction of the time."



Microwaveable Hot Mama Italian Cheese Bread is distributed in a 212-gram box containing a convenient baking tray.

Lantmännen Unibake Enters British Market With Recent Acquisition of Eurobuns Unit

Lantmännen Unibake, Horsens, Denmark, a well known supplier of frozen bread products, has purchased Eurobuns, another bakery operation just outside of London, England. It was the third acquisition this year for the Danish company, and the largest.



It's full-steam ahead at Eurobuns under Lantmännen Unibake management.

The acquisition will give Unibake production capability in the United Kingdom for the first time. It will also open the door to the frozen bread market in the UK, on which Eurobuns has a solid position and currently controls around 50% of the fast food segment.

"The British market is very promising. Thanks to our successful partnership with Bakehouse, Great Britain is today our third largest market for Danish pastry. The acquisition of Eurobuns will make Great Britain our largest market by far," said Bent Pultz Larsen, chief executive officer of Lantmännen Unibake.

As part of a global growth plan, Unibake had in February acquired Baco Oy, the largest fast food bakery in Finland, as a step toward expanding its market share in the Baltics and Russia. In April, the

company bought its first production bakery in the United States with the purchase of Euro-Bake, a 200-person bakery specializing in European inspired bread types.

Eurobuns, which employs 400 people, is a modern bakery with seven high-tech production lines. It has experienced continuous growth since the startup of operations in 1997. Net sales of \$46 million have been forecast for the current financial year. Besides bread, the company offers baguettes, sandwich products, scones and donuts.

"The management team at Eurobuns is confident that this acquisition will be good for the company and with the support of Lantmännen, looks forward to the next exciting stage of growth and development," said Martin Jones, sales and marketing director.

Heinz to Build Factory In South Carolina to Make Weight Watchers, Smart Ones, Boston Market Meals

H.J. Heinz Co., Pittsburgh, Pennsylvania, USA, is building a plant in Florence, South Carolina, to produce frozen meals under three of its brands. The factory is expected to bring 350 jobs to the community.

"Our frozen meals business is growing rapidly and the new facility is a sign of our commitment to supporting and sustaining this growth," said Dave Moran, president and chief executive of Heinz North America. "It will allow us to increase production of our Weight Watchers, Smart Ones and Boston Market frozen entrées to meet demand for high-quality frozen meals."

Sales of Smart Ones products grew by 26% last year, when Heinz-branded product sales overall increased about 14%, according to the company's fiscal year 2008 report, issued in May. Annual sales for Heinz surpassed \$10 billion for the first time, noted the report.

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