



FOR IMMEDIATE RELEASE

Contact:

Danielle Watson/Jennifer Davis
The Zimmerman Agency • 850.668.2222
dawatson@zimmerman.com

South Carolina Mom and Baker Wins Mrs. Freshley's Contest

"Who is Mrs. Freshley's" search helps define snack cake brand

Thomasville, Ga. Dec. 16, 2009 – The bakers of Mrs. Freshley's, the award-winning snack cake and pastry brand, have selected Laurie Ladd, mother of six and baking enthusiast, as winner of its first "Who is Mrs. Freshley's" search.

In the nationwide search, consumers were asked to define the characteristics of the brand by suggesting who "Mrs. Freshley" is in their lives. To submit nominations, consumers visited the brand's Facebook page ([Facebook.com/MrsFreshleys](https://www.facebook.com/MrsFreshleys)) and wrote brief descriptions of how their nominees resemble the real Mrs. Freshley. Since its introduction in 1994, Mrs. Freshley's has never had a person or character associated with the brand.

Secretly nominated by her husband, Serge Ladd, Mrs. Ladd was surprised to be named the winner of the Mrs. Freshley's contest. "I'm excited and honored to be selected as Mrs. Freshley," says Mrs. Ladd. "Through the years, I've made baked goods an important family tradition and when homemade treats aren't available Mrs. Freshley's is the next best thing. Our family's favorite Mrs. Freshley's snacks are the multi-pack donuts – especially the crunch donuts."

Like Mrs. Freshley, Mrs. Ladd has a love for baking and is a strong believer that wonderful desserts aren't just for special occasions. "I nominated Laurie for her excellent baking skills and her love for our children," says Mr. Ladd. "Laurie's baked goods have become household favorites for many families in several states as our family relocated over the years with the Air Force. She certainly has left her mark on other families, but more importantly, has instilled a love for baking and cooking in our children that will last for many generations to come."

The "Who is Mrs. Freshley" contest generated an overwhelming amount of entries from all over the country. "We couldn't believe the number of heart-warming nominations we received," says Brent Bradshaw, Flowers Foods' brand manager. "There were many deserving candidates but Mrs. Ladd stood out as truly embodying the ideals of the Mrs. Freshley's brand – love of baking and love of family."

As winner of the Mrs. Freshley's contest, Mrs. Ladd will receive a \$2,000 American Express gift card and she may be featured in future merchandising. Mrs. Freshley's fans can read more about the "Who is Mrs. Freshley" contest and Ladd family at www.MrsFreshleys.com or [Facebook.com/MrsFreshleys](https://www.facebook.com/MrsFreshleys).

Laurie and Serge Ladd and their family live in Goose Creek, S.C.

About Mrs. Freshley's

Mrs. Freshley's is an award-winning brand synonymous with freshness. Mrs. Freshley's snack cakes are available in single-serve and multi-serve packages in supermarkets, convenience stores, and vending machines across the country. To learn more about Mrs. Freshley's snack cakes, visit www.mrsfreshleys.com or call (866) FLSNACK.

About Flowers Bakeries and Flowers Foods

Flowers Bakeries, a super-regional baker of fresh breads, rolls, and snack cakes, is an operating unit of Flowers Foods (NYSE: FLO). Headquartered in Thomasville, Ga., Flowers Foods is one of the nation's leading producers and marketers of packaged bakery foods for retail and foodservice customers with annual sales of over \$2.6 billion. Flowers operates 40 bakeries that encompasses the southeast, Mid-Atlantic, and Southwest as well as select markets in California and Nevada, and nationwide through other delivery systems. Among the company's top brands are Nature's Own, Whitewheat, Cobblestone Mill, Blue Bird and Mrs. Freshley's. For more information, visit www.flowersfoods.com.

###