Just Desserts CEO Michael Mendes Announces the Launch of New Plant-Based Vegan Cupcake Line

February 20, 2020

February 20, 2020 -
Just Desserts CEO Michael Mendes has introduced a new line of Vegan Cupcakes that is rapidly expanding in distribution with major retailers throughout the United States. The new product line is available in 4ct and single serve packages, and is free from six of the eight major allergens. Available in Chocolate, Vanilla and Strawberry flavors, the new cupcakes are made from premium pantry ingredients and are free of peanuts, tree nuts, dairy and eggs.

?We use premium ingredients such as real chocolate and natural vanilla extract. Each recipe is blended from scratch using a small batch process to create an exceptional quality product,? noted Michael Mendes, CEO of Just Desserts. ?We recognize the growing interest in plant-based products, and we have developed a premium offering that does not compromise on taste and texture.? Just Desserts began shipping product in February, and are already on shelves in the Northeast, Midwest, and Southwest, and Western regions of the United States. ?We have received overwhelming interest from key retail partners throughout the US, particularly after they taste the product. Our introduction of this platform has exceeded the scale and velocity of any of any other Just Desserts product launch in the past five years. We recently invested in new cupcake production technology, so we are well positioned to meet the robust demand,? noted Michael Mendes Chief

Executive Officer.

Food allergy is a serious medical condition affecting up to 15 million people in the United States, including 1 in 13 school age children. Just Deserts? new Vegan line is free from 6 of the 8 most common allergens, and is also free from Sesame. The new four count cupcakes can be found in premium retail grocery chains throughout the US, and are available for a suggested retail price of $4.99.

Just Desserts is a nut-free artisan-inspired baking company that makes premium desserts sold from coast to coast. Just Desserts was founded in San Francisco in 1974 with a passion for making delicious clean label desserts that are hand-crafted and made from scratch.

The International Baking Industry Exhibition (IBIE) has awarded Just Desserts Vegan Midnight Chocolate Cake ?Top Honors? in Product Innovation at the 2019 IBIE BEST in Baking Competition.

For more information, visit: JustDesserts.com. For media requests: Ana Speros asperos@justdesserts.com, and at 415-780-6870.

###

For more information about Just Desserts, contact the company here:Just DessertsMichael Mendes(415) 780-6860info@justdesserts.com5000 Fulton DriveFairfield, CA 94534

Just Desserts

Just Desserts, an award-winning bakery, was founded in San Francisco in 1974 with a passion for making the most delicious, highest quality desserts.

Website: https://www.justdesserts.com/

Email: info@justdesserts.com

Phone: (415) 780-6860