

FOR IMMEDIATE RELEASE

ADAMS® “Original” 3-Layer Red Velvet Cake Kit Launch at the State Fair of Texas®

Gonzales, TX (September 16, 2013) ADAMS® Extract & Spice, the Makers of the World Famous ADAMS BEST® Vanilla, will be launching its new ADAMS® “Original” 3-Layer Red Velvet Cake Kit at the State Fair of Texas® in Dallas.

One of the most popular cake flavors in America, Red Velvet Cake has a long history. Originating in the late 1800's, the cake ingredients and appearance evolved with the introduction of the modern Red Velvet Cake around the time of the Great Depression. ADAMS® “Original” Red Velvet Cake recipe has been a popular choice throughout the United States for over 80 years!

To simplify the process for today's baker, ADAMS® created a Red Velvet Cake Kit that includes most of the pantry ingredients needed, in pre-measured amounts, to make a scratch baked 3-layer cake. The kit also includes one bottle each of ADAMS BEST® Vanilla and Red Food Color. And, as a bonus, includes enough ADAMS BEST® Vanilla to make a delicious homemade icing.

“Our ADAMS® “Original” Red Velvet Cake recipe is one of our most popular and requested recipes in our collection”, says Sterling Crim, ADAMS® Managing Partner and Chief Marketing Officer. “We are excited to be able to provide the same great scratch-baked recipe in a convenient and easy to use 4 step pre-measured baking kit. We believe it's a great value to consumers and a one of a kind product on the shelf!”, says Crim.

“Long before the introduction of social media platforms, State Fairs were the primary source for baking innovation,” says Clay Ruple, ADAMS® Managing Partner and Chief Executive Officer. “Many of the most popular recipes used for generations can be traced back to a State Fair. ADAMS® has been a participant at the State Fair of Texas® for decades, even having the Grand Prize Winning Pound Cake recipe from 1965,” says Ruple. “With over 2.7 million attendees and slated as one of the largest State Fairs in the Nation, we felt the State Fair of Texas® was the perfect location to introduce our new ADAMS® “Original” 3-Layer Red Velvet Cake Kit. Texans are our biggest supporters and we wanted them to have the first look at this innovative product,” says Ruple.

ADAMS® “Original” 3-Layer Red Velvet Cake Kit will be available for purchase in the GoTexan General Store located in the popular Food & Fiber Pavilion at the State Fair of Texas® from September 27, 2013 – October 20, 2013 at a retail price of \$4.99. The kits will be available for sell in fine retailers across the nation first of next year.

ADAMS® Extract & Spice is an industry leader in food flavor solutions that provides a wide range of consumer products from pantry basic spices and extracts to culinary spices, blends, and herbs from around the world. Best known for its worlds famous *ADAMS BEST Vanilla*®, ADAMS® manufactures their own brands and private label spice, blends, and extract items sold in retail locations around the nation under several Adams® Brand banners including ADAMS BEST®, Adams Extract®, Adams ClearVan®, Adams® Seasoning & Spice, Adams Reserve®, Flavor King, Adams Pantry Basics™, Pepper Perfected™, Sear-n-Crust®, Carniceria® and Culinary Tonight®. One of the oldest spice and extract companies in America, ADAMS® Extract & Spice is celebrating its 125th birthday.

For more information on ADAMS® “Original” 3-Layer Red Velvet Cake Kit, please visit our complete media kit at http://www.adamsextract.com/MediaKits_OriginalRedVelvetCakeKit.asp

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