



**THOMAS'® CELEBRATES NATIONAL ENGLISH MUFFIN DAY WITH
ULTIMATE MASHUP OF BREAKFAST FLAVORS**

*American Breakfast Favorites Come Together;
New Limited Edition Bacon Buttermilk Pancake English Muffins Hit Shelves for a Short Time*

HORSHAM, Pa. (April 20, 2017) — Thomas'® English Muffins have been an iconic breakfast in American kitchens (and toasters!) for more than a century, and on April 23, the Thomas' brand will join together with fans to celebrate National English Muffin Day with the release of the ultimate breakfast mashup — Thomas' New Limited Edition Bacon Buttermilk Pancake English Muffins.

The new limited edition flavor satisfies consumers' love of sweet and savory by pairing the treasured breakfast flavors of rich buttermilk pancakes with salty bacon. This addition to Thomas' innovative line of flavors will be available to fans for just six weeks at grocery stores and major food retailers nationwide with a suggested retail price of \$4.49.

“In honor of National English Muffin Day, we wanted to unveil one of our boldest flavors to date. Our fans can take their celebration to a whole new level with the ultimate breakfast mashup — the new Bacon Buttermilk Pancake English Muffin,” said Jon Silvon, Senior Marketing Director of Thomas' products. “Thomas' continued innovation and introduction of new and exciting flavors — many of which have become instant fan-favorites — is why the Nooks & Crannies® English Muffin continues to be a beloved breakfast staple in American households decade after decade.”

The Thomas' brand dates back to 1880 when Samuel Bath Thomas created his original English Muffin in New York City using a secret process that included griddle baking to create a Nooks and Crannies English Muffin. Ever since their triumphant arrival, Thomas' English Muffins have captured America's taste buds — and breakfast has never been the same. From classic toppings like butter and jam to breakfast sandwiches and beyond, everyone has their favorite way to enjoy the iconic English muffin and Nooks & Crannies texture they love.

Today, Thomas' sells the No. 1 English Muffin and the No. 1 grocery bagel in the U.S. For a full list of Thomas' products — including all of the available English Muffins flavors — please visit www.ThomasBreads.com.

Suggested Tweet:

Your breakfast favorites – together at last! Celebrate #NationalEnglishMuffinDay with NEW Thomas' Bacon Buttermilk Pancake English Muffins!

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About Bimbo Bakeries USA

Bimbo Bakeries USA (BBU) is a leader in the baking industry, known for its category leading brands, innovative products, freshness and quality. Our team of 20,000 U.S. associates operates more than 50 manufacturing locations in the United States. Over 11,000 distribution



routes deliver our leading brands such as Arnold®, Bimbo®, Boboli®, Brownberry®, Entenmann's®, Freihofer's®, Heiner's™, Marinela®, Mrs Baird's®, Nature's Harvest®, Oroweat®, Sara Lee®, Stroehmann®, Thomas®, and Tia Rosa®. BBU is owned by Mexico's Grupo Bimbo, S.A.B de C.V., the world's largest baking company with operations in 22 countries.

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