



FOR IMMEDIATE RELEASE

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TWO OF SALISBURY'S ICONS JOIN FORCES

Apple Baking Company launches new Cheerwine Crème Cake

Salisbury, NC – Apple Baking Company began production today of Cheerwine Crème Cake.

Apple Baking Company has combined the unique flavor of Cheerwine soft drink with a rich crème cake recipe to create a dessert that's sure to be a staple at parties, gatherings and backyard barbecues. The cake features the original burgundy color and taste of the famous cherry flavored drink – so familiar to Cheerwine lovers everywhere.

"We have all grown up loving and admiring Cheerwine, not only as a refreshing drink, but also as a key part of our city's heritage," said Matt DeBoer, president of Apple Baking Company. "Cheerwine is the model organization that started as a small local company. It is now enjoyed across the nation, and we would like to follow in their footsteps."

Officials at Apple Baking Company began considering the idea due to their admiration of Cheerwine, which shares Apple Baking's hometown of Salisbury, North Carolina. Representatives from Apple Baking Company met with the Cheerwine officials and the Cheerwine Crème Cake was born. After many rounds of experimenting with different recipes, the Apple Baking Company and Cheerwine were able to settle on the flavor that, even in blind taste tests, people automatically identified as the soft drink.

"We are excited about Cheerwine Crème Cake, and those who have had a piece are excited about it, too," said DeBoer. "The cakes have been flying out of the plant as fast as we can make them."

"Both Cheerwine and Apple Baking Company are unique and trusted brands from Salisbury – each iconic in its own right," said Tom Barbitta, vice president of marketing for Carolina Beverage Company. "People who know us love us, and we are lucky to enjoy their enthusiasm. We joined together to create real value for consumers and retailers, and we are delighted that Apple Baking Company has come up with this new and delicious way to enjoy our favorite beverage."

Cheerwine Crème Cake can be purchased as a whole cake, a half cake or individual slices at any participating retailer or at Apple Baking Company headquarters in Salisbury, NC. Cases of Cheerwine Crème Cake slices are also available for order on Apple Baking Company's website, www.applebaking.com.

Apple Baking Company was founded nearly 25 years ago in Kannapolis, NC, and has offices and a production facility near Salisbury, NC. In addition to the Cheerwine Crème Cake, Apple Baking Company produces five flavors of "uglies" (apple, honey-raisin, chocolate chip, raspberry and blueberry), and manufactures a variety of pastry products for distribution to several retail stores, including a variety of flavors of whole and half cakes, as well as cake slices.

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CHEERWINE CAKE PROOF SHEET

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Photo #1 – The Cheerwine Crème Cake is now available for purchase from Apple Baking Company in Salisbury, NC.



Photo #2 – Cheerwine Crème Cake is available in three sizes: whole cakes, half cakes, and individually wrapped 3 oz cake slices.



Photo #3 – Two of Salisbury, NC's iconic companies have come together to create a dessert that is sure to be a staple at backyard barbecues.



Photo #4 – After many rounds of experimenting with different recipes, the Apple Baking Company and Cheerwine were able to settle on the flavor that, even in blind taste tests, people automatically identified as the soft drink.