FOR IMMEDIATE RELEASE

Salt of the Earth Bakery to Make PLMA Trade Show Debut, Showcasing Premium Private Label Bakery Innovations

Brooklyn, NY – Salt of the Earth Bakery, a family-owned, SQF-certified bakery, is proud to announce its first-ever appearance at the 2026 PLMA Private Label Trade Show. The Brooklyn-based bakery will introduce retailers to its premium private label capabilities and innovative lineup of gourmet baked goods developed with today's consumers in mind.

As a trusted manufacturing partner, Salt of the Earth Bakery specializes in creating premium bakery products using real ingredients while offering the flexibility, food safety, and production capabilities retailers expect from a private label partner.

Featured at PLMA will be the company's signature gourmet brownies, individually wrapped Crispy Cookie Collection, and its innovative Pucker Up Lemon Cheesecake Sandwich. This premium refrigerated bakery item features a smooth, creamy lemon cheesecake filling sandwiched between two soft-baked cookies, creating a unique bakery experience that bridges the gap between a classic cookie sandwich and cheesecake. The product is currently available exclusively under the Salt of the Earth Bakery brand, offering retailers an exciting opportunity to be among the first to bring it to market as a private label item.

Visitors will also have the opportunity to sample the bakery's premium brownie collection, including its newest recipes made with Dove Chocolate, along with the company's shelf-stable Crispy Cookie Collection, developed for retail, gifting, and specialty food channels.

> ***"We're excited to introduce Salt of the Earth Bakery to the private label community for the first time," said Carmen Murphy, Director of Sales. "Our goal is to help retailers create bakery programs their customers remember. We combine family-owned craftsmanship with dependable manufacturing, product innovation, and the flexibility to build products that reflect each retailer's unique brand."***

About Salt of the Earth Bakery

Salt of the Earth Bakery is a family-owned bakery proudly based in Brooklyn, New York. The company manufactures premium cookies, brownies, cheesecake sandwich cookies, and specialty baked goods for branded and private label partners. Known for real ingredients, innovative recipes, and SQF-certified manufacturing, Salt of the Earth Bakery partners with retailers, distributors, foodservice operators, and corporate gifting companies to create memorable bakery experiences.

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