

FOR IMMEDIATE RELEASE

BETTER BAKING FOR U.S. CONSUMERS

Austrian Company Rolls Out Popular Line of European Refrigerated Dough

MAY 13 2015— Wewalka, a leading European dough producer, is introducing four new refrigerated dough products to the U.S. market. This premium line of ready-to-bake dough combines authentic European bakery quality with improved convenience and taste. In a recent study, 83% of U.S. consumers preferred Wewalka refrigerated dough over their current refrigerated dough brand.*

Wewalka products are prepared in the European bakery tradition with high-quality ingredients and contain no artificial colors, no bleached or bromated flour, no hydrogenated oil and no high-fructose corn syrup. Packaged with a parchment paper liner, these products give consumers a new, more convenient way to make bakery style creations right in their own kitchens.

“Everyone deserves the pleasure of great-tasting baked goods, and Wewalka makes it even easier with our ‘Ready to Roll’ parchment-paper lining in each package,” said Thomas Steiner, president of sales and marketing at Wewalka. “The parchment paper assists with baking and prevents messes on baking sheets, making cleanup simple.”

Wewalka’s new line of products will be available in the refrigerated dough section of the grocery store and include three completely new products for the U.S. market:

- **Wewalka Authentic Puff Pastry Dough:** With 64 thin, delicate layers of airy, flaky pastry, Wewalka Puff Pastry Dough is the first refrigerated puff pastry dough available in the U.S. The result is an exceptional pastry perfect for sweet or savory recipes.
- **Wewalka Large Croissant Rolls Dough:** These light croissants are made of 36 layers of fine, layered yeast dough and a hint of vanilla, making them the first European Style refrigerated Croissant dough available in the U.S. With less sugar and fat than competitor crescent rolls, they can be stuffed with fillings or served from the oven as a perfect side to any meal.
- **Wewalka Bistro Style Pizza Dough:** Made with European olive oil and real yeast, this thin and crispy crust is the first round refrigerated pizza dough in the U.S.
- **Wewalka Family Style Pizza Dough:** This delicious rectangular dough is made with European olive oil and real yeast, and features a traditional crust that’s not too thick and not too thin. Perfect for pizza, calzones, breadsticks, and filled pizza bites.

About Wewalka

Wewalka is one of the leading refrigerated dough producers in the world. Headquartered outside Vienna, Austria, the company provides products to more than 30 countries across Europe and Asia, and most recently the United States. Wewalka is a family-run company driven by a passion for good food and good living. Wewalka never compromises on their recipes and avoids using bromated or bleached flour, animal by-products, high-fructose corn syrup or hydrogenated oil. The company remains firmly committed to producing its products in a sustainable and responsible way. For more information, visit WeWantWewalka.com.