



Dear Valued Partners, Customers, and Stakeholders,

I am humbled and honored to introduce myself and unveil our new logo. We have revitalized our brand image to appeal to our target consumer demographic and honor the memory of our founder, Stephanie Croley. I am delighted by the opportunity and potential Muffin Mam has to make a meaningful impact as we enter a new era of consumer demographic, logistical, and technology challenges.

Over the past 25 years The Muffin Mam has experienced tremendous growth. We have grown from a small town bakery to an international wholesale manufacturer of thaw and serve baked goods for some of the world's largest retailers and food service outlets. Over the past year, the Muffin Mam team has been working together to set the foundation for an aggressive growth strategy.

We are excited to share our unified Mission, Vision, and Values as we prepare for the next 25 years of growth and innovation.

**Mission:** Passionately serving people and exceeding industry expectations, to help our partners and employees thrive. We bake with integrity every day, delivering dependability, value, and quality that you can see and taste.

**Our foundational Values:** Respect, Integrity, Family, and Social Responsibility.

**Vision:** Serving our associates and partners with compassion and innovation to create quality products that can be enjoyed for generations.

Although our look has changed, Stephanie's mission and values remain the heart of the company. With consideration to consumers, category managers, and cost efficiency, we will begin Muffin Mam label revisions with crème cakes in Q4 of 2016. In the interim, please visit our new website, <http://www.muffinmam.com> as well as our updated social media sites, <http://www.linkedin.com/company/muffin-mam> & <http://www.facebook.com/muffinmam>. I look forward to meeting you in person this year to welcome you along for a very engaging and fulfilling ride!

With Gratitude,

*Jade*

Jade LaFreniere | President

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<http://www.muffinmam.com> | <http://www.linkedin.com/company/muffin-mam> |  
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