



**American Harvest Baking**  
Quality. Variety. Convenience. Great Taste.

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## **American Harvest Baking Introduces Bellissimo** ***Churning Up the Custom Frozen Dessert Market***

January 9, 2006 – Mount Laurel, NJ – American Harvest Baking (AHB), a national distributor of high-end artisan breads and dessert specialties, based in Mount Laurel, New Jersey, introduces Bellissimo, the company's new line of customized, made-to-order gelato, ice cream and sorbet delicacies for the commercial marketplace.

Created by AHB's Executive Chef, Robert Bennett, the Bellissimo family of frozen desserts is made with 100% real fruit, genuine vanilla beans, high-quality nuts and other natural ingredients. The gelato, ice cream and sorbet products are customized both in terms of the flavors and packaging. The production process ensures that there is no extended shelf life as Bellissimo is made-to-order for its clients.

Bellissimo is produced at AHB's state-of-the-art facility, each product with its own unique process. The gelato is cooked, cooled and aged in the company's new Italian pasteurizer, blended in a churner imported from Italy, then packaged in 5-quart buckets or 5-liter trays ideal for retailers' European dipping cabinets. The Bellissimo ice cream is also cooked, cooled and aged; yet it is mixed in AHB's ice cream machine using a large sweeping blade to create its lighter creamy texture. The natural sorbet is made using an exclusive recipe of fruit and concentrated sugar. Bennett's unique process intensifies the fruit-flavor and creates a creamy texture.

The Bellissimo family of frozen desserts launches into the market with a variety of tempting flavors. Gelato will be available in French vanilla, pistachio, hazelnut and chocolate. The 12 initial ice

cream flavors will include coconut, caramel, apple crisp and white chocolate macadamia, to name a few. The fruitful sorbets will please palates with cassis, lemon, mango and raspberry for starters. For spring, Bellissimo will introduce a pear jasmine sorbet, strawberry shortcake ice cream and lavender vanilla gelato. Custom flavors will be created with a minimum order of four 5-quart buckets.

“Simply translated, Bellissimo means ‘most beautiful’ and it is that definition which inspired this new line of frozen delicacies,” states Bennett. “At AHB, we use the best ingredients and have all the right equipment so Bellissimo will live up to its name.”

“As a distributor of custom frozen desserts to fine dining restaurants, caterers and hotels, we work closely with executive chefs who often look to us for unique flavors or to meet a specific need,” adds Michael Strange, President of Bassetts Ice Cream in Philadelphia, PA, an AHB client. “In the 10 years I’ve known Robert, he has never stepped away from such a challenge. Quite the opposite... he is invigorated by it. As such, Bassetts is delighted to offer Bellissimo and expand our current line of ice creams and sorbets to include gelato for all our existing and new wholesale customers.”

American Harvest Baking ([www.americanharvestbaking.com](http://www.americanharvestbaking.com)) is a national manufacturer of high-end, par-baked, artisan breads, and dessert specialties, featuring gelato, sorbet and cakes. Located in Mount Laurel, NJ, AHB is led by Jay Roseman, and Barry Kratchman, AHB’s Chief Operating Officer.

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