



FOR IMMEDIATE RELEASE:

THE INVISIBLE CHEF ANNOUNCES NEW BAKING KIT COLLABORATION WITH JELLY BELLY®

Inspired by Jelly Belly's Iconic Flavors, the New Kits Will Hit Shelves in the Fall Of 2016

San Francisco, CA (February 1, 2016) – [The Invisible Chef's](#) Jill McCauley and Terry Howard were thrilled to join the talented producers at this year's Winter Fancy Food Show in San Francisco. At the show, they spotlighted their 2016 product catalog and showcased materials promoting their new original baking kits for Jelly Belly.

With a growing line of breakfast mixes, quick breads, muffins and desserts, The Invisible Chef makes it a cinch for baking novices and experts alike to craft innovative and delightful baked goods each and every time. All mixes are crafted in small batches with all natural ingredients, and many are inspired by the co-founders' favorite family recipes. Mixes can also be adapted and enhanced, making it easy to add a personal touch to the recipe of your choice, whether it be cinnamon pull apart bread (utilizing Beer Bread Mix) or roasted tomato cobbler with goat cheese (utilizing Classic Crème Scone Mix).

Prior to founding The Invisible Chef, Howard and McCauley had separately built exciting careers in the specialty food industry. The two entrepreneurs met while working at a regional gift market, and quickly became close friends and business partners.

Intrigued by their beautiful branding, hands-on approach, use of the highest quality ingredients and superior taste, Jelly Belly approached The Invisible Chef in 2015 to create original baking mix recipes based on the iconic Jelly Belly flavors; after a rigorous selection process, The Invisible Chef was chosen as the exclusive licensee for Jelly Belly baking kits. Highlights from the new line include a Chocolate Covered Cherry Cupcake Kit that includes mixes for *Chocolate Pudding* cupcakes and *Very Cherry* frosting, along with delicious donut, cookie and swirl cake mixes.

"We were thrilled to introduce our 2016 product catalog, which includes creative new recipes and mixes, to our industry friends and insiders at this year's Winter Fancy Food Show," said Terry Howard, *"It was also the perfect venue to announce our Jelly Belly baking kits and work in tandem to promote this collaboration."*

Jill McCauley continued, *"The world's favorite Jelly Belly flavors are a natural fit for baking mixes. It's been a pleasure working with a brand that we've loved since childhood, and we've*

enjoyed the process of adapting our favorite Jelly Belly flavors into homemade goods. The jelly beans themselves make great garnishes!"

The Invisible Chef mixes are available for purchase online and at select specialty retailers across the country. Bakeware and accessories are also available for consumer purchase in the online store. Each mix is made in small batches at a boutique factory in Kentucky.

The Invisible Chef's new baking mixes for Jelly Belly will be available for purchase in the fall of 2016.

For additional information, please visit www.theinvisiblechef.com.

For press inquiries, please contact RVD Communications at laura@rachelvandolsen.com or info@rachelvandolsen.com.

###