



FOR IMMEDIATE RELEASE:

THE INVISIBLE CHEF TO DEBUT NEW COLLABORATION HOLIDAY BAKING MIXES WITH JELLY BELLY® AT SUMMER FANCY FOOD SHOW

*Inspired by the Famous Jelly Belly® jelly bean flavors and recipes you love,
available for the 2016 Holiday Season*

Canton, OH/ San Francisco, CA (April 26, 2016) – Jill McCauley and Terry Howard, the founders of [The Invisible Chef](#), are thrilled to launch Jelly Belly Holiday Baking mixes at this year's Summer Fancy Food Show, to be held on June 26- 28 at the Jacob Javits Center in New York City (Booth 3816). The boutique company, which produces gourmet, all-natural baking mixes that are inspired by the founders' favorite family recipes, will be exhibiting at the show for their 8th year. McCauley and Howard look forward to showcasing **The Invisible Chef's** products and their new original baking mixes in collaboration with Jelly Belly, which will be on shelves for the 2016 holiday season.

Known for their beautiful branding, hands-on approach, use of the highest quality ingredients and superior taste, **The Invisible Chef** became a licensee of Jelly Belly in 2015 to create original baking mix recipes based on the iconic Jelly Belly flavors and recipes. After almost a year of research and development, the team are excited to debut their new line of products, including Hot Chocolate Donut Mix, Candy Cane Swirl Cake Mix, French Vanilla Cookies and Chocolate Covered Cherry Cupcake Mixes. These delicious products will be available to sample at the Summer Fancy Food Show, and will be available to consumers in the fall.

"Working with the Jelly Belly team has been a dream come true, and we're thrilled to be introducing our full line of collaboration baking mixes at the Summer Fancy Food Show," said Terry Howard, *"We've been working hard to refine our creative recipes, inspired by*

our favorite classic jelly bean flavors, and can't wait promote this special holiday line as our first joint endeavor."

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."*

With a growing line of breakfast mixes, quick breads, muffins and desserts, **The Invisible Chef** is adding to the line once again....The French Breakfast Puff Collection is expanding to include two new flavors; Salted Caramel Macchiato and Maple Oat Puffs join the Original Cinnamon Sugar. These mixes make it a cinch for baking novices and experts alike to craft innovative and delightful baked goods each and every time.

Think Outside the Box... is a new website feature highlighting Recipes and how to Videos. The mixes can be adapted and enhanced making it easy to add a personal touch, whether it be Cinnamon Pull Apart bread (utilizing Beer Bread Mix) or Roasted Tomato Cobbler with Goat Cheese (utilizing Classic Crème Scone Mix).

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

For additional information and a full list of retailers, please visit www.theinvisiblechef.com.

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