



February 2010

FOR IMMEDIATE RELEASE

COBS BREAD TAKES THE TRADITIONAL HOT CROSS BUN TO A NEW LEVEL!

Did you know that the Hot Cross Bun has been around for centuries and dates as far back as 600 A.D? The humble bun has come a long way since then, with COBS Bread now offering a delicious variation on the traditional recipe, a bun with more than 100 milk chocolate chunks in each one!

Hot Cross Buns became synonymous with Easter with the belief that Good Friday bread, blessed by clergy, had the powers of protection and healing. According to rumours, many years ago people hung bread baked on Good Friday above their hearth and left it there all year. Not only was it the recommended way to ward off evil, pieces of the bread would be ground off and used to treat illnesses.

These days most of us prefer to buy our freshly-baked Hot Cross Buns from the professionals. COBS Bread continues to bake up a storm this Easter baking over 130,000 Hot Cross Buns over the Easter Weekend alone! Along with the traditional mixed fruit recipe, COBS Bread now offers delicious Chocolate Chip Hot Cross Buns, giving Hot Cross Bun lovers plenty of variety this Easter.

COBS Bread's first Canadian bakery opened in Edgemont Village, in November 2003. Today, this leading Australian owned company boasts over 60 Canadian bakeries employing more than 700 people, providing fresh bread daily to Canadians.

COBS Bread is an ongoing supporter of many charities and each evening donates all left over bread to local charities.

- ENDS -

For more information please contact:

Michelle Duck

Brand Manager, COBS Bread

P: 604-296-3511

E: michelle.duck@cobsbread.com

www.cobsbread.com