



March 25, 2010 11:56 AM Eastern Daylight Time 

## **My Favorite Muffin Scores with Award-Winning Cupcake**

DEERFIELD, Ill.--(BUSINESS WIRE)--BAB, Inc. (OTCBB: BABB) announced today that its My Favorite Muffin® brand has been honored with two awards at Milwaukee's "Iron Cupcake" competition.

To promote its new line of cupcakes, My Favorite Muffin took part in the March 22 event which was held at Milwaukee's Harley-Davidson Museum. Modeled after the popular Food Network television program "Iron Chef," bakers with varying levels of experience compete for awards in a variety of categories. Conducted monthly and open to the public, the contests are funded by corporate sponsors that select a required ingredient to be used in every contestant's recipe entry. The popular event typically attracts 300-500 attendees who pay an admission charge to sample the entries.

My Favorite Muffin took on the March ingredient, curry powder, with a creation it dubbed the "Spicy Turtle," combining its proprietary chocolate cake formula with a secret blend of aromatic spices including the required curry powder and a specially developed filling, frosting, and nut topping. A first-time participant, My Favorite Muffin took first place in two categories, "Celebrity's Choice," selected by a critically acclaimed local chef and "Sponsor's Favorite," selected by the corporate sponsor of the month.

Leslie Walters, Director of Marketing for BAB, Inc., comments on the achievement, "We are excited by the many opportunities presented by the expansion of our line from our original gourmet muffins to the endless possibilities for cupcake recipes and designs for everyday and special occasions. We see this as an exciting additional business avenue for our franchisees."

BAB, Inc. operates, franchises, and licenses Big Apple Bagels®, My Favorite Muffin® Jacobs Bros. Bagels® and Brewster's® Coffee. The Company's stock is traded on the OTCBB under the symbol BABB and its web site can be visited at [www.babcorp.com](http://www.babcorp.com).

---

**"We are excited by the many opportunities presented by the expansion of our line from our original gourmet muffins to the endless possibilities for cupcake recipes and designs for everyday and special occasions. We see this as an exciting additional business avenue for our franchisees."**

---

### **Contacts**

BAB, Inc.  
Leslie Walters  
Phone: (847) 948-7520 Fax: (847) 405-8140  
[www.babcorp.com](http://www.babcorp.com)

**Permalink:** <http://www.businesswire.com/news/home/20100325006134/en/Favorite-Muffin-Scores-Award-Winning-Cupcake>

