



For Immediate Release

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Social Media Campaign Rises Within Ohio Bread Company
Klosterman Baking Company launches new social media campaign

Cincinnati, Ohio, (September 21, 2009) – [Klosterman Baking Company](#), a family-owned bakery headquartered in Cincinnati, Ohio, is excited to announce the launch of a new social media campaign. Effective immediately, Klosterman Baking Company will begin joining consumers in their everyday conversations through the use of Twitter, Facebook and a new blog. Fittingly titled “A Slice of Life,” the new blog will allow Klosterman Baking Company to have a closer relationship with their consumers.

“A Slice of Life” will be authored by Klosterman Baking Company CEO, Kim Klosterman, and each social media outlet is being introduced with a variety of information including product facts, contests, savings and more. An ongoing PR campaign accompanies the new social media presence, which is targeting local bloggers, Klosterman consumers and social media enthusiasts.

“A presence in the social media world is something that consumers have come to expect from the companies they love and are loyal to,” said Kimberly Klosterman, CEO, Klosterman Baking Company. “We’re excited to join in the conversations that consumers are having in order to allow us a better understanding of how we can continue to serve them with the products and opportunities they desire.”

Klosterman Baking Company has grown to be one of the largest family-owned bakeries in the Midwest and provides fresh hearth breads, rolls and a variety of other bakery items to more than 4,000 restaurants, grocery stores, hospitals and schools in Ohio, Kentucky and Indiana. Klosterman’s social media presence can be found at [Facebook.com/KlostermanBakingCompany](https://www.facebook.com/KlostermanBakingCompany), [Twitter.com/KlostermanBread](https://twitter.com/KlostermanBread) and “A Slice of Life” can be accessed through the company web site, www.KlostermanBakery.com.

About Klosterman Baking Company:

Founded over 100 years ago, [Klosterman Baking Company](#) has grown to be one of the largest family-owned bakeries in the Midwest. Headquartered in Cincinnati, Ohio, [Klosterman Baking Company](#) provides fresh hearth breads, rolls and a variety of other bakery items to more than 4,000 restaurants, grocery stores, hospitals and schools in Ohio, Kentucky and Indiana. Klosterman distributes quality frozen products throughout the United States and maintains strong partnerships with several food service distributors to ensure that Klosterman products are available to any customer nationwide.

www.KlostermanBakery.com
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[Twitter.com/KlostermanBread](https://twitter.com/KlostermanBread)