

Ingredient Integrity Manifesto Leads to a New Brand!

Over the past decade, our bakery has seen a shift in the industry. In the early 2000s, the focus was on supply chain convenience—with ingredient quality and integrity getting squeezed out. The balance had shifted in our food supply, and the focus was now on supply chain convenience—with ingredient quality and integrity getting squeezed out.

Given the path the industry was heading down, we made a decision to collectively take back control. We were confident that the arduous process we were embarking upon was worth it, and that our customers would be demanding clean products in the future.

Our task was to match the flavor and function of the ingredients in our 300+ dessert portfolio, all while delivering the unparalleled taste, texture and originality that our fiercely loyal customers have grown to expect from us.

We have stayed the course, using our stature as innovators to educate, convince and sometimes cajole some of the largest ingredient suppliers in the country to change their ways. Among our many milestones, we have eliminated GMO's from many of our key ingredients, we use only hormone-free dairy and we have removed all artificial flavorings and colorings while developing our own, natural alternatives. Our unwavering commitment has enabled us to make these strides throughout our entire bakery and across all of our product lines.

But we have taken this passion one step further with our new Manifesto™ line of indulgences, ensuring that each ingredient is clean



and GMO free. Every batch of our Manifesto™ bake-off cookies starts with all-butter dough, pure cane sugar and only cage-free eggs. Additionally, all Manifesto™ chocolates are sustainably grown by farmers dedicated to protecting their land for future generations.

With 8 decadently wholesome flavors available, every bite is truly pure indulgence—all handcrafted from simple, wholesome ingredients. For instance, Sandy's Amazing Chocolate Chunk Manifesto™ Cookie is rich with giant morsels of chocolate sustainably grown in the Peruvian Andes. And our Salted Caramel Crunch Manifesto™ Cookie is salty sweet perfection that plays hopscotch across your tongue. Each bite is filled with all-natural toffee and specially made GMO-free pretzels for an added crunch.

As our commitment to being relentless advocates for our customers strengthens, we continue to work on cleaner ingredient sourcing throughout our bakery. We are proud to be an agent of change in making our food supply wholesome and transparent.

All of us at Sweet Street invite you to experience the Power of Good Food Shared™.