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GOODNESS GRAPENESS! BUFFALO ROCK AND DREAMCAKES INTRODUCE NEW GRAPICO CUPCAKE

BIRMINGHAM, AL (October 10, 2012) – Fans of Grapico grape soda and Dreamcakes cupcakes are in for a sweet treat: Buffalo Rock Company and Dreamcakes Bakery have partnered to create a limited-run cupcake.

The “Grapico Dreamcakes Cupcake” is the latest flavor in a cupcake trend that has swept the country. People can’t seem to get enough of these irresistible, individually sized delights.

Buffalo Rock and Dreamcakes, both Birmingham-based businesses, delivered the first batch of cupcakes to Birmingham City Council and Jefferson County Commission meetings on Tuesday.

“We are thrilled about our partnership with Dreamcakes,” said Matthew Dent, president and chief operating officer of Buffalo Rock. “Our collaboration celebrates two great products produced right here in Birmingham. It just seemed like a natural fit.”

Birmingham magazine has ranked Dreamcakes the best cupcake in town for three years in a row. This year the Dreamcakes Cupcake Truck earned the number three spot on the best food truck list.

“I can’t think of a better flavor for a new cupcake than Grapico,” said Jan Moon, owner and CEO of Dreamcakes Bakery. “We went all out with this recipe. The batter, filling and icing are all made with Grapico to give you that one-of-a-kind grape taste.”

The cupcakes are now available at Dreamcakes Bakery and Cupcake Truck through November.

About Buffalo Rock Company

Buffalo Rock Company is one of the nation’s largest privately-held, family-owned Pepsi and Dr. Pepper bottlers in the U.S. The company employs over 2,100 employee-partners who service a population of over 6 million consumers throughout Alabama, Western Georgia and the panhandle of Florida. James C. Lee, III, Chairman of the Board and CEO, and fourth generation Lee, brings more than 40 years of experience to his company that exceeds \$500 million in revenue annually. With over 110 years in business and an average of 30 years of experience among its executive team, the company is positioned for continued growth and to meet the soft drink beverage demands of an ever-changing consumer. For more information about Buffalo Rock Company, please visit www.buffalorock.com.

About Dreamcakes Bakery

Located in the Edgewood neighborhood of Homewood, Dreamcakes Bakery has been serving up cakes, cupcakes and other sweet treats for every occasion since 1991. Owner and CEO Jan Moon has been creating wedding cakes for brides and grooms in the Birmingham area for over 20 years before opening her own bakery. Most recently, she is the author of *The Big Book of Cupcakes*, the first cookbook from Dreamcakes. For more information about Dreamcakes, please visit www.dreamcakes-bakery.com.

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