

# FIRST ON 7: Michigan based Just Baked plans major expansion

Posted: 9:57 PM

Last Updated: 1 hour and 6 minutes ago

(WXYZ) - Michigan based Just Baked has announced that an infusion of funds from an investment group will allow the specialty cupcake shop and bakery to expand.

The investment is coming from Garden Fresh Gourmet. The group will also provide retail expertise that will allow Just Baked to expand into stores nationwide. They are also planning a wholesale program to put their products into 10,000 grocery stores across the country over the next two years.

Financial terms of the deal were not released.

Just Baked founder Pam Turkin says, "We feel extremely lucky to receive this opportunity to grow and expand our business. What attracted us to the GFG team beyond their investment capital was their vast knowledge, expertise and resources of the retail and wholesale industries. We could not have selected a better partner for this venture."

Just Baked was started as a Livonia bakery in 2009. It was since grown to six stores in Southeast Michigan. Under the current plan, Just Baked will have 50 franchises by the end of 2012 and 200 by 2014.



advertisement

Plans for the retail program are to put six of Just Baked's top flavors in two-packs for grocery store sales. The packs will cost \$3.99 and are expected to be in stores in May and nationwide by the end of the year. The flavors will include Vanilla Stuffed, Chocolate Stuffed, Chocolate Dream, Red Velvet, Carrot and Cherry Chip.

Copyright 2011 Scripps Media, Inc. All rights reserved. This material may not be published, broadcast, rewritten, or redistributed.

•  PRINT

Share This Comments

Login or signup

You must be logged in to comment

Post

Live



Margie

Michigan based Just Baked plans major expansion <http://bit.ly/dFYj3A>

User ID:<http://twitter.com/brownthumbgirl>

12 Minutes Ago

· Reply



Bud Obonga

"Just Baked" at 420\*!

User ID:<http://facebook.com/100001032778502>

1 Hour Ago

· Reply



Rolf Rasmusson

Michigan based Just Baked plans major expansion <http://bit.ly/i0WcBS>

User ID:<http://twitter.com/dietchocolate4u>

1 Hour Ago

· Reply



Curtis Leon Douglas

thats what im talking about small buiness wil save michigan

User ID:<http://facebook.com/100000586305337>

7 Hours Ago

· Reply



Mark Hanegan

Michigan based Just Baked plans major expansion: The investment is coming from Garden Fresh Gourmet. The group w... <http://bit.ly/gkaw3Y>

User ID:<http://twitter.com/markhanegan>

8 Hours Ago

· Reply

More

social networking by

- **Marketplace**