



## Cinnabon makes its way to convenience stores

**Cinnabon, an American baked goods chain famous for its cinnamon rolls, has come up with a lineup of cookies and pastries for grocery and convenience stores, reports [nacsonline.com](http://nacsonline.com).**

The extension into the c-store industry is Cinnabon's way of giving its customers more access to the well-loved brand, said Kristen Hartman, senior vice president of marketing for the Snacks Group at parent company Focus Brands.

New packaged products, which include a cream cheese, frosting-filled streusel muffin, a Caramel Pecanbon cookie, a marble pound cake with a cinnamon swirl, and a cinnamon chip cookie, will be available at in-store bakeries as well as on store shelves.

Cinnabon beverages such as Caramel Pecanbon cappuccino and a cinnamon roll frozen cappuccino will also be offered. "We have a Cinnabon flavored shake in Sheetz. So the flavors pair really well with beverages, and it's also that indulgence people are looking for," said Hartman.

The chain also plans to sell doughnuts in the near future.