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## ***Spencer's Cinnamon Rolls available in OSU Dining Services***

By Stacy Patton, FAPC Communications Graduate Assistant

**(Oct. 28, 2008 Stillwater, Okla.)** Oklahoma State University students can now purchase Spencer's Gourmet Cinnamon Rolls on the Stillwater campus. The cinnamon rolls with cream cheese icing are available in Blair Dining, located in Bennett Hall, and the Adams Market.

Mike Spencer, owner of the company, hopes soon to be selling the product in the OSU Student Union. The popularity of the product in Blair Dining and the Adams Market can determine whether the cinnamon rolls will be available for purchase in the Student Union.

Following the first campus order, free samples were given to students at the Adams Market and Blair Dining, said Andrea Graves, FAPC business planning and marketing specialist.

"It is important to let students know that this new local cinnamon roll is now available to them," Graves said. "It is a chance for them to directly have a choice to have an impact on an Oklahoma business. Their choice truly does matter."

Graves said the response from the demonstration was extremely positive, and the students were surprised that such a good product came from a company based in Oklahoma.

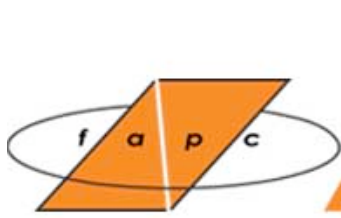
"The support we have received from the OSU dining services has been tremendous," Graves said. "If we did not have their support to test the cinnamon rolls in their food service facilities, it would be more difficult to get the product in this kind of market."

Spencer, also owner of Spencer's Smokehouse & BBQ in Midwest City, Okla., began working with the FAPC in March 2006 and attended FAPC's Basic Training Workshop. The goal, at that time, was to develop and market a signature barbecue sauce.

"After attending the Basic Training Workshop, Mike immediately understood that there were numerous barbecue sauces already on grocery stores' shelves, and it would take considerable time and money to establish his product with the other brands," said Jim Brooks, FAPC manager of business and marketing services.

However, Spencer received positive responses to the cinnamon rolls he had prepared and brought to the training. It was then that the Spencer's began to discuss the possibility of marketing the cinnamon rolls, instead.

"Everyone who tried the cinnamon rolls were very impressed and stated that there is nothing quite like them in the market," Spencer said. "I had not considered the cinnamon rolls at that time, but discussed it with my family and decided to give it a try and see where the market might be for the cinnamon rolls."



That decision paid off for Spencer because, in addition to the OSU campus, his cinnamon rolls are currently being sold in the Oklahoma City, Tulsa and Lawton Sam's Club warehouses. Ben E. Keith also is distributing the rolls to restaurants, hotels, hospitals and caterers.

The FAPC is still providing assistance to Spencer and his company. Graves is trying to help Spencer get his cinnamon rolls into the U.S. Foodservice distribution company.

"Thousands of new food products are introduced to the public each year," Graves said. "It takes new companies a lot of time and perseverance to keep them going and become regularly purchased items. The FAPC will continue to work with Spencer's as long as needed to help them become more successful."

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