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### **Bud Cason of Bud's Best Cookies Inducted into Baking Hall of Fame**

BIRMINGHAM, Ala. (Nov. 7, 2016) — Albert L. “Bud” Cason, founder and chairman of Birmingham-based Bud’s Best Cookies, will be inducted into the Baking Hall of Fame by the American Society of Baking (A.S.B.).

The award was created to recognize industry innovation and entrepreneurial spirit. Individuals inducted into the hall of fame are selected for their achievements in organizational growth and development, equipment design and innovation, advancements in ingredient technology and processing or related service to the commercial baking industry.

“The lives and careers of these individuals provide wonderful examples of excellence and leadership,” said John Del Campo, chair of the A.S.B. Baking Hall of Fame Evaluation Committee and general manager of Repco – Bakery Division, Salina, KS. “They represent the best qualities of compassion, forward thinking and personal judgment. The committee feels honored to have looked at their accomplishments. They inspire our future by their experience.”

Bud was one of the first cookie producers to recognize the potential of contract manufacturing. In the 1970s, he saw that large consumer products goods companies were moving out of manufacturing activities to concentrate their resources on marketing. He reinvigorated a modest bakery concern in the Southeast to serve that need. In doing so, he practically invented the category of mini-cookies by being the first to master the mass production of these bite-size treats, now found at convenience stores all around the country and on Amazon.com. Later, he added full-size cookies and, most recently, wafer products to the product line of his lively business.

He is also very active in his community and church and generously supports their causes, charities and initiatives. Bud is a co-founder of the Cookie and Snack Bakers Association (CASBA). He serves on the board of the Biscuit & Cracker Manufacturer’s Association (B&CMA), and he is currently involved in the merger of B&CMA and the America Bakers Association (A.B.A.).

“Since I was 12-years-old working in my aunt’s bakery, I always knew that I wanted to own my own cookie factory,” said Bud. “Being inducted into the Bakers Hall of Fame is such an honor and makes me realize all of my dreams have come to fruition.”

On Feb. 27, 2017, A.S.B. will induct Bud and three other industry leaders with special ceremonies during BakingTech 2017 in Chicago.

- Albert L. (Bud) Cason, Bud’s Best Cookies, Birmingham, Ala.
- Murray and Marvin Lender, Lender’s Bagel Bakery, New Haven, Conn.
- Joseph (Joe) Schwebel, Schwebel’s Baking Co., Youngstown, Ohio

Since its launch in 2006, the Baking Hall of Fame will have enshrined 76 individuals with the 2017 class. They come from all walks of life in the baking industry — from bakeries, allied equipment and ingredient suppliers, schools, service organizations and publishers. Their accomplishments can be read at [www.asbe.org/hall-of-fame/baking-hall-fame-inductees-year](http://www.asbe.org/hall-of-fame/baking-hall-fame-inductees-year).

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### **About Bud’s Best Cookies**

Founded in 1991 by Bud Cason, Bud's Best Cookies began operations in 1992 in its 130,000 square-foot facility in Birmingham, Ala. The company manufactures a variety of Bud’s Best bite-sized cookies that are distributed across the country. Bud’s Best Cookies also owns several brands, including Uncle Al’s standard-sized cookies, sold at convenient stores; Woopee brand sold exclusively in New York, New Jersey and Philadelphia; and Bud and Al’s Signature line of specialty cookies. For more information, visit the Bud’s Best Cookies website at [www.budsbestcookies.com](http://www.budsbestcookies.com).