

FOR IMMEDIATE RELEASE

June 1, 2026



No Sugar Baker Expands into United Supermarkets and Market Street Across Texas and New Mexico with Signature OMG Cinnamon Rolls

America's No Sugar Baker Continues Growing Partnership with Albertsons Companies

LUBBOCK, TX — No Sugar Baker, the nationally recognized sugar-free dessert brand founded by Jayne Jones, now commonly and popularly known as America's No Sugar Baker, announced today the expansion of its retail footprint into United Supermarkets and Market Street locations across Texas and New Mexico.

The launch features one of the company's most talked-about products: No Sugar Baker OMG Cinnamon Rolls — soft-baked, indulgent cinnamon rolls made without sugar and created for consumers seeking healthier options without sacrificing comfort, flavor, or tradition.

The expansion represents another milestone in No Sugar Baker's growing partnership with Albertsons Companies, one of the nation's leading grocery retailers. The United Family of stores—including United Supermarkets and Market Street—operates as a division of Albertsons Companies, serving communities throughout Texas and New Mexico.

"This expansion is deeply personal because No Sugar Baker never started as a company — it started as survival," said Jayne Jones, founder of No Sugar Baker.

"After my diabetes diagnosis, I eliminated sugar from my life and began sharing free recipes online to help others facing the same struggles. Then, three years later, the unexpected happened. I survived septic shock after doctors gave me a one percent chance to live."

"About six months later, I looked at my husband — lovingly known in the blog as 'The Hubs' because of his constant guidance and encouragement — and asked, 'Why isn't there a truly great sugar-free cinnamon roll?' That simple question eventually became our OMG Cinnamon Rolls."

What began as a personal blog and mission to help others has grown into a nationally recognized brand and movement focused on proving that healthier desserts can still feel joyful, comforting, and indulgent.

No Sugar Baker has gained national attention for combining bold flavor with mission-driven advocacy and has been featured in Fox News, Woman’s World, People, Forbes, and other major media outlets nationwide.

The OMG Cinnamon Rolls have become a signature product for the company, earning a loyal following among consumers looking for premium desserts made without traditional sugar.

“What makes this partnership with Albertsons Companies so meaningful is that it allows us to bring joy back to people who often feel overlooked in the food world — diabetics, grandparents, caregivers, families trying to make healthier choices, and anyone who still wants something warm, comforting, and amazing without the sugar overload,” Jones added. “We’re incredibly excited for shoppers throughout Texas and New Mexico to finally experience what many customers now call our ‘Amazing Cinnamon Rolls—Amazing!’”

No Sugar Baker products are now available in participating United Supermarkets and Market Street locations.

For more information, visit www.nosugarbaker.com.

About No Sugar Baker

No Sugar Baker is a nationally recognized sugar-free dessert company founded by Jayne Jones, America’s No Sugar Baker. Originally launched as a blog sharing free sugar-free recipes, the company has grown into a leading brand focused on creating premium treats and desserts made without sugar. No Sugar Baker is committed to helping consumers enjoy indulgent flavors while supporting healthier lifestyles.

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