

TASTY BAKING CO  
Form SC 14D9  
April 11, 2011

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SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

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SCHEDULE 14D-9

(Rule 14d-101)

Solicitation/Recommendation Statement Under Section 14(d)(4)  
of the Securities Exchange Act of 1934

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TASTY BAKING COMPANY

(Name of Subject Company)

TASTY BAKING COMPANY  
(Name of Person Filing Statement)

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Common Stock, par value \$0.50 per share

(Title of Class of Securities)

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876553306

(CUSIP Number of Class of Securities)

Larry Weilheimer  
Senior Vice President and General Counsel  
Navy Yard Corporate Center  
Three Crescent Drive, Suite 200  
Philadelphia, Pennsylvania 19112  
(215) 221-8500

(Name, Address and Telephone Number of Person Authorized to Receive Notices and  
Communications on Behalf of Person Filing Statement)

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Copy to:

Eric D. Schoenborn  
Stradley Ronon Stevens & Young, LLP  
Woodland Falls Corporate Park

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200 Lake Drive East, Suite 100  
Cherry, Hill, NJ 08002  
(856) 321-2413

T Check the box if the filing relates solely to preliminary communications made before the commencement of a tender offer.

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On April 11, 2011, Tasty Baking Company (“Company”) and Flowers Foods, Inc. issued a joint press release and the Company disseminated a letter to its employees, its independent sales distributors and a question and answer sheet to the media. The Company hereby incorporates by reference into this Schedule 14D-9 the following exhibits to the Company’s Current Report on Form 8-K filed on April 11, 2011:

- |              |   |
|--------------|---|
| Exhibit 99.1 | Press Release dated April 11, 2011                              |
| Exhibit 99.2 | Letter sent to employees of the Company on April 11, 2011       |
| Exhibit 99.3 | Letter sent to independent sales distributors on April 11, 2011 |
| Exhibit 99.4 | Question and answer sheet distributed on April 11, 2011         |