

Tastykake – Philadelphia, PA

Tastykake is the popular local brand name of the Tasty Baking Company, which was purchased by Flowers Foods (NYSE: FLO) in April 2011 for \$34M. Tasty Baking Company remains headquartered in the Philadelphia Naval Business Center. The company was founded in 1914 and distributes products to several states on the East Coast, including Florida. The company sells baked snack foods such as Krimpets, Kandy Kakes, pies, and donuts.

To learn more about the company and their IT environment, I used Burp Suite in a virtual environment to establish an intercepting proxy on my local host when navigating the company's website, www.tastykake.com. The initial response from the server indicated that the website was hosted on an Apache 2.2.15 (CentOS) server at IP Address 166.78.179.34, running an PHP application. A PHPSESSID cookie was established to identify my session.

Once a session was established, I found that the website uses several third party services including the following:

- [ajax.googleapis](#) – Set of google APIs to allow communication with Google services, such as Search, Gmail, and Google Maps.
- [google-analytics](#) – Web analytics service offered by Google that tracks and reports website traffic
- [gstatic](#) – Domain owned by Google for loading Content (including fonts) from their Content Delivery Network (CDN)
- [New Relic](#) ([am.nr-data.net](#) and [js-agent.newrelic.com](#)) – Performance and Browser monitoring for Node.js applications

I then clicked on the Careers link and found that the company uses Success Factors, a third party application, to manage job postings. I observed several parameters being passed to Success Factors, including the company (FlocorpPRD) and a site value. I concluded that this is the company ID for the parent company (Flower Foods). A link to the parent company showed that Flower Foods is hosting their website, flowerfoods.com, on a Microsoft server running an ASP.NET application. I also observed that Flower Foods was not using as many of the third party services as Tastykake. Based on the differences between the environments of the Tastykake and Flower Foods websites, I assume that they have not standardized their IT environment since the acquisition. Standardization could possibly lead to a reduction in operating costs and reduce the skills and resources needed to support multiple environments.

I wrapped things up by subscribing to the newsletter and searching for locations that sell Tastykakes in my town. I found that APIs passing my e-mail address and zip code as a parameter values to execute these functions.

This exercise taught me the power of intercepting proxies to perform reconnaissance activities on a website. In addition, I observed how many different APIs and web services are used in the background of a website. Finally, I learned that intercepting proxies, such as Burp Suite, could easily be used by malicious actors to steal data (e.g. login credentials) and modify request packets to perform attacks (e.g. SQL injection).