



# Canada Bread Fresh Bakery



## COMPANY FACT SHEET

### Business Overview:

Fresh Bakery is a leading producer and distributor of packaged fresh bread and bakery products with brands such as *Dempster's*, *POM*, *Ben's*, *Smart* and *Healthy Way*. *Dempster's* is the national brand leader and a market leader in health/well-being bread products in Canada. The growth strategy is to focus on market leadership in the premium, whole grain and organic categories.

### Business Objective:

Fresh Bakery seeks to create value by leading innovation in products and service delivery in the bakery industry, enhancing distribution services and processes, and continuing to grow premium, whole grain and organic breads.

### Operations and Locations:

The Company operates 22 bakeries and employs approximately 5,100 people across Canada.

Province	Operations
British Columbia	Regional Office - Langley Bakeries (2) - Langley, Delta Distribution Centres (2)
Alberta	Bakeries (2) - Edmonton (2) Distribution Centre (2)
Saskatchewan	Sales - Saskatoon
Manitoba	Sales - Winnipeg Distribution Centre (1) - Winnipeg
Ontario	Head Office - Toronto Bakeries (5) - Hamilton, North Bay, Toronto (3) Distribution Centres (5)
Quebec	Regional Office - Laval Bakeries (8) - Beauport, Laval, Lévis, Montréal (2), Québec City, St. Côme, Shawinigan Distribution Centres (5)
New Brunswick	Bakeries (3) - Grand Falls, Moncton, Woodstock Distribution Centre (1)
Prince Edward Island	Sales
Nova Scotia	Regional Office - Bedford Bakery (1) - Halifax Distribution Centre (1)
Newfoundland	Bakery (1) - St. John's

### Key Products:

Fresh Bakery produces and distributes freshly baked products including:

- Sliced breads: white, whole wheat, whole grain, organic and low carbohydrate varieties
- Artisan breads
- Breakfast and snack products: bagels, English muffins, fruit breads and waffles
- Sweet goods: cakes, pies, tarts, donuts and cookies
- Flatbreads: tortillas, pitas, naan and sandwich pouches

**Markets:**

Fresh Bakery serves major grocery chains, retail outlets and foodservice operations across Canada and in the Northeastern and Northwestern United States. The Company distributes branded products in the mainstream to super-premium segments, and is the leading producer of whole grain breads. Fresh Bakery also produces private label products for grocery and foodservice outlets.

**Growth Strategy:**

Fresh Bakery seeks to grow value added bakery segments by focusing on health and well-being, and penetrating new bakery segments, channels of distribution and geographies.

The business will continue to grow market leadership and margins by investing in the premium whole grain and organic product categories, and by delivering continued product innovation in other core categories.



**Canada Bread  
Fresh Bakery**  
Sandwich Business



**COMPANY FACT SHEET**

**Business Overview:**

Aliments Martel is a leading producer and distributor of sandwiches, meals and sweet goods with brands such as *Martel, Audrey, China King, Déli Chef, l'Italienne Maison, Hamish & Enzo*. Aliments Martel is the national leader in the Canadian pre-packaged sandwich market.

**Business Objective:**

Martel seeks to create value by leading innovation in products and service delivery in the prepared sandwich and refrigerated ready meals industry.

**Operations and Locations:**

The Company operates 4 production facilities, and employs approximately 525 people across Canada.

Province/ Region	Operations
Ontario	Prepared Foods
Quebec	Office – Lévis (St-Romuald) Bakeries (1) – Lachine Prepared Foods (2) Gatineau, Lévis (St-Romuald) Distribution Centre (1) Lachine
Atlantic	Sales office

**Key Products:**

Aliments Martel produces and distributes:

- Prepared sandwiches and subs
- Prepared meals, pizza and meat pies.
- Sweet goods: cakes, pies, tarts, donuts and cookies

**Markets:**

Aliments Martel serves major grocery chains, retail outlets, gas stations and foodservice operations across Canada. The Company distributes branded products in the mainstream segments, and also produces private label products for grocery and foodservice outlets.

**Growth Strategy:**

Aliments Martel seeks to grow value added prepared sandwiches, ready meals and sweet goods focusing on penetrating new segments, channels of distribution and geographies. The business will continue to grow market leadership by investing in innovation to develop premium value-added meal options focusing on taste, nutrition and convenience.