



Maple Leaf Bakery (U.K.)



COMPANY FACT SHEET

Business Overview:

Maple Leaf Bakery U.K. is a leading specialty bakery in the United Kingdom producing bagels, croissants, Italian ciabatta and other specialty bakery products in the U.K. and European markets.

Business Objective:

Grow the Company's market share for specialty bread products, including bagels, croissants and Italian ciabatta, in the U.K. and Europe.

Locations and Employees:

Maple Leaf Bakery U.K. operates eight facilities and employs approximately 1,250 people in the United Kingdom.

Location	Activity
Southend	Foodservice bagels and pretzels
Rotherham	Private label and branded bagel products
Workington, Cumbria	In-Store Bakery (ISB) and specialty bakery products
Walsall (Harvestime)	Private label ISB bread, Italian bakery products and crumpets
Park Royal, London (The French Croissant Company)	Croissants and other Viennoiserie products
Maidstone (Avance)	Specialty bakery, including tear n' share breads, dough balls plus longer life products using modified atmosphere packaging
Park Royal, London (La Fornaia)	Specialty bakery, including Italian ciabatta, focaccia and Panini, French Fougasse and crisp breads
Dunstable	Sweet, savoury and meat-filled pastries

Key Products:

Traditionally focused on the bagel market, the business has significantly expanded its focus through several recent bakery acquisitions in the U.K. Its diversified product portfolio of value-added specialty bakery products includes ciabatta and other Italian specialty breads, croissants, artisan breads, baguettes, soft pretzels, bialys, "tear n' share" bread, pizza dough and pastries.

Markets:

Maple Leaf Bakery U.K. is the pre-eminent supplier of bagels, croissants and Italian ciabatta in the U.K. The Company manufactures under the *New York Bakery Co.* brand, which is carried by all major U.K. retailers, in addition to private label brands along with frozen bakery products for in-store bakeries. With its strong manufacturing network of eight facilities, including the new bagel plant in

Rotherham - one of the largest in the world, the Company is well positioned to expand market share in the U.K. and Europe.

Growth Strategy:

Over the past decade, Maple Leaf Bakery U.K. has built a highly successful bakery business in the U.K., with leading market shares in high growth core categories through both organic growth and acquisitions. The bagel category has been growing at approximately 20% annually since Maple Leaf Bakery U.K. entered the market. Further growth for bagels and specialty bakery products in the U.K. and European markets will be achieved through branded and private label development. Expansion and opportunities have also been identified in the growing the U.K. foodservice market.