



# Maple Leaf 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*, *McGavin's* and *Healthy Way*. *Dempster's* is the national brand leader and is 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 5,200<sup>1</sup> people across Canada.

Province	Operations	Employees (Approx.)
British Columbia	Regional Office - Langley Bakeries (3) - Langley (2), Delta Distribution Centres (2)	860
Alberta	Bakeries (2) - Edmonton (2)	470
Saskatchewan	Sales - Saskatoon	25
Manitoba	Sales - Winnipeg	40
Ontario	Head Office - Toronto Bakeries (5) - Hamilton, North Bay, Toronto (3) Distribution Centres (3)	1,100
Quebec	Regional Office - Laval Bakeries (7) - Beauport, Laval, Lévis, Montréal (2), Québec City, St. Côme, Distribution Centres (5)	1,600
New Brunswick	Bakeries (3) - Grand Falls, Moncton, Woodstock Distribution Centre (1)	560
Prince Edward Island	Sales	20
Nova Scotia	Regional Office - Bedford Bakery (1) - Halifax Distribution Centre (1)	400
Newfoundland	Bakery (1) - St. John's	140
<b>TOTAL</b>		<b>5,215</b>

<sup>1</sup>Employee numbers based on January 2006 figures.

**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, sandwich pouches

**Markets:**

Fresh Bakery serves major grocery chains, retail outlets and foodservice operators across Canada and in the Northeastern and Northwestern United States. The bakery 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 added value bakery segments by focusing on health and well-being, and to penetrate 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.