



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 for the U.K. and Irish markets.

Business Objective:

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

Locations and Employees:

Maple Leaf Bakery U.K. operates four facilities and employs approximately 920 people in the United Kingdom.

Location	Activity
London – Park Royal	Specialty bakery; products include Italian ciabatta, focaccia, panini and crisp breads
Maidstone	Viennoiserie bakery; products include croissants, pain au choc and pain au raisin
Rotherham	Bagel bakery; producing private label and branded bagel products
Walsall	Bakery; producing private label In-Store Bakery bread and Italian bakery products

Key Products:

Traditionally focused on the bagel market, the business has significantly expanded its focus through several bakery acquisitions in the U.K. Its diversified product portfolio of value-added, specialty bakery products includes croissant, ciabatta, other Italian specialty breads and artisan breads.

Markets:

Maple Leaf Bakery U.K. is the pre-eminent supplier of bagels, croissants, and specialty breads in the U.K and Ireland. The Company manufactures bagels under the *New York Bakery Co.* brand and in 2011 underwent a very successful brand relaunch. The brand is carried by all major U.K. retailers; bagels are also supplied into the retail trade through private label brands. The majority of the other products are also supplied in private label brands to the retail trade. With its strong manufacturing network, including one of the largest bagel plants in the world at Rotherham, the Company is well positioned to expand market share in the U.K. and develop opportunities in Europe.

Growth Strategy:

Over the past decade, Maple Leaf Bakery U.K. has built a successful bakery business in the U.K and Ireland with leading market shares in high growth core categories through both organic growth and acquisitions. The bagel category has grown 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 opportunities have also been identified in the U.K. foodservice market.