



Canada Bread Frozen Bakery



COMPANY FACT SHEET

Business Overview:

Frozen Bakery is the North American leader in the growing frozen bakery market in par-baked and frozen fully baked. “Par-baked” products are baked to within 90% of completion, then quick frozen and shipped to customers for the final 12-15 minutes of baking. Par-baked provides in-store bakery, foodservice and club store operators with the opportunity to reduce costs and consistently deliver premium quality, fresh-baked products throughout the day. With plants in California, Virginia, Alberta and Ontario, the Company can ship products to virtually all major population centers in North America within 24 hours, providing a strong competitive advantage. Frozen Bakery is a division of Canada Bread Company, Limited, which is 90% owned by Maple Leaf Foods Inc.

Business Objective:

Frozen Bakery will build profitable growth through product innovation and leverage its North American production and distribution network to deliver exceptional customer service.

Operations and Locations:

Frozen Bakery employs nearly 1,400 employees at its head office and seven bakeries across Canada and the United States.

Location	Activity
Calgary, Alberta, Canada	Bakery operation
Toronto, Ontario, Canada - Viceroy (Concord) - Rivermede (Concord) - Pita	Bakery operations (3)
Chicago, Illinois, USA	Head office
Roanoke, Virginia, USA	Bakery operation
Oxnard, California, USA	Bakery operation
Richmond, California, USA	Bakery operation

Key Products:

Frozen Bakery produces and distributes frozen bakery and pastry products, including:

- Artisan breads and rolls
- Whole wheat and whole grain products
- Crusty and hearth breads and rolls
- Specialty breads and rolls
- Bagels
- Flatbreads
- Croissants, turnovers and scones
- Frozen pie and tart shells and puff pastry

The benefits of par-baked bread:

Par-baked bread is bread baked to within 90% of completion, quick frozen and shipped to market, where a final 12-15 minutes in the customer's oven delivers fresh baked consistent high quality products to the consumer. The par-baked market is among the fastest growing in the bakery industry. As the leading North American par-baked bakery, we allow customers to:

- Produce fresh, hot bread in just minutes instead of hours;
- Cycle bake throughout the day to reach shoppers at peak periods;
- Reduce equipment, energy, waste and in-store baking costs;
- Improve product consistency and quality;
- Specialize products to build consumer loyalty.

Markets:

Frozen Bakery serves major retail grocery, club stores, mass merchants and foodservice operators across Canada, the United States and Asia. It produces private label products as well as a select range of branded offerings including *Grace Baking* artisan breads, the *Wholesome Harvest* line of premium wellness breads, *California Goldminer* sourdough specialty breads and *Maison Cousin* crusty breads and rolls. In Canada, the Company also produces *Dempster's Home Bakery* breads and *Tenderflake* frozen pie shells.

Growth Strategy:

The Company works with its customers across North America to support their conversion to par-baked breads and develops new products and programs to assist them in adding excitement and innovation to the bakery category. The Company is a total solutions provider focused on driving unsurpassed value for its customers.

Branded Websites:

Tenderflake (hyperlink to branded website: <http://www.tenderflake.ca/Forms/Home.aspx>)

Branded Facebook Sites:

Tenderflake (hyperlink to branded website: <http://www.facebook.com/MapleLeafFoods#!/Tenderflake>)