



# 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 *Cadbury*. *Dempster's* is the national brand leader and a market leader in the health and well-being segment of bread products in Canada. The growth strategy is to focus on market leadership in all commercial bread 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 breads, tortillas, pitas, rye, hearth breads and sweet goods.

### Operations and Locations:

The Company operates 21 bakeries and employs approximately 4,500 people across Canada.

Province	Operations
British Columbia	Regional Office - Langley Bakeries (1) - Langley Distribution Centres (1)
Alberta	Bakeries (2) - Edmonton (2) Distribution Centres (2)
Saskatchewan	Distribution Centres (2)
Manitoba	Distribution Centre (1) - Winnipeg
Ontario	Head Office - Toronto Bakeries (6) - Hamilton, Hamilton Trillium, 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 Office
Nova Scotia	Regional Office - Bedford Bakery (1) - Halifax Distribution Centre (1)
Newfoundland	Bakery (1) - St. John's Distribution Centre (1)

**Key Products:**

Fresh Bakery produces and distributes freshly baked products, including:

- Sliced breads: white, whole wheat, whole grain, rye and low carbohydrate varieties
- Artisan breads
- Breakfast and snack products: bagels, English muffins and fruit breads
- Sweet goods: cakes, tarts, donuts and cookies
- Flatbreads: tortillas, pitas 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 product category, and by delivering continued product innovation in other core categories.