



A Century in



the Making



WHO IS CANADA BREAD?

- A leading Canadian manufacturer of value-added, flour-based products
- National presence in the marketplace with three principal brand names: *Dempster's™*, *Olivieri™*, and *Tenderflake™*, *Smart™*.
- Canada Bread has over 8000 employees
- Canada Bread Company, Limited is mostly owned by Maple Leaf Foods Inc.
- Maple Leaf Bakeries are Canada Bread's sister companies in the US and UK
- Canada Bread's average stock price between the years 2005 – 2008 was about \$50



OUR HISTORY

1911

- Weston's Model Bakery, Bredlin Bread Company Limited of Toronto, Toronto Bakery, Model Bakery, Stuarts Limited of Montreal, and Boyd's Bakery of Winnipeg amalgamate to form a new company called Canada Bread Company, Limited. All these companies have been in operation at least 20 years prior to the amalgamation
- Covenant in amalgamation prevents shareholders from manufacturing/distributing Bread

1921

- Covenant expires and G. Weston purchases bakery across the street from CBCL

1936

- Company has 16 bakeries in Ontario, Quebec and Manitoba
- Now augmenting its 600 horse drawn wagons are 100 motor vehicles



1969

- CBCL changes its name to Corporate Foods Limited to reflect the growing diversity of its food industry operations
- Dempster's became Ontario's largest and most popular brand of bread and rolls

1970's

- Joint venture created with Multi-Marques Inc.

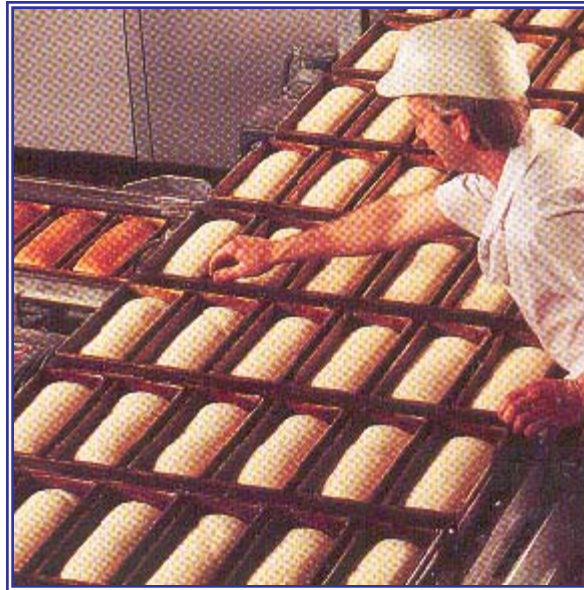
1980's

- Company grew again with the acquisition of Olivieri in 1988 (producer of premium fresh and frozen pasta and pasta sauces in western Canada) and with Eastern Bakeries in 1989 (Atlantic Canada's most dominant baker)
- CBCL also diversified into the pizza industry forming a partnership with Circlet Foods (1989), supplier of pizza and pizza shells for retail and the food service sector



1990's

- **1993** - Acquired partial ownership of Dough Delight; complete ownership occurred in 1997. Dough Delight is Canada's leading maker of frozen baked, par-baked & unbaked products
- **1993** - Acquired McGavin's and Adrian's Bakeries in western Canada
- **1995** - Acquired Tenderflake Pastry with Venice Bakeries
- **1996** - Acquired West Coast Bakeries in Newfoundland
- **May 1, 1997** - We returned to our heritage as The Canada Bread Company, Limited
- **1997** - Official amalgamation of McGavins, Olivieri, and Dough Delight
- **1998** - Acquired Hamilton Baking Company



2001

- Acquired remaining 75% of Multi-Marques in Quebec positioning the company as a national bakery and key player in the North American marketplace

2002

- Acquired Olafson's Bakeries in Western Canada



FOCUSING ON OUR BRAND?

- Dempster's "Staff of Life Bakery" was founded in the 1880's as a one-man operation
- The founder, James Dempster, learned his skills as a baker in his native Scotland & began baking in his home on Dundas Street in Toronto
- 1920 - Dempster built a large bakery at 1166 Dundas Street West
- Several years later, Dempster purchased & renovated an old lumber mill on Fraser Avenue in Toronto. This is now one of Dempster's major production & distribution centers
- Dempster's then was purchased by & became a division of CBCL
- Dempster's unique distribution system was and continues to be based on independent Franchisees who own trucks and are committed to serving their communities





WHAT DOES CANADA BREAD PRODUCE?

- Canada Bread has 19 facilities within Canada and produces 3,500 Sku's
- Canada Bread produces a range of grain based products which can be segmented as follow:
 - An extensive range of Fresh bread, rolls and bagels
 - A complete line of Frozen bagels and dough products
 - Par-bake: baguette, bagel, foccacia, etc....
 - Frozen: Pie shells, Retail frozen French breads
- This diversity of segments encourages an environment of Grain based expertise



SOME OF OUR CUSTOMERS

