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Market Development Reports

Canadian Bakery Market Profile: Breads, Rolls and Other Yeast Baked Products

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Report Highlights:

This is the second of a two-part profile of the Canadian market for U.S. bakery products. FAS has identified bakery products as a “Best Prospect” in the Canadian market. This report highlights the market for breads, rolls and other yeast baked products. The previous report (CA0004) featured pastry, cake, cookie and dessert products. Please note: Dollar values indicated are in Canadian dollars.

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MARKET PROFILE: BREADS, ROLLS AND OTHER YEAST BAKED PRODUCTS

EXECUTIVE SUMMARY

Geographically the second largest country in the world, Canada has a total population of 30.3 million people. Approximately 75% to 80% of this population reside in Quebec, Ontario, Alberta and British Columbia. The majority reside within a two hour drive of the Canadian border shared with the United States. For this reason, this study will focus on the main economic centers of each of Vancouver, British Columbia; Calgary, Alberta; Toronto, Ontario; and Montreal, Quebec.

In the mid-1990's, growing demand for a wider variety of fresh products, forced Canadian companies to source their products outside of Canada. High costs involved in automation held back development of competitively priced bakery goods in the Canadian industry. The increased demand for fresh, ready baked goods, frozen, bake-off products, and ready-to-use mixes and doughs, have provided an opening for U.S. bakery products. Total U.S. bakery import sales to Canada were \$C 432 million in 1998.

The tariff phase out under NAFTA which led to the elimination of tariffs on U.S. bakery imports in 1998 has opened the Canadian market further to U.S. imports. Even with the currently high U.S. dollar, U.S. suppliers can effectively supply the Canadian market. For suppliers entering the market, effective research into competitive products is recommended to properly position your bakery goods.

Multi-culturalism has become a trademark of Canada's identity. Due to the high acceptance level of cultural diversity, and in some cases, large densities of ethnic populations, Canadians have developed a desire for many foods native to the homelands of the various ethnic communities. As the Canadian community has become more global, the diversity of the foods chosen for Canadians' everyday meals and restaurant fare has grown. This has had a significant influence on the bread products industry. Canadians are eating a wide variety of breads from many ethnic origins including European sourdoughs and rye breads, a wide variety of Italian breads, Greek and Middle Eastern flat breads, French baguettes and brioche, Mexican wraps and Indian flatbreads.

The bread products industry has grown dramatically over the last decade. The revised Canadian Food Guidelines recommend five to ten grain servings daily. A renewed interest in grain products as an acceptable part of a daily diet has placed baked goods in the top ten fastest growing foods in Canada. This growth has been much more significant in the specialty bread market with a 15% growth rate, compared with 4% growth in the traditional bread market according to A.C. Nielsen.

Trends toward healthier foods have created a niche for artisan breads such as sourdoughs, ryes, a variety of multiple whole grain breads, organic breads, and non-wheat breads. Ethnic breads such as Italian foccacia and ciabetta, stuffed with ingredients such as imported cheeses to olives and pesto can be found in many outlets including neighborhood supermarkets. Higher prices don't seem to be a deterrent; in some cases, customers are spending over \$3.00 per loaf for specialty breads.

Bagels have been a leading factor in the growth of the bakery sector; they are the fastest growing baked goods category in North America. Bagel sales are increasing by double digits on an annual basis. Between 1985 and 1995,

bagel consumption rose more than 88 percent to 5.9 lbs. per capita and were forecast to rise to 10.6 lbs. per capita in 1998. Bagel outlets are becoming much more prevalent in Canada. Several bagel chains have opened across Canada in the last few years and the prominent “Tim Horton’s” coffee and donut chain has begun to sell more bagels than donuts at breakfast time.

CANADIAN MARKET OPPORTUNITIES FOR U.S. BAKERY PRODUCTS

Lack of information and lack of contacts with suppliers and U.S. exporters were mentioned as trade constraints by 75% of the trade and bakery managers queried in this survey. Over 60% of bakery managers believe that working with U.S. bakery suppliers would create better business opportunities.

Demand for ready-to-eat baked goods, frozen, ready-baked or par-baked, frozen doughs and mixes is growing. While over 50% of Canadian bakeries mix their own ingredients through local suppliers, there is room for U.S. bakery products, especially industrial mixes.

To introduce U.S. bakery products, and inform Canadian buyers of the availability of these U.S. products will require knowledgeable regional representatives. Food brokers can be instrumental in opening doors into the market with new products. They maintain regular personal contact with buyers, retailers, sales managers and key account executives, which provides immediate market expertise established in each individual’s region, creating the advantage of having a local sales office without the overhead expense. Specialized warehouses in key metro areas would also be a valuable asset to provide easy access to inventory.

According to a successful member of the British Columbia (B.C.) baking industry, echoed by many food industry analysts, the Canadian market is wide open and success depends on how you service your customers.

TRENDS

Nutrition is playing a large factor in food consumption trends. Greater attention is given to foods perceived to be nutritious as a result of increased education and promotion. Canada’s new food guide recommends five to twelve grain servings per day. Bread has gained a renewed value in Canadian diets and is no longer seen as just a vehicle to consume butter, jam and cheese, but is being recognized for health benefits through fibre, vitamins. Nutritional benefits and brand recognition are important factors in creating customer product loyalty.

Bagels have increased market share at the expense of the muffin and donut market. The bagel market is producing a wide variety of products, with some companies producing more than twenty flavors. A variety of sizes, holes and precut bagels are available.

Exotic breads are in high demand. According to a source at the University of Guelph Food Technology Centre, “Wraps and tortillas are emerging as the trendy new baked foods along with ethnic fare, notably foccacia, and hearth breads such as crusty rolls and French breads aimed at the high-end market. You can look at the trends in the foodservice market, they are moving into the retail end.”

Ethnic breads are becoming very popular, e.g. Mediterranean pita flatbread; Mexican, Indian and Asian flour wraps; Italian specialty breads and rolls such as foccacia, ciabetta and pannini rolls and pizza shells; French baguettes and

brioche; and German sourdoughs, especially natural sourdoughs and pumpernickels. Specialty breads containing deluxe fillings such as olive pesto, sun-dried tomatoes, nuts, gourmet cheese, and organic breads are a sector growing in demand. A major factor in the development of this market has been the technology innovations.

Bake-off bakeries are on the increase everywhere. These bakeries permit baked products to be rewarmed or finished off, on-site, without significant skilled labor to produce the item. It allows many in-store bakeries, restaurants and institutions to provide a variety of gourmet breads sought by their customers without the overhead costs to produce them from scratch. The aroma and freshness of product from such bakeries attracts customers.

Bakery Mixes: About 30% of bakers queried report that cooked foods with dough wrapped around them and shaped in squares, half moons or pouches are excellent products with which to capture a position in the rapidly expanding market of takeout and convenience foods.

Frozen bakery products including doughs, par-baked and ready baked products are important players in future trends for the coming years. According to bakery owners across the country, the frozen baked goods market is rapidly expanding. The dough sector includes unfermented frozen dough, fully fermented frozen dough and panbaked frozen. Bakers reported the following advantages:

- rationalization in production;
- specialty doughs (e.g. croissant) can be included in the dough program and stocked as frozen dough pieces.
- having a stock means being responsive to increased demand
- reduces in-store space problems and saves money; and
- easier to handle by less trained personnel.

Some challenges include:

- yeast must be specially protected and handled to work again after defrosting. Sometimes the dough structure may be damaged during freezing; and
- specialized baking equipment may be necessary. (For solutions to this problem see Marketing and Promotions Section.)

DOMESTIC AND FOREIGN COMPETITION

Technology and pricing have been the major factors in establishing competition. Highly mechanized production methods have narrowed the competition to a select domestic group in Canada and the U.S. Some smaller operations have had difficulty competing, however, the demand for a wider variety of products in Canada has given many smaller companies opportunities to recreate their business and carve out a new niche in the ever diversifying market place.

Quebec

The grocery industry in Quebec differs significantly from the rest of Canada as 80% of all retailers are independent versus the rest of Canada where the majority of grocery stores belong to large corporate chains. There has been significant competition in recent years within the Quebec grocery market with major chains garnering an increasing portion of the independent retailers market share.

The two distinct types of bakeries in Quebec are: Boulangerie, which make bread and bakery products; and Patisserie,

which make pastry products.

There are five main categories in the Quebec baking industry, as identified by the Quebec Baking Counsel.

- Les Boulangeries-Pâtisseries industrielles- fresh, large volume manufacturers;
- Les Boulangeries-Pâtisseries, surgelés- bakeries producing frozen, ready to serve, par-baked products and doughs;
- Les Boulangeries Artisanales- bakeries producing fresh artisan breads, primarily in small volume;
- Les Boulangeries Intégrées- “bake-off” bakeries producing fresh breads and pastries from par-baked and ready baked goods; and
- Les Pâtisseries-bakeries producing only pastries and sweets.

Industrial Boulangerie-Pâtisserie volume comprises 70% of the market, frozen doughs occupies 16% and artisan boulangeries, 14%. As indicated by the category, some of the large industrial boulangeries will bake both bread and sweet products including cakes and cookies.

The most difficult challenge facing the Quebec bakery market is the lack of skilled labor. This is a real handicap in terms of expansion. Some bakeries have spent considerable time and energy training new staff. Many of the qualified, skilled bakers are expatriates from France and are in great demand.

There are four major industrial bread bakeries in Quebec - Multi-Markes, Weston, Gadoua and Boulangerie Saint-Method. These bakeries produce approximately 85% of the sliced white bread market. The remaining 15% of the market is shared by independent boulangeries.

Ontario

The survey of the Ontario market revealed that in-store bakeries, food service operations, and institutions rely heavily on frozen, ready made products that are either par-baked or finished, similar to the Quebec market. A survey of supermarket bakeries in Ontario's leading grocery chains showed the following:

- In-store bakeries use bake-off technology for a wide variety of breads, buns, cookies, and cakes;
- Tremendous emphasis on multi-grains and seeded breads;
- Consumers are willing to pay more for products perceived as healthy;
- Specialty breads are increasing in popularity, while white bread is declining in popularity;
- Muffins are usually made in-store from mixes;
- Outside suppliers provide fully decorated cakes;
- 25% of bakery sales are made of cakes and specialty branded items; and
- Lower fat content improves bread sales, a good example of this trend are bagels.

Alberta

Alberta companies, many of which are regional operations of national companies, are manufacturing all types of mixes, doughs, frozen bakery items - both par-baked and finished. Transportation costs and demand for fresh products are the biggest factors influencing the location of these facilities. Some supermarket chains have large centralized baking facilities and prepare their baked goods for finishing at their in-store bakeries.

British Columbia

The largest part of the retail baked goods market is produced locally. Suppliers are providing ingredients for higher end

products typically imported from Italy, France, Germany, and China.

DISTRIBUTION

It is unusual for companies to export their products to the Canadian market directly. Usually it is necessary for an importer, broker or agent to represent imported products in Canada. Further, importers need representatives in a specific regional area; it would not be prudent to rely on one representative for the an entire province. General distribution depends on the expertise of the distributor who has the regional focus. .

Importers should set retail prices in conjunction with the supplier. Retail prices should be included in written contracts with the supplier. Suggested retail prices should cover the commission costs, including brokerage fee, tariffs and transportation. Importers use their sales force and contacts to effectively represent products; they know the market and will have a feel for an effective price point in their specific area.

Location is an extremely important factor in the success of a retail bakery. Many retail bakeries started out exclusively doing retail sales, largely because of cash flow. The disadvantage of retailing is the requirement of having a product line constantly available, whether the product is sold or not. .

Approximately 30 percent of all branded products in Canada are sold by a broker. Brokers are well established in the market place and provide a variety of services beyond basic product representation. Canadian brokers can assist in sales to chains, wholesalers of food, food service operators and distributors, mass merchandisers/club formats, industrial users and military installations.

It is important to remember that the Canadian market is very different from the U.S. and European markets. Canada has specific regional differences, even within provinces. Canadian Food Brokers Association members have played a major role in the success of many well-know manufacturers, both Canadian and foreign based. See Appendix A for an extensive listing of Canadian baked goods manufacturers/suppliers and a detailed listing, by province, of Broker sold brands, domestic and imported.

FRANCHISING

Strong growth has occurred with coffee shops, bakery cafes and sandwich shops offering bagels, pitas and fresh specialty breads accompanied by soups and salads. These franchises purchase ready made mixes and doughs or frozen, ready baked products, and ready-to-serve products. Most franchises are purchasing through centralized buyers to ensure quality and consistency throughout the chain. Some chains develop their own recipes and choose a particular bakery supplier to prepare either the mix, dough or finished product. Others will buy from an existing list of bakery products available to the general foodservice community.

One of the fastest growing market sectors for bakery products is through Canadian coffee shops such as Second Cup, Tim Horton's, Country Style and many others. The owner-manager of a Second Cup coffee shop near Toront reports his store employs 8 people and serves about 1,000 customers daily. While he does not use any promotion, his business is growing. He applies almost 100% markup on his bakery products which include cakes, biscuits, brownies, muffins bagels, rice crispies squares and nature squares. There is a growing trend among customers to choose items perceived as healthy.

Quebec

-Quebec is very much a North American market with a specific cultural influence. Profitability is essential to do business. In Quebec, on average, it is necessary to do business here for three years to really establish yourself in the market. It is advisable and may be required, to conduct international business transactions by certified check. Franchising plays a large part in the Quebec retail bakery industry. There is a much higher success rate in comparison to other businesses as a whole, which fail at an average rate of six times higher than franchised businesses.

The top four major grocery distributors supply many independent retailers including convenience stores, depanneurs*, institutions and hotels. These same four chains control 65 to 70% of all bread distribution in Quebec. These chains are Provigo, Metro Richelieu, Hudon et Deaudelin, Club Price.

*Quebec Depanneurs - distinctly Québec corner stores that sell lunches such as sandwiches. They do not sell cold cuts separately like a deli. Depanneurs rely heavily on a network of bake-off suppliers like the supermarkets and utilize items that can easily be reheated in microwaves.

Ontario, Alberta and British Columbia

Fresh bakeries generally deal directly with local clientele, hotels, restaurants, supermarkets, institutions, etc. There is a division in the market share of these bakeries. The larger production style bakeries focus on the chain restaurants, deli's, family style restaurants, local independent restaurants, vendors, institutions, hotels, etc. Upscale bakeries, that still roll and shape their product by hand, are offering unique and flavorful products to upscale restaurants and hotels and distributing through supermarkets and their own cafes. Some bakeries try to fill the gap between these two areas. As mentioned previously some restaurants are baking their own breads.

Throughout all regions of Canada, fresh products are in great demand and for this reason bakery products tend to be baked locally. The large mass production bakeries are working to provide value added products to a variety of outlets in order to break into this market segment. These products tend to be less expensive than the local bakery quality products that the consumer currently prefers.

Distribution of Frozen Baked Products

The frozen, ready-made products major clientele are "in-store" bakeries, retail bakeries, food service operations, institutions and supermarkets. Deliveries range from local companies serving the local clientele to major factories delivering to brokers/distributors to be sold province-wide, nationwide, and to the United States and abroad.

PRICING AND MARKUPS

Quebec and Ontario

The average markup at the distribution stage is about 7.5% in the bakery industry. A percentage of sales is also received by the "out of town" distributors (12% - 25%), and the local drivers (8% - 12%), or franchise drivers (25% +). The variation will fluctuate based on the company, the delivery point and the volume.

The average markup at the retail level will vary depending on purchasing power, the type of bakery product and the

number of delivery locations. The mark-up range could be anywhere between 12% and 30%.

Alberta

The typical markup in the Alberta distribution system is 10 to 12% on the first level of distribution and up to 20% on the second level. Local products on average are 15% lower in price than imports from the U.S., due to current exchange rate. A minimum 30% margin is recommended.

British Columbia

The typical markup at each stage in the distribution system is 10-20%. Pricing for local products is generally cheaper than pricing for imported products.

PACKAGING AND LABELING

The Canadian Food Inspection Agency (CFIA) has developed a system of labeling, referred to as the “Single Access Food Labeling Service”. The labeling service is designed particularly for new exporters in the marketplace who are not familiar with the Canadian regulatory system. See attached reference sheets from the CFIA listing agency offices, general categories of requirements and an application form for the 1998 edition of the Guide to Food Labeling and Advertising. A complete label assessment takes approximately two weeks.

Listed below are several requirements for packaging of imported products and their respective labels:

- All labels must contain both French and English, in a minimum type size as specified;
- Must contain common product name;
- Include list of ingredients;
- Indicate all net quantities in metric;
- Indicate the durable shelf life - if 90 days or less;
- Must conform to standard package sizes as directed in regulations;
- Should include company name and address; and
- Should include country of origin.

MARKETING, PROMOTIONS AND PROFITABILITY

The following points are recommended to promote baked goods in Canada:

- Create a sound business plan that includes marketing as a key aspect to establish product in market. A sound business and marketing plan is essential to establishing your product.
- Work with a well established agent or broker who will educate you on the Canadian market. Stay informed and up-to-date with your market.
- Educate the end users to expand the market (work with your broker/agent):
- Offer technical service, staff training and promotional items such as posters, ice scrapers, hats, donut display sticks and other useful promotional materials to customers. These are constant reminders of the existence of your company and the advantages of your products.
- Provide small samples to wholesale and retail bakeries. Be sure to follow up to see the results. If bakers don't find it useful, reconsider the distribution of that particular product. Question performance of product.
- Demonstrate how the completed product can be merchandised in the store.
- Plan for regular sales promotions and coupons.

- Highlight products on menu boards and tent cards in restaurants.
- In-store demonstrations that provide taste samplings, brochures and recipe ideas are an excellent way to reach end consumers looking for new food ideas.

BAKING ASSOCIATIONS AND INDUSTRY EVENTS

Keeping up-to-date with the latest trends and familiarizing yourself with the market are crucial to success in today's changing food industries. Trade shows offer an ideal opportunity to get acquainted with these trends and to introduce your product to a maximum number of people in a minimum amount of time. Trade shows offers opportunities for buyers to learn about your products and services, how they can improve their profitability, and enable them to make informed purchasing decisions.

BAKERY SHOWCASE '2000 (April 30-May 2, 2000)

This is Canada's largest bakery trade show, a great opportunity for in-depth overview of what is going on in the bakery industry today. Bakery Showcase 2000 is produced by the Baking Association of Canada. For information: (905) 405-0288; Toll Free in the U.S. and Canada: 1-888-674-BAKE (2253); Fax (905) 405-0993.

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STUDIES

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Canadian Bakery Association, Canadian Bread and Bakery Industry Profile, 1998

INTERNET WEBSITES

www.strategis.ic.gc.ca - sic 1071 Biscuit Industry Overview, sic 1072 Bread and Other Bakery Products Industry
www.foodincanada.com- Bake Report
www.cfia-acia.agr.ca - Guide to Food Labeling and Advertising - Canada

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Appendix A:

CANADIAN BAKED GOODS INDUSTRY

Ontario

Listed below are the main suppliers of baked goods, par-baked, frozen-unbaked, finished and a variety of doughs.

The majority of these major suppliers are distributing their products across Canada, either directly or through brokers. Many of these manufacturers are exporting to other countries as well.

Canada Bread Co. (Dough Delight LTD.)

Concord, Ontario

(Heinz is currently acquiring this company), distribution to Canada and the U.S.

-Products: unbaked frozen croissants, Danish, puff pastry, turnovers, strudels, muffins, breads and rolls; frozen baked coffee cakes, flat bread, muffins, pita bread and bagels

-Major Customers: retail groups, independent retail stores, food service industry

Ready Bake (division of Weston's)

Mississauga, Ontario

Distribution throughout Canada

-Products: unbaked frozen breads, rolls, pies, frozen baked sweet goods, cakes, pies, and specialty items

-Major Customers: in-store bakeries, food service operations

Backerhaus Veit Ltd.

Woodbridge, Ontario

Distribution to Canada and U.S. (fresh product to Southern Ontario)

-Products: frozen par-baked and raw-dough, multi-grain, sourdough and savory breads, baguettes and rolls, tarts

-Major Customers: Detail food chains, food service operations

Rich's Products

Fort Erie, Ontario

Distribution to Canada

-Products: assorted frozen breads, rolls, Danish, sweet-goods, cookies, muffins, bagels, croissant rolls, pastry, pie shells, doughnuts, whip topping, icing, filling, cakes, pies, par-baked breads, rolls, pizza dough (dough balls, sheeted dough, par-baked)

-Major Customers: In-store food bakeries, retail bakeries, hotels, restaurants, delicatessen stores, etc.

Alberta

Many of Alberta's major suppliers are seen throughout Canada. They are as follows:

-CSP Foods

-Dempsters (national)

-Denmark - variety of brands importing, Danish, Croissants

-Dough Delight

-Federated Co-operatives (provincial)

-Germany - a variety of brands featuring breads and sweet baked goods

-Gourmet Baker

-Puratos, Holland - primarily bread based products, bagel mixes

-Kirkland Signature (Price-Costco's national label)

-MacGavin (primarily Western Canada)

-Ready Bake

-Rich's (national)

-Robin Hood Multifoods (national)

-24th Avenue Pie Company

-Silver Hills Bakery (from BC)

-Weston (national)

British Columbia

The major B.C. domestic brands of products are supplied by:

-Kirkland & Rose (Richmond, B.C.)

-Rogers Foods (Surrey, B.C.)

-Monarch (Burnaby, B.C.)

-Robin Hood Multifoods Inc. (Markham, Ontario)

-Baker Boy (Surrey, B.C.)

-Nunweiler's Flour Co. (Penticton, B.C.)

-Snowcap Enterprises (Richmond, B.C.)

-CSP (Montreal)

-Golden Valley (Abbotsford, B.C.).

Major Foreign Brands:

-Kessko (Germany);
 -Oetker (Germany);
 -Hong Mei (China);
 -Puratos (Germany);
 -Callebaut (Belgium);
 -Belcolade (Belgium); and
 Cacao Barry (France).

ALBERTA INDUSTRY CONTACTS

Lakeview Bakery Brian Hinton, President (403)247-6127	Calgary Cooperative Association Bernie Seaman, Plant Manager (403)299-4365	City Bakery Fritz Painsi, President (403)265-8578
Bio Bread Jack Matthews, Manager (403)253-5411	Canada Bread Robert Jannsons, Regional Manager (403)236-4505	Engels Bakery Firoz Hirji, President/Manager (403)250-9560
Bagelmakers Brian Hill, President (403)232-1027	Dutch Pastry Boutique Jacques Ahsman, President (403)777-1221	SAIT Edgar Stricker, Team Leader Baking Operations (403)284-7032
Saucy Bread Company Jeff Poole, President (403)215-7810	Kirkland & Rose Wayne Kirby, Prairie Regional GM (403)243-5493	CSP Foods Complete Bakery Ingredients Jay Strauss, District Mgr. Western Region (403)253-1505
Consolidated Marketing Tom Stevenson, Broker and Technical Advisor (403)254-0829	Robin Hood Multifoods Bob Grebinsky, Regional Manager (403)257-0891	Ellison Flour Milling Dan Ritchie, Sales Rep. (403)243-1288

BRITISH COLUMBIA INDUSTRY CONTACTS

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Terra Breads 2380 West 4 th Avenue, Vancouver, B.C. Mary MacKay Phone: (604) 736-1838	Old Vienna Bakery Ltd. 2546 Granville Street, Vancouver, B.C. Leopold Phone: (604) 733-0304

Canada Safeway Ltd. 1780 East Broadway, Vancouver, B.C. Toby Tse Phone: (604) 723-3929	Vancouver Hospital & Health Sciences Centre 855 West 12 th Avenue, Vancouver, B.C. V5Z 1M9 Iris Giles Phone: (604) 875-4120 Fax: (604) 875-5380
Snowcap Enterprises Ltd. 2271 Vauxhall Place, Richmond, B.C. Linda Seiffert Phone: (604) 279-4870 Fax: (604) 278-5176	Lentia Enterprises Ltd. 1773 - 66 Avenue, Surrey, B.C. Karl Eibensteiner Phone: (604) 576-8838 Fax: (604) 576-1064
Golden Day Cake Shop 2086 East Hastings, Vancouver, B.C. Joe Wong Phone: (604) 253-8282	Sun Flower Bakery Squamish, B.C. Phone: (604) 892-2231
Pita Plus Bakery & Deli 340 West 2 nd Avenue, Vancouver, B.C. Phone: (604) 876-6663	Swiss Bakery 1873 West 4 th Avenue, Vancouver, B.C. Phone: (604) 736-8785
Sweet Things Baking Co. Inc. 102-3100 Production Way, Burnaby, B.C. Phone: (604) 420-3511	La Baguette et L'echalote 1680 Johnston, Vancouver, B.C. Malcolm Phone: (604) 684-1351
Calabria Bakery 5036 Victoria Drive, Vancouver, B.C. Maria Gulouni Phone: (604) 324-1337	Superior Bakery (1985) Ltd. 1831 Franklin Street, Vancouver, B.C. William Lok Phone: (604) 254-2844
Stuart's Bakery Ltd. 1689 Johnston, Vancouver, B.C. Bruce Redpath Phone: (604) 685-8816	Goldilocks Bake Shop (Canada) Inc. 1606 Broadway, Vancouver, B.C. Madge Yee Phone: (604) 736-7744

ONTARIO INDUSTRY CONTACTS

Canada Bread Co. (Dough Delight LTD.), Concord, Ont.	Ready Bake (division of Weston's), Mississauga
Backerhaus Veit Ltd., Woodbridge	Rich's Products, Fort Erie
Carole's Cheesecake, Toronto	European Cheesecake, Etobicoke
Pfalzgraf Patisserie, Barrie,	English Bay Batter Inc., Mississauga
Heinz Bakery Products, Mississauga	La Maison Du Croissant Ltd., Toronto

Le Bon Croissant, Toronto	Lentia Enterprises LTD., Mississauga
Quaker Food service, Peterborough	Coby's Cookies, Downsview

QUEBEC INDUSTRY CONTACTS

Boulangier Weston Quebec Inc. 2700, boul. Jacques-Cartier Est, Longueuil J4N 1L5 (514)448-7246	Multi-Marques inc. 3455, av. Francis-Hughes, Laval, QC H7L 5A5 (514)669-2222
Culinar inc. 2, Complexe Desjardins, tour Est, bureau 2700, Montreal, QC H5B 1B2 (514)288-3101	Boulangerie Gadoua Ltee 150 Industriel Napierville, Montreal (514)397-1851
Boulangerie St-Methode 14 Principale E, St-Methode (514)422-2246	Boulangerie Premiere Moisson 2479 Ch Chambly, Longueuil (514)468-4406
Boulangerie Au Pain Dore Ltee 5214 ChDeLaCote Des Neiges, Montreal (514)342-8995	Le Chateau Montebello 900, boul. Rene-Levesque Ouest, Montreal H3B 4A5 (514)954-2226
Delta Montreal 450, rue Sherbrooke Ouest, Montreal, QC H3A 2T4 (514)286-1986	Fairmount Bagel Bakery (1951) Inc. 74 Fairmount West, Montreal (514)272-0667
France Delices 5065, Ontario Est, Montreal, QC H1V 1M5 (514)259-2291	Maison Cousin Inc. 651, rue Bridge, Montreal, QC H3K 2C8 (514)935-7955
Patisserie Bruxelloise 860 Mont-Royal Est, Montreal, QC (514)523-2751	Montreal Pita Inc. 654 Beaumont, Montreal, QC (514)495-4513
Kilo Gateau Kilo 15 Maguire, Montreal (514)270-3024	Groupex Division De Kirkland & Rose Ltee 7330 Rene Descaartes (514)494-4444
Patisserie Doree (specialte Patisserie Arabe) 1560 Dedemaine, Montreal (514)331-3232	

Appendix B: BAKERY INDUSTRY FRANCHISES

<p>Bakeworks/Bagelworks Bakery Bagels Franchise Inc. 439 Spadina Rd., #303, Toronto, Ontario Brian Longmore, Chief Franchiser Tel:(416)322-6613</p>	<p>Blenz Coffee Blenz The Canadian Coffee Company Ltd. 300-535 Thurlow Street, Vancouver, BC Mark Zahodnik, Manager Tel: (604)682-2995</p>
<p>Company's Coming Bakery Cafe Comac Food Group In. 440-1121 Centre Street North Calgary, Alberta T2E 7K6 Franchise Development Manager Tel: (403)230-1151</p>	<p>Grabbajabba Comac Food Group Inc., 440-1121 Centre St. N., Calgary, Alberta T2E 7K6 Franchise Development Manager Tel: (403)230-1151</p>
<p>Michel's Baguette Mmmuffins Canada Corporation 3300 Bloor St., Ste. 2900 Etobicoke, Ont. M8X 2X3 Ken Monteith, Director of Operations Tel: (416)236-0055</p>	<p>The Gourmetcup/Sheffield Gourmet The Gourmet Cup Foods Limited P.O. Box 490 Abbotsford, British Columbia V2S 5Z5 Wolfgang Lehmann, President Tel: (604)852-8771</p>
<p>The Great Canadian Bagel 8 Beamish Drive Toronto, Ontario M9B 3P3 Whitney Ashby, Franchising & Leasing Co-ordinator; Chris Hudson, Franchising & Development, Western Canada</p>	<p>Treats Treats International 418 Preston Street Ottawa, Ontario K1S 4N2 Shirley Adams, Franchise Relations Communications Tel: (613)563-4073</p>
<p>Premiere Moisson 189 Harwood Blvd. Vaudreuil-Dorion (Montreal), Quebec Tel: (514)455-2827</p>	<p>Boulangerie Au Pain Dore Ltee. 6850 Marquette Montreal, Quebec Tel: (514)728-5418</p>

Appendix C: CANADIAN BAKERY BROKERS AND BRANDS

ONTARIO BROKERS & BRANDS

SOUTHWESTERN ONTARIO

Non-CFBA Member*

Upper Canada Food Sales & Marketing Ltd.,
 101 Holiday Inn Dr., #202B, Cambridge, N3C 1O3

Garthe Evans, President; Andy Lang, VP & GM; Ihor Lotocky, Manager
(519)220-0050; FX: (519)725-5748; E-mail: ucfsmltd@aol.com

AUNT JEMIMA Pancake Mix, Waffles
ATKINS Cheese Cake, Pies
ORONOQUE ORCHARDS Pie Crust
STONEMILL Specialty Breads

EASTERN ONTARIO
CFBA Members**

A.J. Fournier Limited
1423 Startup Rd., Gloucester, Ont. K1B 3W5
Robert Brisebois, President, A.J. Fournier, Chairman & CEO; Leo Tauvette, Sales Mg.
(613)748-7340; Fx: (613)749-6510; E-mail: 74013.3420@compuserve.com
RICH'S Bake-Off Products, Pastry
SWISS PASTRIES Bread, Pastry

Cape Marketing Enterprises Ltd.
2212 Gladwin Cres., Unit E9, Ottawa, Ont. K1B 5N1
Rene Melancon, President
(613)733-8237; Fx: (613)733-6161
BOCCONCINO FOODS Pizza Bagels

H.D. Marshall Ltd.
17 Fitzgerald Rd., Unit 103, Nepean, Ont. K2H 9G1
David Hobson
(613)721-1289; Fx: (613)721-9521; E-mail: hdmarshall@Iags.net
MCCORMICKS Crackers
NIFTY Cookies, Crackers
REAL Cookies, Crackers
SARDO Biscuits
TASTE DELIGHT Cookies, Crackers

J & J Sales Food Broker/Carol Boucher Enterprise
2570 Edinburg Place, #1, Ottawa, Ont. K1B 5M1
Jacques Lalonde, President; Jeff Schneider, Vice President
(613)744-1049; Fx: (613)744-8175; E-mail: jeffschneider1@compuserve.com
COLONIAL Cookies

TORONTO
CFBA Members

A.S. May & Company Ltd.

2475 Skymark Ave., Unit 1, Mississauga, Ont., L4W 4Y6
Mike Marotta, Dir., Sales & Marketing; David Cardy, President; Dave Patterson, Exec. V-P
(905)625-9306; Fx: (905)625-9413
LITTLE ANGEL Pudding Cakes

Bidcor Sales & Marketing
2785 Skymark Ave., Unit 14, Mississauga, Ont. L4W 4Y3
Ross Howard, V-P, Retail; Rick Tetreault, Pres.
(905)629-2354; Fx: (905)624-5329; E-mail: howar@mrrm.ca
Calls Weekly On: Grocery HO, Grocery Retail, Food Service HO, Food Service Users, Club Stores, Mass Merchandisers, Industrial, C Store Retail
J & J Cookies
PABLO & PEPE Taco Shells

ETF Sales & Marketing
P.O. Box 512, Streetsville, Ont. L5M 2C1
Ted Flanagan, President
(905)877-7092; Fx: (905)877-7594
Calls Monthly On: Grocery HO, Grocery Retail, Food Service HO and users, Club Stores, Mass Merchandisers, Industrial
HASCO Frozen Desserts

Futura Food Sales & Marketing Ltd.
10 West Pearce St., Unit 4, Richmond Hill, Ont. L4B 1B6
Larry Rozak, President; Frank Aulino, V-P; Jim Plomer, V-P
(905)882-8816; Fx: (905)882-9788
Calls Bi-Weekly On: Grocery HO and Retail, Drug HO, Club Stores, Mass Merchandisers, C Store Retail, Dollar Stores
ACT II Rice Cakes

McCormack Bourrie Sales & Marketing
1080 Tristar Drive, Unit 3, Mississauga, Ont. L5T 1P1
John McCormack; Paul Bourrie; (McCormack & Bourrie are partners)
(905)670-3663; Fx: (905)670-2277
Calls On: Grocery HO, Food Service HO and Users, Club Stores, Confectionary Wholesale, Specialty Retailers, C Store Retail
LE BON CROISSANT

Premcorp Sales & Marketing Ltd. (Ontario and Quebec)
315 Traders Blvd. E., Unit 4, Mississauga, Ont. L4Z 2E5
Lindsay Weatherdon, Pres. ; Wayne McLaughlin, V-P; Contact: Connie Rowley
(905)507-0403; Fx: (905)507-1646; E-mail: crowley@premcropsales.com
Calls Bi-Weekly (2-3 Weeks) On: Grocery HO and Retail, Drug HO and Retail, Food Service HO and Users, Club Stores, Mass Merchandisers, Industrial, Confectionary Wholesale

SARA LEE Cakes, Donuts, Pastry, Pies, Swiss Rolls, Cheese Cakes, Frozen Desserts
LIFESTREAM frozen Waffles
PRIVATE LABEL Waffles, Pancake Mix

R.H. Sulker Sales Ltd. (Ontario plus Major Chain Headquarters across Canada)

4220 Steeles Ave. W., Units 12 & 13, Woodbridge, Ont. L4L 3S8

Richard Sulker, Pres., Rick Klacza, V-P; Gord Marshall, Retail; Bob Horniblow, Susan Horniblow, Foodservice
(905)856-2808; Fx: (905)856-5653; E-mail: sulker@bconnex.net

Calls On: Grocery HO, Drug HO, Food Service HO and Users, Club Stores, Mass Merchandisers, Industrial
PRIVATE LABEL Cheese Cake

Stanley Boigon Marketing Inc.

10212 Yonge St., Ste. 201, Richmond Hill, Ont. L4C 3B6

Stanley Boigon, President

(905)737-1304; Fx: (905)737-6829; E-mail: sbm8@compuserve.com

PRIVATE LABEL Biscuits, Cookies, Crackers

CHEF ELMER Waffles

Thomas, Large & Singer Inc.

40 Emblem Court, Toronto, Ont. M1S 1B1

Peter D. Singer, Pres.; Roman Konopud, Retail; Henry Quinn, Exec. V.P. Food Service

(416)291-9931; Fx: (416)291-9096; Website: www.thomaslargesinger.com

MRS. SMITH'S Pies

RICH'S Bake-Off Products

SHIRRIFF Pie Crust

KOZY SHACK Dessert Cakes

TURF Cheese Cake

Trimark Sales & Marketing

10 Lawlor Ave., Unit 2, Toronto, M4E 3L7

Richard Sabourin, Pres., Karen McCarrol, V-P

(416)698-0194; Fx: (416)698-8172; E-Mail: trimark@echo-on.net

TETI BRAND Pizza Crust

Non-CFBA Members

A. Penny Sales Co.

2405 Lucknow Dr., Mississauga, L5S 1H9

John Penny, Pres.; John Pannozzo, GM; Jim Douglas, Dir., Sales & Marketing

(905)678-9250; Fx: (905)678-0733; E-mail: jpenny@yesic.com

BAGEL TRADITIONAL

Ashley-Koffman Foods

6030 Freemont Blvd., Mississauga, Ont. L5R 3X4

Michael Orlander, Chair. & CEO; Ron Sadler, Exec.V-P & COO; James R. Wolch, VP Marketing, Non-Perishables;

Steve Shuta, VP, Sales
(905)507-6161; Fx: (905)507-2727
CARR'S CRACKERS
DELACRE Cookies
EURO PATISSERIE Cookies
KAMBLY Biscuits
MCVITIE'S DIGESTIVE Biscuits
MCVITIE'S HOB-NOBS Biscuits
MCVITIE'S TUC Crackers
ROCKY MOUNTAIN GOLD Rice Cakes
SOMETHING SPECIAL Croustades
WALKERS Biscuits
WASA Crisp Bread
KEEBLER Pie Crust
WALKERS Seasonal Cakes, Shortbread
RUBSCHLAGER Deli Bread

B.K. Sethi Marketing Ltd.
211 Finchdene Square, Scarborough, Ont. M1X 1B9
B.K. Sethi, Pres.; G.K. Sethi, V-P; Pritee Sethi, Dir. Marketing
(416)299-5741; Fx: (416)299-6706
EXCELSIOR Crackers
GARDEN Cookies, Wafers
INDIA HOUSE Naan Bread

BEC Trading Company (represent Ontario, Quebec, and Atlantic Provinces)
40 Engelhard Drive, #13, Aurora, Ont. L4G 6X6
Brian Dodson, Pres.; Chuck Cundari, V-P
(905)727-4366; Fx: (905)727-1774
HEALTH VALLEY Biscuits, Cookies, Crackers
DAN CAKES Cakes
FIFTY 50 FOODS Diabetic Cookies
LAMB'S Turnovers
PIDY Tart Shells

(Represent numerous prestigious brands in associated with health foods market successfully listing Lundberg Farms, Casbah Foods, etc. in major chains - have extensive sales staff and established contacts within all major grocery chains as well as health food chains.)

Elco Fine Foods
40 West Beaver Creek Road, Richmond Hill, Ont. L4B 1G5
Ulrich Winkler, Vice-Chair.; Moe Cussen, Pres.; Chris Donegan, Sales Manager
(905)731-7337; Fx: (905)731-2391
ANNAS Biscuits

BARBER Crackers
FINN CRISP Crisp Bread
FREITAG Cookies
POELL Mini Toasts
PURITY Biscuits
SESMARK Crackers
SILJANS Croustades
RUHRTALER Bread, Rye Bread
DELBA Breads, Rye Bread

Holtzheuser Brothers Ltd.
40 West Beaver Creek Road, Richmond Hill, Ont., L4B 1G5
Moe Cussen, Pres. & GM
(905)707-7071; Fx: (905)707-7076

BRINK Biscuits
HILLE Rusks
PALLY Biscuits
RIPENSA Biscuits
SAN ESU Crackers

ID Foods Corporation (Head Office Laval, Quebec)
2585 Skymark Ave., Ste. 300, Mississauga, Ont. L4W 4L5
Leo Meyer, GM
(905)625-1331; Fx: (905)625-1393

BAHLSSEN Biscuits
HAIKU Rice Crackers
KAVLI Crisp Bread
LU Biscuits
OLOF Cookies
RYVITA Crisp Bread
SILJANS Croustades

Jan K. Overweel Limited
7050 Weston Rd., Suite 200, Woodbridge, L4L 8G7
J.K. Overweel, Chair.; Ken Mackenzie, Gen. Mgr.
(905)850-9010; Fx: (905)850-9277; E-mail: JKO@globalserve.net
COSTA Crackers

Michael Theodor Brokerage, Inc. (Head Office, Vancouver)
Janet Tobey, Sales Rep.
2531 Lakeshore Blvd. W., #212, Etobicoke, Ont. M8V 1E7
(416)255-7831; Fx: (416)255-5091
LADY J Cookies
WAFFLE HEAVEN Waffles

Morris National Inc.
100 Jacob Keffer Parkway, Concord, Ont., L4K 4W3
Mabel Miller, Off. Mgr.,; Jean Pierre Lefebvre, Exec. V-P, Sales
(905)879-7777; Fx: (905)879-0407; E-mail: morristor@compuserve.com
AUSTIN Crackers
GARDEIL BOUDOIRS Cookies
PIROUWAFER Cookies, Wafers
STIZI

Pathfinder Foods Inc.
14-9446 McLaughlin Rd. N., Brampton, Ont. L6X 4H9
Barry Stadius, President
(905)454-2696; Fx: (905)452-1660
I LAN Rice Crackers

Progressive Food Sales Inc.
170 Ambassador Drive, Unit 14, Mississauga, Ont. L5T 2H9
Clare Kirkwood, Pres.
(905)564-0400; Fx: (905)564-8196
LA BISCOTTE Rice Cakes
OSEM Tea Biscuits

Qualifirst Foods Ltd.
40 Ronson Drive, Unit 4, Toronto, Ont. M9W 1B3
Yves M. Farges, Pres.; Raymond Martin, Operations Manager
(416)244-1177; Fx: (416)244-1737; E-mail: raymartin@qualifirst.com
JULES DESTROOPER Biscuits
DUBOIS Wafers
ROKA Bread Sticks, Cheese Crispies, Chili Sticks, Cumin Cheese Biscuits and Gouda

R. Becker Marketing & Sales Limited
Unit 360, 370 Deerhide Cres., North York, M9M 2Y6
Rose Becker, President
(416)740-2966; Fx: (416)740-9890; E-mail: rosebeck@netcom.ca
AWREY Cakes
HEIDI'S FINE DESSERTS
ELLIOTS Ruggalach
BRIDGFORD Mini Loaves
HOMESTYLE Butter Tarts, Cinnamon Buns, Tea Biscuits
JUNO CHEFS Frozen Pancakes
SWEET-EASE Cereal Squares
ICE CREAM UNLIMITED Dessert Cakes, Ice Cream Cakes
MISSION Taco Shells, Tortilla Wraps
PROOF PERFECT Pizza Crust

Rachel's Gourmet Snacks (Div. of Triple-C-Inc)
Head Office, 8 Burford Road, Hamilton, Ont. L8E 5B1
Jack Scholtens, Pres.; Robert Daley, V-P Sales & Marketing; John Rekrut, Controller
(905)573-7764; Fx: (905)573-7877
KOOKY CHEW Cookies

T. McConnell Sales & Marketing Ltd.
70 West Beaver Creek Rd., Ste. 204, Richmond Hill, Ont. L4B 3B2
G. McConnell, Pres.; A. Wallace, V-P, Private Label; Kim Rivett, Sales Manager
(905)771-7300; Fx: (905)771-7304
DAVID GLASS Dessert Cakes
BRIDOR Croissants

T.P. Gardhouse Sales Ltd.
268 Lakeshore Rd. E., Mississauga, Ont. L5G 1H1
Tim Gardhouse, President
(905)274-4667; Fx: (905)271-4522
SOLO Cookies, Crackers, Wafers

Terry Ward Agencies Inc.
1A Conestoga Drive, Ste. 101, Brampton, Ont. L6Z 4N5
Terry Ward, Pres.; Darren Ward, V-P
(905)846-2000; Fx: (905)846-2006
KAMI Rice Crackers

TFB & Associates Limited
600 Alden Road, Ste. 102, Markham, Ont. L3R 0E7
Bob Riddell, V-P Sales, Specialty Foods
(905)940-0889; Fx: (905)940-0913
JACOBS Biscuits, Crackers
EMPWRIGHT Biscuits, Cookies, Crackers
SIMMERS Biscuits
DEANS Shortbread
STOCKAN & GARDENS Oatcakes
WHITWORTHS Yorkshire Pudding Mix

Triple-C-Inc.
8 Burford Road, Hamilton, Ont. L8E 5B1
Jack Scholtens, Pres.; Harry Scholtens, V-P Sales & Marketing; John Rekrut, Controller
(905)573-7900; Fx: (905)573-7877
DARE biscuits

Wilton Canada

98 Carrier Drive, Etobicoke, M9W 5R1
J. Kaell, Pres
(416)679-0790; Fx: (416)679-0798
DECORATOR'S PREFERRED Gingerbread Cookies

Worldwide Food Distributors
300 Steeprock Drive, North York, M3J 2W9
Marshall Usher, Pres.; Mary Lou Brosseau, Sales Manager
(416)630-8400; Fx: (416)630-8585
ELITE SELECTION Cookies
KID'S CHOICE Cookies
PRIDE OF THE WORLD Pancake Mix

Many of the following brands are available in Ontario but are not listed as Broker sold.

BISCUITS, COOKIES and CRACKERS

BITE LIFE Crackers
BRETON Crackers
BRITL Crisp Bread
LECLERC Biscuits, Cookies
CHATHAM VILLAGE Crisp Bread
DERUITER Cookies
DORCHESTER Biscuits
DRIEHOEK Biscuits
EMMA Biscuits, Cookies
ENGLISH BAY Cookies
GARDHOUSE Biscuits
HAMILTON Crackers
HUNTLEY & PALMER Biscuits
LA DOLCE VITA Biscuits
MANISCHEWITZ Kosher Cookies & Crackers
OLD LONDON Melba Toast
OTIS SPUNKMEYER Frozen Cookies
ORVILLE REDENBACHER Popcorn Cakes
P&P BISCUITS Cookies (All Natural)
PRIMO Cookies
ROKEACH Crackers
SEPP'S Cookies
STREIT Cookies
UNICO Biscuits
VANDERMEULEN Biscuits, Rusks
VIKING CRISP Crisp Bread

SWEET BAKED GOODS - non yeast

BEVERLEY'S Butter Tarts
FINE POINTE Tarts
DOUGH DELIGHT Coffee Cake, Danish, Fruit
EMMA Cakes Trellis, Scones, Strudel, Turnovers
GOLDEN GIRL Christmas Cake, Plum Pudding
GOURMET BAKER Cakes, Muffins, Pies
HASCO Pastry
J. SUNRISE Cakes
ORIGINAL CAKERIE Cakes & Cheesecakes
PILLSBURY Croissants, Turnovers
PRIVATE LABEL Cakes
READY BAKE Donuts, Froxen Bakes Goods
SELECTION Cakes Muffins, Pastry
SPECIAL D Apple Fritters, Donuts
TOASTER STRUDELS
SWEET STREET Cakes, Pies, Squares
TENDER FLAKE Pie Crust
MAXS Donuts, Tarts
ELI'S Cheeses Cakes
LAMBERT Cake Log
MARK-CREST Crepes
MARS Dessert Cakes
SNICKERS Dessert Cakes

YEAST BREADS

VANDERMEULEN Rye Bread
SALLOUM Pita Bread
READY BAKE Bagels, Bread, Donuts, Frozen Baked Goods, Muffins, Pastry
PILLSBURY Croissants, Pizza Crust, Turnovers
LE NATUREL Pita Bread
LENDERS Bagels
MANISCHEWITZ Kosher Bagels
GOODNESS YES Pizza Crust
DOUGH DELIGHT Bagels, Coffee Cake, Croissants, Danish, Fruit Trellis, Italian Bread
Pita Bread, Pizza Crust, Scones, Strudel, Turnovers
DAVINCI Pizza Crust
DEMPSTERS HARVEST HEARTH Baguettes, Batards, Bread, Dinner Rolls

OTHER BAKED GOODS & MIXES - Non-yeast

OLD EL PASO Taco Shells
EVEREST Taco Shells, Tortilla Wraps

GOLDEN DIPT Pancake Mix
PARISCO Belgium Waffles
QUAKER Pancake Mix
SNACKERY Pancake Mix
STREIT Pancake Mix

* Non-Member of the Canadian Food Brokers Association (CFBA)

**Member of the Canadian Food Brokers Association (CFBA)

QUEBEC BROKERS & BRANDS

MONTREAL

CFBA MEMBERS

Belgo International (Quebec and Ottawa, Ont./Hull Que. Valley)

1700 Boul. Lionel Bertrand, Boisbriand J7H 1N7

Danny Bellas, Executive Vice-President, New Products

(450)435-1000; Fx: (450)435-1763; E-mail: dbellas@belgointernational.com

Calls Bi-Weekly on: Grocery HO and Retail, Drug HO and Retail, Food Service HO and Users, Club Stores, Mass Merchandisers, Specialty Retailer, C Store Retail

PARISCO Belgium Waffles

ID Foods Corporation (National)

1800 Autoroute Laval, Laval, H7S 2E7

Philip Issenman, President

(450)687-2680; Fx: (450)682-4797

Calls Weekly on: Grocery HO and Retail, Drug HO and Retail, Food Service HO and Users, Club Stores, Mass Merchandisers, Specialty Retailer, Health Food Outlets, C Store Retail

BAHLSSEN Biscuits

HAIKU Rice Crackers

JACOBS Biscuits, Crackers

KAVLI Crisp Bread

LU Biscuits

OLOF Cookie

RYVITA Crisp Bread

SILJANS Croustades

Madison Avenue Retail Brands Inc. (Private Label-Canada, National Brand-Quebec)

700 Bord du Lac, Dorval, Que. H9S 2B8

Bruce Blyth, President

(514)631-2795 Fx: (514)631-5795; E-mail: madisona@colba.net

Calls Weekly on: Grocery HO and Retail, Drug HO and Retail, Food Service HO, Club Stores, Mass Merchandisers

PRIVATE LABEL Biscuits, Cookies, Crackers, Cakes, Cheese Cake

SARDO Biscuits

Pierre Dubois & Associate Inc.
7575 Trans-Canada Highway, Ste. 500, St. Laurent, H4T 1V6
Pierre Dubois, President
(514)745-5533; Fx: (514)745-2526
Calls on: Grocery HO and Drug HO
PRIVATE LABEL Cheese Cake

Post Inc. Brokers (Quebec prairie and Labrador)
2615 Van Horne Avenue, Ste. 202, Montreal, H3S 1P7
Jeffrey Post, President
Cdn. Master Brokers in Food Service, HRI only
(514)738-4477; Fx: (514)738-3223; Website: www.postinc.com
Calls on: Drug HO, Food Service HO and Users, Club Stores, Confectionery Wholesale, C Store HO, HRI Specialists
ENGLISH BAY Cookies
HASCO Pastry
LE NATUREL Pita Bread

Prestige Sales Inc. (National)
50 Place Cremazie West, Ste. 1022, Montreal, H2P 2T7
Michael Korenberg, Exec. V-P; Mary Vignone
(514)381-8815; Fx: (514)381-0844
Calls on: Drug HO, Food Service HO, Club Stores, Mass Merchandisers
PRIVATE LABEL Biscuits, Cookies, Crackers, Waffles, Pancake Mix

Quali-Snack Inc.
6402 Trans-Canada Highway, St. Laurent, H4T 1X4
Albert Boucher, President
(514)344-5252; Fx: (514)344-5144
Calls Weekly on: Grocery HO and Retail, Drug HO and Retail, Food Service HO, Club Stores, Mass Merchandisers, Industrial, Confectionery Wholesale, Health Food Outlets, C Store Retail
CHATHAM VILLAGE Crisp Bread

Non CFBA Members

Ashley-Koffman Foods
6605 Boul. Thimens, St. Laurent, H4S 1W2 (Head Office, Mississauga, Ont.)
Giovanni Qualizza, Quebec Sales Manager
(514)333-3343; Fx: (514)333-3990
CARR'S CRACKERS
DELACRE Cookies
EURO PATISSERIE Cookies
KAMBLY Biscuits
MCVITIE'S DIGESTIVE Biscuits

MCVITIE'S HOB-NOBS Biscuits
MCVITIE'S TUC Crackers
ROCKY MOUNTAIN GOLD Rice Cakes
SOMETHING SPECIAL Croustades
RUBSCHLAGER Deli Bread
WALKERS Biscuits, Seasonal Cakes, Shortbread
WASA Crisp Bread
KEEBLER Pie Crust

Askwith & Associates

St-Laurent, Quebec Branch Office; Head Office Oshawa, Ontario
Suite 212, 516 Canonberry Crt., Oshawa, Ontario, L1G 1Z
(514)748-1151; Fx: (514)748-8377
CHEZ DE PREZ Cheese Cake

B.K. Sethi Marketing Ltd.

155 Rue Beaubien St. West, Montreal, H2V 1C5
Send to Head Office – 211 Finchdene Square, Scarborough, Ont., M1X 1B9
(416)299-5741 (Ontario phone number)
EXCELSIOR Crackers
GARDEN Cookies, Wafers
INDIA HOUSE Naan Bread

CenProSpec Sales Inc.

1132 rue des Pinsons, Boucherville, J4B 6H1
J.C. Guillotte, Pres.
(450)655-2083; Fx: (450)655-1429; E-mail: cenprospec@videotron.ca
LAMBERT Cake Log

Clark Drouin Lefebvre Inc.

1301 Gai-Lussac, Boucherville, Que., J4B 7K1
Jean-Claude Boisvert, President; Yvan Normandeau, Partner Sales; Tim Clark, Sr. V-P; Pierre Taillebois, Partner
Marketing
(450)442-9660; Fx: (450)449-4977; E-mail: pierret@cdl.ca
LIFESTREAM Frozen Waffles

Elco Fine Foods Ltd.

6421 Abrams St., St. Laurent, H4S 1X9 (Head Office-Richmond Hill, Ontario)
Moe Cussen; Armando Stella
(514)335-2331; Fx: (514)856-1237
ANNAS Biscuits
BARBER Crackers
FREITAG Cookies
POELL Mini Toasts

PURITY Biscuit
SESMARK Crackers
SILJANS Croustades
DELBA Breads, Rye Bread
RUHRTALER Bread, Rye Bread

Impact Food Brokers Ltd.

145 Montee de Liesse, Ste. 3, Ville St. Laurent, H4T 1T9

Charles S. Tanguay, President

(514)737-2977; Fx: (514)737-9967

FINE POINTE Tarts

SELECTION Cakes

READY BAKE Bagels, Bread, Donuts, Frozen Baked Goods, Muffins, Pastry

Morris National Inc.

2235 Rue La Pierre, LaSalle, H8N 1B7 (Head Office-Concord, Ontario)

Gerry Morris, President

(514)368-1000; Fx: (514)368-3168

AUSTIN Crackers

GARDEIL BOUDOIRS Cookies

PIROUWAFER Cookies, Wafers

STIXI Cookies

National Importers Canada Ltee

100 Alexis-Nihon Boul., Ste. 918, St.Laurent, H4M 2P5 (Head Office-New Westminster, BC)

Casey Wust, V-P & COO; Gary McLune, National Sales & Bus.Dev.Mgr; Michel Paradis, Quebec Sales Mgr.

(514)747-5957; Fx: (514)747-9204

I LAN Rice Crackers

Pieral Ltee

535, Samuel de Champlain, #230, Boucherville, J4B 6B6

Alain Hamel, President; Raymond Giroux, V-P

(450)655-1211; Fx: (450)655-6090

SEPP'S Cookies

Sanio Foods Ltd.

1730-55 Ave., Lachine, H8T 3J5

Peter S. Eusanio, President

(514)636-5142; Fx: (514)636-5958

DARE Biscuits

JUNO CHEFS Frozen Pancakes, Pancakes

BAGEL TRADITIONAL

DAVINCI Pizza Crust

SARA LEE Cakes, Donuts, Pastry, Pies, Swiss Rolls

MARK-CREST Crepes

Triple-C-Inc.

7493 Trans-Canada Hwy., Ste. 104, Ville St. Laurent, H4T 1T3 (Head Office-Hamilton, Ont.)

Louise Marion, Manager

(514)332-6265(Head Office Hamilton); Fx: (514)332-9631

DARE biscuits

NORANDA REGION

Normand Turgeon

158, 21e Rue, Rouyn-Noranda, J9X 2N8

Normand Turgeon, President

(819)797-6657; Fx: (819)762-1391

LECLERC Biscuits, Cookies

PRIMO Cookies

QUEBEC CITY REGION

Impact Food Brokers Inc.

1900, Place Cote, Ste. 105, Quebec City, G1N 3Y5 (Head Office-Ville St. Laurent)

(418)688-9441; Fx: (418)688-4678

FINE POINTE Tarts

SELECTION Cakes

READY BAKE Bagels, Bread, Donuts, Frozen Baked Goods, Muffins, Pastry

Please note, many of the broker sold brands listed in Ontario may not be broker sold in Quebec, but are still available in the market. Approximately 30% all products are broker sold nationwide.

ALBERTA BROKERS & BRANDS

CALGARY

CFBA Members

Allied Food Group

8-6020-11th St. SE, Calgary, T2H 2L7

Don Willcox, Terry Rae (Willcox & Rae are partners)

(403)253-5913 Fx: (403)258-0230

E-mail: afgcal@alliedfoodgroup.com

DELACRE Cookies

Cyba Stevens Management Group

#100, 3016-19th St. NE, Calgary, T2E 6Y9

Joanne Nadeau

(403)291-3288; Fx: (403)250-3374; E-mail: joannen@cybastevens.com
UNICO Biscuits

Non-CFBA Members

Ashley Koffman Foods
2600 – 61st Ave. SE, Calgary, T2C 4V2
(403)279-8998
(H.O. Mississauga, Ont.)

CARR'S CRACKERS
EURO PATISSERIE Cookies
KAMBLY Biscuits
KEEBLER Pie Crust
MANISCHEWITZ Kosher Cookies, Bagels, Biscuits, Crackers
MCVITIE'S HOB-NOBS Biscuits
MCVITIE'S DIGESTIVE
ROCKY MOUNTAIN GOLD Rice Cakes
ROKEACH Crackers
RUBSCHLAGER Deli Bread
STREIT Cookies
WALKERS Biscuits, Seasonal Cakes, Shortbread
WASA Crisp Bread

B.K. Sethi Ltd.
400-7015 MacLeod Trail S, Calgary, T2H 2K6 (H.O. Scarborough, Ont.)
Brent Hallett, Pres.
(403)254-2454 or (403)256-2463 E-mail: brenmaragency@home.com
EXCELSIOR Crackers
GARDEN Cookies, Wafers
INDIA HOUSE Naan bread

Binner Marketing & Sales Inc.
162-5151 3rd St. SE, Calgary T2H 2X6
Peter Iamartino
(403)253-9466; Fx: (403)253-8426
BEVERLEY'S Butter Tarts

Great Canadian Food Brokers
3815 16th St. SE, Calgary T2G 4W5
Hessel Kielstra, President; Jon O'Farrell, Manager
(403)263-6396; Fx: (403)265-7347; E-mail: jon.ofarrell@telusplanet.net
GARDEN Wafers

Holtzheuser Brothers Ltd.

1320-40th Ave. NE, Calgary, T2E 6L1 (H.O. Richmond Hill, Ont.)

Peter De Jong, Sales Mgr; E-mail:elco.cal@therockies.com

(403)250-1932; Fx: (403)250-2028

BRINK Biscuits

HILLE Rusks

PALLY Biscuits

RIPENSA Biscuits

SAN ESU Crackers

ID Foods Corporation

7703-30th St. SE, Unit D, Calgary, T2C 1V4 (H.O. Laval, Que.)

Doug Mettam, GM

(403)236-7871; Fx: (403)236-7892

BAHLSSEN Biscuits

HAIKU Rice Crackers

JACOBS Biscuits, Crackers

KAVLI Crisp Bread

LU Biscuits

OLOF Cookies

RYVITA Crisp Bread

SILJANS Croustades

VIKING CRIPS Crisp Bread

Tees & Persse Brokerage Ltd.

7-5885-51st St. SE, Calgary, T2C 3V2

Jason Modin, GM

(403)255-6776; Fx: (403)236-5538, E-mail: jasonm@tees-persse.com

DARE Biscuits

AUNT JEMIMA Pancake Mix, Waffles

QUAKER Pancake Mix

SNACKERY Pancake Mix

SPECIAL D Apple Fritters, Donuts

Mustang Food Brokerage Ltd.

100, 6940 Fisher Rd. SE, Calgary, T2H 0W3

Lyn Ward, Pres.; Audrey Galloway, Br. Mgr.

(403)640-4292; Fx: (403)640-4298

GOURMET BAKER Cakes, Muffins, Pies

OTIS SPUNKMEYER Frozen Cookies

Network Sales (Alberta) Inc.

2nd Floor, 6001-1A St. SW, Calgary, T2H 0G5

Dale Gaehring, Pres. & GM; Darrell Gaehring, V.P.

(403)259-8877; Fx: (403)259-8649; E-mail: gaehring@telusplanet.net

HOMESTYLE Butter Tarts, Cinnamon Buns, Tea Biscuits

Pennine Marketing Ltd.
222-5925 12th St. SE, Calgary, T2H 2M3 (H.O. Surrey, BC)
Steve Swan, Sales Mgr., Alberta & Sask.
(403)640-2696; Fx: (403)640-2695
EVEREST Taco Shells, Tortilla Wraps
RICH'S Bake-Off Products, Pastry
THE ORIGINAL CAKERIE Cakes

RBR Food Brokers Ltd.
808 Woodpark Way SW, Calgary, T2W 2V8
Ronald B. Carrick, GM; R. Reg Carrick, Sales Mgr.
(403)251-0755; Fx: (403)281-9210
DORCHESTER Biscuits

Triple-C-Inc.
3815-29th St. NE, Calgary, T1Y 6B5
Jerry Borst, Mgr.
(403)291-1105; Fx: (403)250-3362
DARE biscuits

Cyba Stevens Management Group
11708-167 St., Edmonton, T5M 3Z2
Shawn Brown; Wayne Klassen
(780)447-1163; Fx: (780)447-1173
UNICO Biscuits

Binner Marketing & Sales Inc.
126-10403-172nd St. NW, Edmonton, T5S 1K9
Bryan Elkie, Retail Sales Mgr.
(403)487-6726; Fx: (403)489-3513
BEVERLEY'S Butter Tarts

Jan K Overweel Ltd.
322 Maple Tree Way, Strathmore, T1P 1H9 (H.O. Toronto, Ont.)
D. Littlefair, Sales Rep.
(403)934-2085; Fx: (403)934-2085
COSTA Crackers

Tees & Persse Brokerage Ltd.
#17 Airport Rd., Edmonton, T5G 0W6
Wayne Modin, Pres. (don't want to be on a mailing list)
(780)447-1241; Fx: (780)447-1910

DARE biscuits
ORIGINAL CAKERIE Cakes, Cheese Cakes
SNACKERY Pancake Mix
SPECIAL D Apple Fritters, Donuts
STREIT Pancake Mix

Mustang Food Brokerage Ltd.

Unit 103, 13245-146th St., Edmonton , T5L 4F8

Doug Petrie, Br. Mgr.; Joan Friesen, Key Acct. Mgr.

(780)451-6228; Fx: (780)451-2106

GOURMET BAKER Cakes, Muffins, Pies, Pastry

O. SPUNKMEYER Frozen Cookies

Network Sales (Alberta) Inc.

Suite 1, 12604-126th St., Edmonton, T5L 0X6

Dale Gaehring, Pres & GM; Laurel Nay, Key Accts.

(780)447-1626; Fx: (780)447-2421; E-mail: netsales@telusplanet.net

HOMESTYLE Butter Tarts, Cinnamon Buns, Tea Biscuits

Pennine Marketing Ltd.

#100-14615-124th Ave., Edmonton, T5L 3B2

Rick Killin, Territory Mgr., N. Alberta

(780)454-1919; Fx: (780)454-2021

EVEREST Taco Shells, Tortilla Wraps

RICH'S Bake-Off Products

BRITISH COLUMBIA BROKERS & BRANDS

VANCOUVER AREA

CFBA Members

Duffus Sales Ltd.

#101, 657 Marine Dr., West Vancouver, V7T 1A4

Barry Duffus, Pres.; Roger March, Foodservice Div. Mgr.

(604)926-2102; Fx: (604)926-2529; Email: duffsale@direct.ca

GARDHOUSE Biscuits

SOLO Cookies, Crackers

NON-CFBA Members

Ashley-Koffman Foods

11760 Machrina Way, Richmond, V7A 4V1; (H.O. Mississauga, Ont.)

Don Budnarchuk, B.C. Sales Mgr.; Paul Mitchell, VP Marketing, Perishables

(604)271-6360; Fx: (604)271-0662

CARR'S CRACKERS
DELACRE Cookies
EURO PATISSERIE Cookies
KAMBLY Biscuits
MANISCHEWITZ Kosher Cookies, Kosher Crackers
MCVITIE'S DIGESTIVE Biscuits
MCVITIE'S HOB-NOBS Biscuits
MCVITIE'S TUC Crackers
ROCKY MOUNTAIN GOLD Rice Cakes
ROKEACH Crackers
STREIT Cookies
WALKERS Biscuits
WASA Crisp Bread
STREIT Pancake Mix
KEEBLER Pie Crust
MANISCHEWITZ Kosher Bagels
RUBSCHLAGER Deli Bread
WALKERS Seasonal Cakes, Shortbread

B.K. Sethi Marketing Ltd.
14-11191 Horseshoe Way, Richmond, V7A 4S5 (H.O. Scarborough, Ont.)
Vincent Uy, Distribution Mgr.
(604)277-3578
EXCELSIOR Crackers
GARDEN Cookies, Wafers
INDIA HOUSE Naan Bread

Far Met Importers Ltd.
34 West 7th Ave., Vancouver, V5Y 1L6
Michel Farges, Pres., Judith Mann, Controller, Yves Farges, Operations
(604)876-2241; Fx: (604)875-1575
KAVLI Crisp Bread
DUBOIS WAFERS
ROKA Bread Sticks, Cheese Crispies, Chili Sticks, Cumin Ch B's, Gouda Ch. B's.

Haida Sales Ltd.
#205, 3237 King George Highway, South Surrey, V4P 1B7
Stuart Spear, Pres., Stuart Spear Jr., Sales Mgr.; Don Goddard, Special Project Mgr.
(604)531-8010; Fx: (604)531-8018
SALLOUM Pita Bread

Holtzheuser Brothers Ltd.
7658 Winston St., Burnaby, V5A 2H4 (H.O. Richmond Hill, Ont.)
(604)420-1636; Fx:(604)420-2770

BRINK Biscuits
HILLE Rusks
PALLY Biscuits
RIPENSA Biscuits
SAN ESU Crackers

ID Foods Western Corporation
135 Glacier St., Coquitlam, V3K 5Z1
Rob McGowan, Sales Manager
(604)942-6022; Fx: (604)942-1689
COSTA Crackers

Michael Theodor Brokerage, Inc.
Ste. 310-2025 W. 42nd Ave., Vancouver V6M 2B5
Michael Theodor, Pres., Anna Au, Promotions Co-ordinator,
Lisa Connolly, Special Projects Co-ordinator; Mai Watson, Business Development Mgr.; Colleen Roberts, Order
Desk
(604)263-1530; Fx: (604)263-1535
LADY J Cookies
WAFFLE HEAVEN Waffles

Tees & Persse Brokerage Ltd.
101-827 Belgrave Way, Delta, V3M 5R8(H.O. Edmonton, Alta.)
Stuart Mennie
(604)520-6002; Fx: (604)520-6898
AUNT JEMIMA Pancake Mix, Waffles
SNACKERY Pancake Mix
SPECIAL D Apple Fritters, Donuts

Morris National Inc.
#4-15858 Cliveden Ave., Delta, V3M 6M1 (H.O. Concord, Ont.)
Philip Fournier, Mgr., BC Region
(604)540-8114; Fx: (604)540-8229
AUSTIN Crackers
GARDEIL BOUDOIRS Cookies
PIROUWAFER Cookies, Wafers
STIZI

National Importers Ltd.
1376 Cliveden Ave., Annacis Business Park, New Westminster, V3M 6K2
Casey Wust, VP & COO; GaryMcClune, National Sales & Bus.Dev.Mgr.;
Leeola Zanetti, National Marketing Mgr.; Rob Noble, Food Service & Prod. Dev. Mgr.; Les Cox, C Sales Mgr.
(604)520-1555; Fx: (604)520-0827
I LAN Rice Crackers

RYVITA Crisp Bread
UNICO Biscuits

Pennine Marketing Ltd.
100-10277 154th St., Surrey, V3R 4J7
Derek Pope, CEO; Napoleon Veltri, GM
(604)585-4455; Fx: (604)585-2393; E-mail: chrystal@pennine.ca
DARE biscuits
EVEREST Taco Shells, Tortilla Wraps
THE ORIGINAL CAKERIE Cakes, Cheese Cakes

Top's Importing (B.C.) Limited
6354 Beresford St., Burnaby, V5E 1B6
George VanBeek, GM; Fred van Rijswijk, Sales Mgr.
(604)430-1341; Fx: (604)430-1834; E-mail: gvanbeek@axionet.com
BRITL Crisp Bread
DERUITER Cookies
DRIEHOEK Biscuits
EMMA Biscuits, Cookies
SILJANS Croustades
VANDERMEULEN Biscuits, Rusks
EMMA Cakes
VANDERMEULEN Rye Bread