

Canada Bread Truck 1935 Courtesy Winnipeg Wisconsin Historical Society



CELEBRATING 100 YEARS OF SERVICE AS CANADA'S LEADING BAKERY



CANADA'S LEADING BAKERY IS BORN

In June 1911, one hundred years ago, five leading Canadian baking companies – Bredin Bread Company Limited, Model Bakery, Toronto Bakery, Stuarts Limited and Boyd's Bakery – came together under a new name, Canada Bread, and began an exciting new business venture. The stage was set for Canada's leading bakery to rise.



Over the next 30 years the company grew at a fast rate buying 20 bakeries in a dozen cities across the country and establishing new bakeries in Kingston, Cornwall, Kirkland Lake, Chatham and Sudbury. During the 1950's the focus was on greater efficiencies and new marketing strategies to adapt to the development of supermarket chains and consumer's changing shopping habits.

In 1953 the head office in Toronto was moved from Avenue Road to the bakery at Bloor Street West and Dundas St. In 1969 the name was changed to Corporate Foods Limited, but reverted back to Canada Bread in 1997. Quebec-based Multi-Marques was acquired in 2001, bringing with it leading brands like POM and leading market shares throughout Quebec. Today, Canada Bread is 90% owned by Maple Leaf Foods and an important part of the Maple Leaf family, with more than 7,500 employees, almost 1,000 franchisees and bakeries across Canada, the United States and the United Kingdom.



FROM BAKERY TO LEADING BRAND

In 1855, James Dempster was born in Glasgow, Scotland. Dempster's parents, both bakers, taught him the necessary skills of any baker, but he also brought an innate passion and an uncanny skill set to the business of making bread. In the 1870's the family immigrated to Canada and the family opened their first bakery, Ideal Bakery, in Toronto.

A decade later, Dempster opened his first bakery on his own – Dempster's Staff of Life Bakery. It was a one-man operation that ran out of his home at 1166 Dundas St. West. Dempster held a PhD in nuclear physics and brewed his own yeast! In 1929 he passed away and his sons, James Junior and Nelson, took over the bakery business.



In 1952, Dempsters Staff of Life Bakery was sold to an eager buyer, Mr. Eugene Borys, from the Ukraine who had a keen interest in the bakery. The name was changed to Dempsters' Bread Limited and operations were moved to an older lumber mill on Toronto's Fraser Avenue, which was renovated into a large bakery and distribution centre. On April 8, 1968 Dempster's Bread Limited was purchased by a subsidiary of Canada Bread and over time became the company's national flagship brand and a significant part of Canada's bakery history.



MARKETING TO REMEMBER

Over the past 100 years the business has developed great tasting and nutritious products and embarked on creative marketing programs to promote these products to customers and consumers.

Early on, we held open houses at our operations across Canada to showcase new equipment and modern facilities and invited both the local community and grocery store owners to visit and take tours.

National and regional advertising in local newspapers was a key part of our success. From “Beauty of the Month” to “Branch News,” we made sure our employees and consumers



knew what we were up to. And who could forget our Butter-Nut Boy who was part of our logo and marketing efforts for more than a decade starting in 1910. The cute little boy was a mascot no homemaker could resist.



As the popularity of supermarkets grew and North America’s shopping habits changed, so too did our merchandising and marketing strategies. We invested in colourful displays that prominently displayed our products and highlighted our brands.

The CORONATION LOAF

We Challenge A FLAVOR Test

TEST this new "CORONATION" Loaf against any other white bread on the market. It will win hands down on FLAVOR. The extra milk, extra shortening, extra sugar and extra yeast we put into this "CORONATION" Loaf make it so delicious you'll want one or two more slices with every meal. The extra yeast in this loaf makes it particularly valuable for growing children—and, hey, how they'll love it! *Note: genuine white wrapped in CANADA BREAD'S special "CORONATION" wrapper.*

"The QUALITY Goes In Before The NAME Goes On"

Made and Baked Exclusively By
CANADA BREAD COMPANY, LIMITED

Hungry Husbands!

Hungry husbands deserve to be satisfied. The strain of the day's work uses up their strength and nervous energy. That's why so many men have a craving to "fill up on bread". They need the proteins that Canada Bread provides to renew their strength, stretch their blood and provide reserves of nervous energy for tomorrow's tasks. Satisfy them with —

CANADA BREAD

Savour its Flavour

Your grocer will gladly supply you with it.



NUTRITION...AND A TOUCH OF INDULGENCE

In 1605 the first Canadian wheat was grown in a small settlement in Nova Scotia now known as Annapolis Royal. From this tiny wheat crop, Canada has grown to become one of the largest wheat producers in the world. Today, modern machines extract every last ounce of goodness from wheat to produce the flour that goes into making our baked goods.



In modern diets bread and baked goods play an important role in our meals. With a renewed emphasis on the importance of grains and a great range of products – pantry breads, rolls, flatbreads, bagels, artisan breads, and snack cakes – we’ve got something that everyone will enjoy!

Our national and local brands are part of virtually every kitchen in Canada and used every day – to name a few – Dempster’s, Villaggio, McGavin’s, POM, Bon Matin, Sunmaid and Ben’s. Our range of premium nutrition products taste great and make it easy to eat healthy. And we’ve also come on strong in the fast growing ethnic breads category with products like Dempster’s tortillas, which lead the market. And for those occasions when a little indulgence is called for, our Cadbury snack cakes are a big hit with consumers.

<p>Loads Of Nourishment</p> <p>Every day there passes along your street a wagon or truck load of nourishment.</p> <p>Many of your neighbours share in this nourishment.</p> <p>If you would like to share in it too—</p> <p>Stop in friendly Canada Bread saloons and choose one or two loaves of</p> <p>CANADA BREAD</p> <p><i>Savour its Flavour</i> Your grocer will gladly supply you with it.</p>	<p>Dempster's</p>  <p>Ben's <i>The Baker's Best</i></p>	
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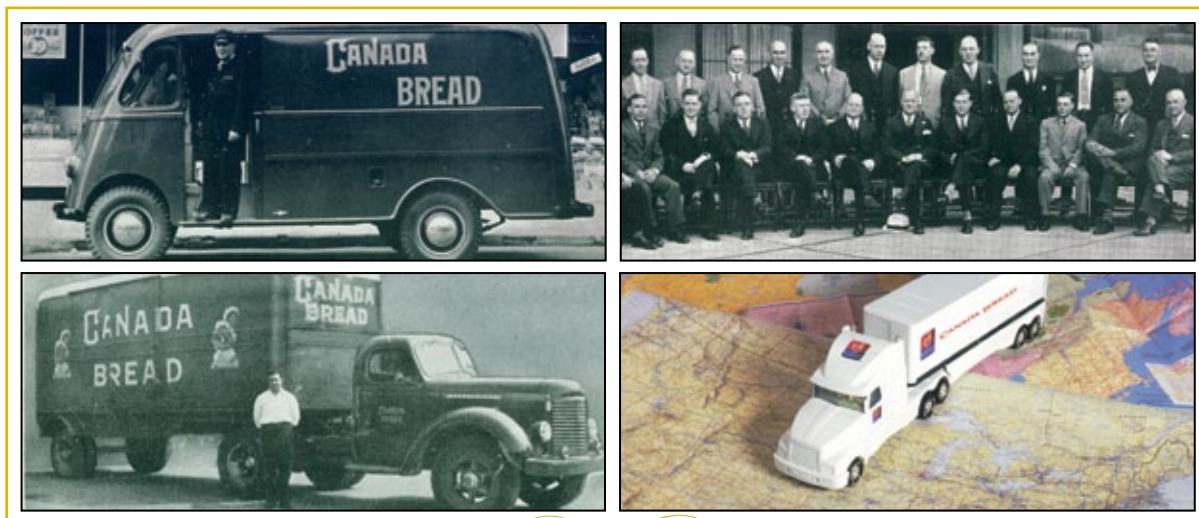
A HISTORY OF GREAT PEOPLE AND INNOVATION

Our ingredients for success are our people and our innovation.

Mark Bredin, a founder of one of the five companies that came together to form Canada Bread in 1911, was a true innovator. In 1891, he was one of only five bakers in Toronto to own a dough mixer. And in 1898 he was the first in North America to own a moulding machine, much to his American counterparts' chagrin. 1915 saw Bredin introduced the selling of packaged cakes door-to-door, a concept which was later adopted by bakers across North America.

By 1936, high speed mixers were the norm in our bakery operations and ovens in all our larger plants could bake 3,000 loaves of bread per hour. This same year we created a fleet of more than 100 trucks to deliver our products to Canadians, although we continued wagon deliveries to extend into towns and rural areas. We also applied innovation to social improvements and voluntarily lowered the price of bread to further the war efforts during WWII.

More recently, we helped lead the evolution of products like Dempster's Oven Fresh, providing consumers the pleasure of home baked bread with no fuss.



LOOKING AHEAD

Our future lies in our strong innovation and great people.

Our new state-of-the-art bakery in Hamilton, Ontario is inspiring us to push the boundaries to create new and ever-innovative processes and products. At 385,000 square feet, this will be the largest bakery in North America featuring some of the most modern equipment. It will solidify our position among the leading bakeries in North America; producing high quality products as efficiently as possible.



The new bakery is designed to obtain certification under the LEED™ (Leadership in Energy and Environmental Design) program once construction and commissioning is complete. It has a high solar reflectance roof to reduce the effects of the summer heat; high efficiency lighting to decrease energy consumption; a rain water catch basin to minimize the amount of water consumed for landscaping and 'grey' water applications like flushing toilets; and design features to re-capture process heat and recycle energy back into the building and various processes.

Throughout the past century, a constant has been the passion and skill of our people...their creativity and passion for the bakery business and delighting consumers with great tasting products. As we expand into new categories, the next century will see our business change with our changing society. Our people will continue to lead this growth with deep values, skill and vision for the future.



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