

BAKERY TRENDS: *CRAFT AT SCALE*
Tom Gumpel – MDJ Baking Inc.



BAKERY TRENDS

Handmade, Hand Milled and Hand Crafted

Millenials! Minis are back in **Provenance**

Clean Label Breads

Less is more **ORGANIC** Story Telling

Protein added to bread **Who, What, When and Where!**

In Store Bread Sales Lead the Way

FRESH FRUIT **AUTHENTICITY**

TREND CHASING

BEYOND THE PRISON WALLS



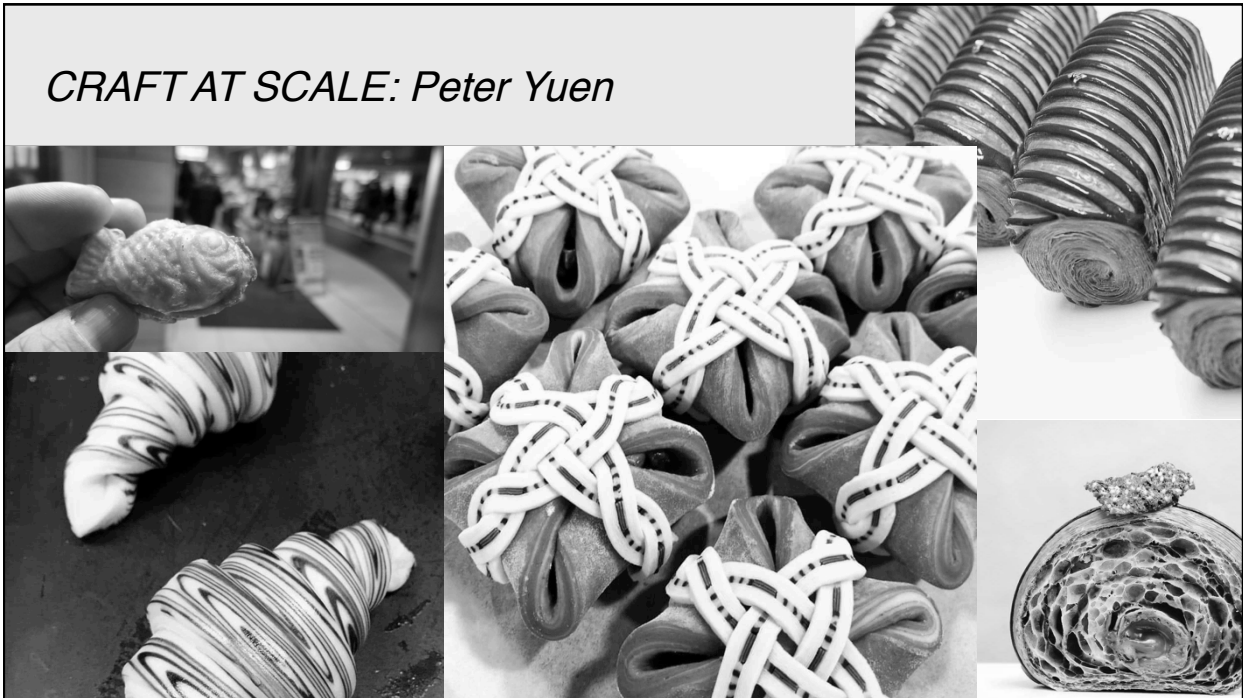
BAKERY TRENDS: *CRAFT AT SCALE*



CRAFT AT SCALE: Peter Yuen



CRAFT AT SCALE: Peter Yuen



BAKERY TRENDS: The “TACRO”



CRAFT AT SCALE: Dominique Ansel



BAKERY TRENDS: *CRAFT AT SCALE*



CRAFT AT SCALE: Andy Clark, Moxie Bread



An Heirloom Wheat Bakery

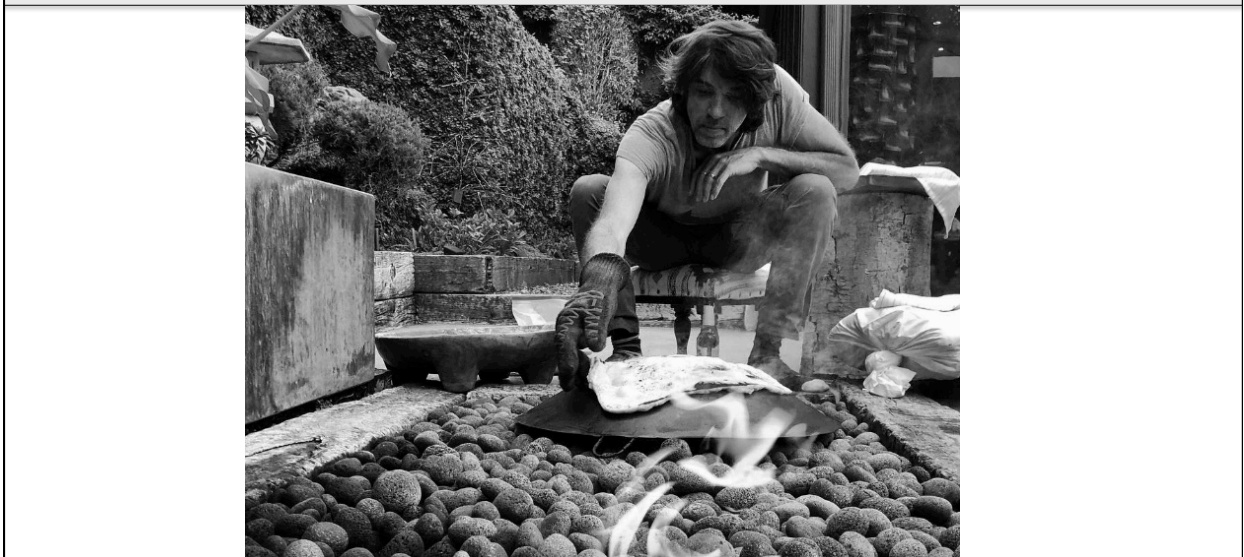
All of our baked goods are made exclusively with organic heirloom wheat flour (some biodynamic and some local). Heirloom varieties of wheat seem to digest easier in our bodies and produce fewer reactions than some other modern wheat varieties.



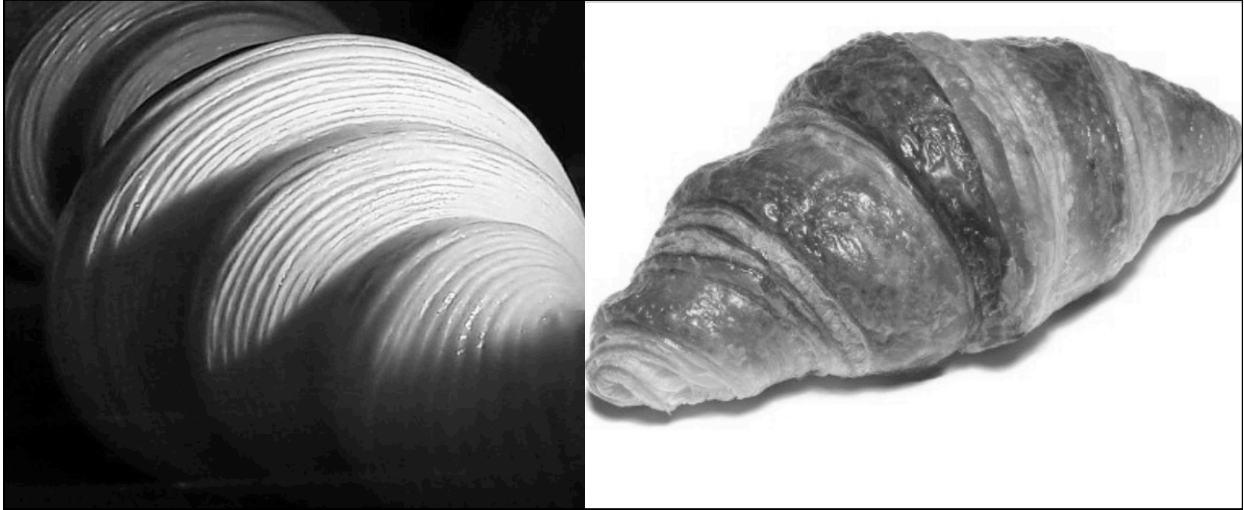
CRAFT AT SCALE: CEOR



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TO PROOF OR NOT TO PROOF, THAT IS THE QUESTION!



ST. MALO: BRITTANY, FRANCE



KOUIGN-AMANN



CRAFT AT SCALE: SAVORY TYPES



CRAFT AT SCALE: *GOOD BREAD IS GOOD FOR YOU*



- A shared definition of what good bread is.
- Those who make bread must have a language and the knowledge to defend and move bread forward
- Whole, Ancient and Exotic Grains (Sorghum and Fonio)
- Sprouted Grains
- Loaves that support a healthy microbiome (both pre and probiotic)
- Advanced fermentation techniques for health and flavor development



CRAFT AT SCALE: *PIZZAMANIA*



PAY ATTENTION, PE'S ARE WATCHING!

Private equity firm buys artisan bread baker



Pace Capital has acquired Bäckerhaus Veit, which specializes in artisanal European baked goods. Pic:

Private equity firm acquires Gold Coast Bakeries

07.17.2017 By Eric Schroeder



Gold Coast Bakeries makes specialty and organic bread, buns, rolls and sweet goods.

AUSTIN, TEXAS – Peak Rock Capital, a middle-market private equity firm with investments in the food and beverage industry, has added to its portfolio with the acquisition of Gold Coast Bakeries.

Private equity firm acquires Rise Baking



Photo: Rise Baking Co.

08.10.2018 By Eric Schroeder



STAMFORD, CONN. – Olympus Partners, a private equity firm that invests in late-stage growth companies and middle-market management buyouts, has acquired Rise Baking Co., a portfolio company of Arbor Private Investment Co. Financial terms of the transaction were not disclosed.

PAY ATTENTION, PE'S ARE WATCHING! WHY???

- There have been some great successes for PE teams to get excited about- \$125 MM flipped for \$530MM etc...
- "Big boys are in a meltdown"- \$3B companies reduced to mere \$100's Millions, others dropping manufacturing for distribution.
- Start ups with great growth potential are perfect investment targets
- Bakery is a high margin business when executed with accuracy
- No monopolies where the barrier to entry is huge!
- \$35 million and one can be on their feet and that is peanuts for PE groups
- Products like bagels are finding new successes due to compression from larger bakeries abandoning their production
- Bundling bakery synergies are attractive for future sale.
- Buy, Invest and Sell!

THEIR VALUE: Evolution, Fun, Learning and Profit



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