

Welcome to

***Bake'nJoy***<sup>®</sup>

Where Good Taste Begins<sup>™</sup>



# President's Message



*Bake'n Joy Foods has been delighting the retail supermarket baking and foodservice industries for 80 years. I am proud of the heritage my grandfather started with the A.E. Ogan Company back in 1941. Throughout the years, we have stayed true to my grandfather's original vision – to provide quality, dependable solutions to the busy baker.*

*Over time our company has grown and our products have evolved to meet changing consumer and customer needs. The newest example of this is Kitchen Cupboard™ Clean Label bakery products. One thing that has not changed, however, is our commitment to always put our customers first.*

*Bake'n Joy Foods' mission and vision statements are centered on building our customer's success. We realize it is only through our customers' success that we can succeed.*

*Give us a call today and ask to speak with our expert sales and customer service teams to discover the opportunities Bake'n Joy Foods can offer you.*

Robert M. Ogan  
President / CEO



## Our Vision

- Bake'n Joy will be living proof that caring, integrity, hard work and innovation at all levels create success.

## Our Mission

- We will continuously improve all aspects of our business in order to sustain the long-term success of our customers and ourselves.

## Our Values and Guiding Principles

- Customers are the focus of everything we do.
- Associates are critical to our success.
- Services and products drive our growth opportunities.

# Our longstanding heritage

1941

In 1941 a business is born. Founder Abraham E. Ogan, calls his family business the A.E. Ogan Company. Today it is owned and operated by the third generation of the Ogan family.

Bake'n Joy Foods becomes a nationally recognized product trademark in 1951.

1951

1980

The company develops and introduces the first thaw, scoop and bake batter in 1980.

The company was renamed Bake'n Joy Foods, Inc. in 1987 when a new facility was built in Andover, MA.

1987



2000

In year 2000 the company introduces production of frozen pre-deposited muffin batters.



In 2002, BNJ acquired the Country Muffin & Cake Co.

2002

2003

Predeposited loaves were introduced to the market in 2003.

In 2004, BNJ introduces the first ever PanFree® line of muffins, cakes and loaves.

2004

2005

A full line of 100% Whole Wheat frozen batters and mixes for muffins, loaves and cookies was developed and introduced in 2005.

Purchased Boston Coffee Cake in 2009; built state-of-the-art bakery on site.

2009



2014

Bake'n Joy brings a vegan predeposited muffin to market.

2017



In June 2017, Bake'n Joy launched new clean-label products under Kitchen Cupboard™ brand. In December 2017 the company began predeposited muffin production in its new 20,000 sq. ft. expanded manufacturing facility.

2018

Bake'n Joy Foods adds 10 new items to its clean label brand, Kitchen Cupboard™.

2021

Bake'n Joy breaks ground at 351 Willow St. for a new state of the art bakery to produce coffee cakes and other thaw & serve products.

Bake'n Joy acquires L&M Baking, Inc. and broadens its bakery industry reach in terms of product category and retail customers.



## What makes us unique

If you look into the heart of Bake'n Joy, you will find the words caring, quality, dependable and solutions.

To us, these are more than words. It is who we are. It is what we do. It is what differentiates us, and makes Bake'n Joy unique in comparison to other companies.

Caring, Quality, Dependable, Solutions. These words define us and give us both a sense of purpose and pride.

## Our culture

- Teamwork: Everyone at Bake'n Joy is passionate about keeping our promises.
- Responsiveness: We are committed to servicing your needs professionally and in a very timely manner.
- Flexibility: Ability to customize and tailor formulations to meet your business goals.
- Dedication: Everything you do either enhances or diminishes your brand – Bake'n Joy is dedicated to actively enhancing your brand and brand equity.

# What we offer

- Bake'n Joy makes products that satisfy any size or type of bakery business; from mom and pop bakeries, quick service retail, supermarket in-store bakeries, restaurants and all other facets of foodservice operations.
- We use only the highest quality ingredients and source as close to our manufacturing facility as possible. We are committed to procuring items from the U.S.A. and only source outside when absolutely necessary.
- We believe our commitment to using only the best ingredients distinguishes our products in terms of taste, texture and mouth feel from our competitors, and is the reason we are experiencing such strong growth.
- Our products are available in an array of product formats; from mixes and bases for scratch baking, convenient thaw and serve, and everything in between. Bake'n Joy has products that will meet your specific business need.
- In the year 2000 Bake'n Joy introduced Predeposited Frozen Muffins; which has surpassed scoop and bake batters to become our hallmark product offering.
- In 2017, in light of such strong growth in Predeposited Frozen Muffins, we added 20,000 square feet to our manufacturing facility. This enables us to service our customers more efficiently as well as strategically positions the company for exponential growth in the years to come.
- With either bake on-premise or commissary capabilities, Predeposited Frozen Muffins enable you to bake a little or a lot for on-demand freshness, minimal labor and no batter waste.
- Depending on your market position, Bake'n Joy has the right brand and product size to satisfy your unique need. We sell our products under the brand names of Kitchen Cupboard™, Ultra Moist™, PanFree®, Homestyle™, Bake'n Joy Originals™, Country Muffin® and Boston Coffee Cake®; the iconic retail coffee cake brand was bought by Bake'n Joy in 2009.
- We will also partner with you to develop proprietary formulations that give you a competitive advantage in your market area.

# What we make

- Predeposited/Preportioned frozen batters for muffins, cookies, cupcakes, cornbreads and loaf cakes.
- PanFree® Muffins (No muffin pan required.)
- Thaw, scoop and bake batters for muffins, cakes, cornbread, brownies, cookies, loaves or just about anything else you have in mind to create.
- Mixes and Bases for donuts, muffins, cornbread, cakes, loaves, cookies, brownies, cupcakes, biscuits, Danish, scones, pancakes and bread.
- Thaw and serve cupcakes, whoopie pie shells and coffee cakes for private label retail sales.
- Fillings for donuts, pies and Danish. Icing, glaze and streusel toppings.
- Ready to bake elephant ears.



# Product Formats

## Predeposited Muffins, Cookies & Loaves



## Freezer to Oven - Frozen Predeposited Muffins and Cookies

- Muffins available in 4.5 oz. and 6.25 oz. and come in a wide array of flavors.
- Preportioned, Predeposited Cookies available in a wide variety of flavors and sizes.
- Bake fresh all day.
- Minimize waste.

## Scoop and Bake Batters



## Thaw, Scoop and Bake Frozen Batters

For Muffins, Loaf Cakes, Muffin Tops, Mini Muffins, Mini Bundts, Mini Loaves and More.

- Premium, decadent and indulgent
- Extra moist, superb texture, taste and shelf life
- 15 - 20% more fruit and/or nut/candy content
- More eggs and oil, less water
- Firmer texture, tighter grain
- Available in over 20 delectable varieties

## PanFree®



## PanFree®! No Muffin Pan Required

- Premium recipes, taste & texture
- Muffins come in Novacart liners and loaves in a lined aluminum baking pan to retain shape
- Minimum labor required
- Direct freezer to oven convenience eliminates need for muffin pans
- Bake fresh all day

## Thaw and Serve



## Thaw & Serve Fully Baked Coffee Cakes

Celebrating 25 years of sweet success, the family recipes used in our Coffee Cakes are second to none! Fresh ingredients are blended together then baked to perfection, packed and frozen, so they are ready to thaw and serve in a snap.

- Merchandise in colorful retail box
- Available in large for larger size for foodservice
- Also comes in trendy craft box for Your Private Label branding
- Fluffy, sweet and memorable
- Loaded with cinnamon, walnuts and other tasty flavors



# Frozen Predeposited Products

- Bake fresh on premise
- Less skilled labor
- Zero to a minimal amount of slacking required
- Bake fresh throughout the day
- Inventory and waste management

- Muffins \*
- Loaves \*
- Cornbread \*
- Cupcakes

\*Available



## Frozen Predeposited Muffins and Loaves

- Muffins available in 4.5 oz.\* , 5.4 oz. & 6.25 oz. sizes
  - Available in nearly 20 varieties, including Low Fat Blueberry
- 18 oz. Loaf Cakes are ready to bake \*

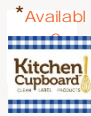
## New Vegan Muffins and Cookies also Now Available! \*



- Clean Label muffins are whole grain and come in Berry Nut and Apple Raisin
- Clean Label 1.25 oz. cookies are available in Chocolate Chip and Oatmeal Raisin

# Don't Forget the Toppings!

- Streusels \*
- Sanding Sugar
- Icing/Dips
- Garlic Spreads



# Fillings for Pies, Danish, Donuts & More!



## Predeposited Whole Grain Muffins\*

- Made with naturally-mild white whole wheat flour
- Deposited into upscale paper liners that do not require muffin pans for baking
- 2.5 oz. and 4.25 oz. in our most popular flavors



## Predeposited Cornbread & Cupcakes

- 3 oz. Cupcakes in Chocolate and Yellow Cake



- 48 oz. Quarter Sheet Cornbread\*



\*Available



# Frozen Predeposited Cookies

- Preportioned for consistency
- Bake fresh on premise
- Less skilled labor
- Bake fresh throughout the day
- Ease of inventory and waste management



- A multitude of sizes to satisfy consumer preference

1.25 oz. Assortment\*

1 oz. Assortment

1.5 oz. Whole Grain\*

1.6 oz. Macaroons

2 oz. Assortment\*

2.3 oz. Gingerbread Men

2.5 oz. Assortment

3.25 oz. Varieties\*




\* Available



# Frozen Scoop and Bake Batter & Dough

- Muffins \*
- Cookies \*
- Brownies \*
- Cakes
- Cornbread \*
- Loaves \*
- Pound Cakes
- Pudding Cakes

\* Available  




## Ultra Moist™ Frozen Batters

- Premium, decadent and indulgent
- Extra moist for superb texture, taste and shelf life
- 15 – 20% more inclusions than other BNJ product lines
- More eggs and oil than, less water
- Firmer texture
- Tighter grain
- Available in nearly 20 flavors

# Frozen Cake Batters

- ❖ Double Chocolate Pudding Cake
- ❖ Yellow Pudding Cake



# Dry Mixes and Bases

- Donut \*
- Muffin \*
- Cornbread \*
- Scone & Biscuit \*
- Pastry
- Cake
- Bread
- Conditioners
- Cookie
- Brownie \*
- Pancake



\*Available



# Fully Baked Boston Coffee Cake®



- 28 year heritage of sweet success!
- Sold in eye-catching retail boxes that pop off the shelf
- 6 varieties of 48 oz. premium Coffee Cakes
- 6 varieties of 24 oz. premium Coffee Cakes
- 4 Coffee Cakes varieties available for your private label



# Proprietary Formulations

- Bake'n Joy works with Customers to develop exclusive formulas for private label retail quick service, supermarket bakery and foodservice.

- **Proprietary Frozen Batter Capabilities**

- Predeposited, PanFree and Scoop Batters
  - Fully prepared frozen batters
  - Quality ingredients
  - Cost effective- no loss at the bowl
  - Saves time and labor
  - Operationally simple
- Batters sizes
- 2.5 oz.
  - 3.0 oz.
  - 4.5 oz.
  - 5.0 oz.
  - 5.4 oz.
  - 6.25 oz.
  - 2/8 Lbs.
  - 2/9 Lbs.
  - 1/18 Lb.

- **Proprietary Dry Capabilities**

- Quality ingredients
  - Consistent results
  - Cost effective
  - Choice of formulations:
  - Water only/water & oil/egg, water and oil formulations
- Bag sizes
- 50 Lbs.
  - 25 Lbs.
  - 6/5 Lbs.

- **Proprietary Frozen Cookie Capabilities**

- High chip/nut/fruit content
  - Consistent results
  - Labor saving options
  - Choice of formulations: dry mixes, scoop batters or pre-cut cookies
- Dry mix, scoop batter and preportioned sizes
- 50 Lbs.
  - 6/4 Lbs.
  - 6/6 Lbs.
  - 2/8 Lbs.
  - .5 oz.
  - 1 oz.
  - 1.5 oz.
  - 2 oz.
  - 2.3 oz.
  - 2.5 oz.
  - 3.25 oz.



# Private Label Products

- **Private Label products include:**
  - 3 varieties of thaw and serve Coffee Cakes
  - Chocolate and yellow Cupcakes - thaw, finish and serve
  - Whoopie Pie Shells with crème filling
  - Frozen Predeposited Muffins, Loaf Cakes, Cornbreads and Cupcakes
  - Frozen PanFree® Muffins (no muffin pan required)
  - Frozen scoop and bake cake and muffin Batters
  - Custom-formulated baking Mixes and Bases for donuts, muffins, cakes and more
- **Examples include:**
  - Retail supermarket bakeries that sell exclusively-developed freezer to oven muffins; customized to meet their specifications
  - Private Label Coffee Cakes where retailers apply their label at store level
  - Custom formulations of scoop and bake batters sold as foodservice house brands



# We Value Sustainable Practices

Thinking “green” is not new for Bake’n Joy as we’ve made energy efficient and sustainability changes to our plant through the years. Here’s a short list of the ways Bake’n Joy has worked to reduce our footprint.

## Recycling

- All cardboard, newspapers, magazines, computer and office papers are recycled.
- The scrap plastic from our manufacturing process is collected and recycled.
- We recycle all waste oil from our equipment.
- We choose to use suppliers who use recycled and recyclable materials, wherever possible. (Being a food manufacturer we cannot use recycled materials in any packaging that touches our products unless it is guaranteed food grade.)
- We recycle all computer scrap and ink cartridges.

## Recyclable Materials and Our Products

- All plastic pails used with our frozen batters, fillings and toppings are recyclable and reuseable.
- All plastic carrier trays used in our pre-deposited batter lines are recyclable.
- We partner with other manufacturers providing recyclable packaging for our products (i.e., TrayBon).

## Energy Efficiency

- Energy efficient fluorescent lighting is used throughout our facility; with motion sensed light fixtures in all offices and throughout the warehouse/freezer areas.
- Entire facility on EMS (Energy Management System) for heating/cooling with computer controlled nightly and weekend set backs.
- Heat generated from boilers and air compressors is diverted to warm other areas of the building.
- Ammonia compressors are designed to allow for variability of demand and adjust accordingly to save energy.
- Air curtains on all inlet doors to our blast freezer saves electricity as the freezer doesn’t have to work so hard to maintain temperature.
- We purchase only high-efficiency motors when buying new or replacing old.
- Utilize Power Correction Factor on our main electrical feed, which dampens start ups and saves energy.

## Other Environmental Concerns

- Use anhydrous ammonia in our largest cooling application because it does not impact the ozone.
- Sterilize and filter all water used in the manufacturing process and the facility to remove bacteria and other contaminants to keep our equipment running efficiently and to reduce contaminants in waste water.

# Our State of the Art Facility

- Bake'n Joy is poised for exponential growth!
- Our North Andover manufacturing facility expanded in 2017 to include 20,000 additional square feet for Predeposited Frozen Muffin production and associate space
- The Technical Services, Quality Control and Research & Development labs were renovated in 2018



- We are SQF Edition-8 GFSI, and undergo regular audits by industry associations as well as customers
  - Full HACCP program
  - Cook & Thurber Inspections
  - Raw and finished QA product testing
  - Facility security systems
  - Water purification



# Product Innovation – R&D

- Expert food scientists and baking technologists
- R&D Lab for consumer driven innovation
- New Tech Services, QA and R&D kitchens in 2018
- On-site and in the field Technical Services Department



# QA, Technology and Food Safety

- Expanded manufacturing
- Research and Development
- State-of-the-art bakery
- SQF Level 3 GFSI
- Sustainability efforts
- Full HACCP program
- Water purification
- Cook & Thurber inspections
- Customer inspections
- Raw/finished testing
- Documentations
- Supplier selection/COA
- Facility security/Bio terrorism



# Equipment

- Depositors
- Freezers
- Blenders
- X-Ray Detectors
- Ovens



## December 2017: Manufacturing Expansion

Staying true to our mission to continuously improve all aspects of our business in order to sustain the long-term success of our customers and ourselves, Bake'n Joy is excited to announce we added 20,000 sq. ft. to our manufacturing facility/associate space. We installed a brand new Predeposited Frozen Muffin line with room for a second line.

The line began production in December 2017 and has immediately made a positive impact on our operations. The new line enables us to support our existing customers growing business and puts Bake'n Joy in the enviable position of servicing new customers with the highest quality standards for product and customer service excellence.



# Purchasing Contracts – Raw Materials

- Expert materials buyers
- Strategic buying
- Commodities
- Industry knowledge
- Relationships



## Industry Trends and Food Technology

Bake'n Joy's vision to meet industry trends for the next three to five years centers on:

- Offering products that reduce labor and increase consistency
- Increasing quality
- Health/solution/functional bakery products that satisfy dietary needs
- New ingredient technologies (i.e. enzymes, fats)
- Offering smaller portion sizes to meet industry and consumer demands/trends
- Foods to enhance a healthy lifestyle

# Value and Opportunity for Partners

- Bake'n Joy is a leader in quality and innovation: Kitchen Cupboard™ Clean Label, Scoop and Bake Batters, PanFree®, Predeposited Muffins and Cookies, 100% whole grain, vegan & more
- Superior Research & Development team, QA and Tech Services
- Predeposited items eliminate waste and decrease labor
- BNJ builds tolerance into our products to perform under a wide variety of uses, conditions and even when product has been mishandled
- Ability to offer private label products with custom formulations
- Team support within all departments: sales, marketing, customer service, tech services, manufacturing, R&D, QA, etc.
- Technical support for customer partners
- Seasonal item flexibility
- Headquarters, manufacturing, R&D are all in Boston area
- Key strength is taking ideas and bringing them to market quickly

## Why Select Bake'n Joy

- Culture & Teamwork: Everyone at Bake'n Joy is passionate about keeping our promises
- Responsiveness: We are committed to servicing your needs professionally and in a very timely manner
- Flexibility: Ability to customize and tailor formulations to meet your business goals
- Dedication: Everything you do either enhances or diminishes your brand – Bake'n Joy is dedicated to actively enhancing your brand and brand equity



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