



Timeless Traditions

for today's bakery consumers



Premium, value-added products
for Bakeries

Baking with Heart

Baking is more than a passion at Baker Boy. It's an honor. For over 50 years we've put our heart and soul into every bakery product we make, upholding the timeless traditions of our baking heritage to help you serve up simple satisfaction to your customers.



We at Baker Boy promise to uphold the finest traditions of our craft by using only authentic ingredients and time-tested baking methods to create satisfying products of exceptional quality and value for today's customers.

Making Baked Goods the Right Way

Our broad line of products and forms delivers the high quality and consistent performance you count on to enhance your reputation and drive sales.

Authentic quality brings customers back

Baker Boy products are crafted by real hands with real heart, to deliver consistent, high-quality taste and appearance.

Wide variety accommodates every taste

Versatile products and popular flavor profiles make it easy to expand your offering and continually bring new, top-quality choices to your customers.

Convenient forms save time and labor

- > **Doughs:** Our easy doughs give you the flexibility to create signature items, balance food and labor costs, and deliver consistent, high-quality baked goods that taste like you made them yourself.
- > **Partially Finished:** Fast, par-baked breads and ready-to-ice donuts and pastries save preparation time, and help prevent costly mistakes and product waste. Just thaw and pop into a hot oven for consistent quality that protects your brand.
- > **Fully Finished:** Ready to thaw and sell, our convenient fully baked options make it easy to add variety to your line-up and react fast to unexpected demand.



OUR PLEDGE

The Quality Your Customers Demand. The Convenience You Deserve.

Whether you're trying to draw in more shoppers to the in-store bakery or make your mark as a destination retail bakery, Baker Boy offers premium bakery solutions with the top-quality taste, performance and appearance you can be proud to serve alongside your own bakery specialties.

- > **Expand your bakery line-up** without adding labor with our wide selection of products and popular flavors.
- > **Drive impulse and repeat sales** with our premium quality and authentic taste.
- > **Save time and labor** with our convenient forms that eliminate mixing and measuring and reduce costly mistakes.
- > **Get a faster start on signature items** that command higher margins with our labor-saving doughs.
- > **Respond quickly to unexpected demand** with our convenient thaw-and-serve and thaw-and-finish products.
- > **Offer healthier menu choices** for both kids and adults with our versatile selection of whole grain breads and rolls, cookies and pastries.
- > **Grow profits**, streamline costs and capitalize on trends with our bakery insights, reliable distribution, personalized service and valuable training.



Enhance Your Quality Reputation

Consumers want it all. Authentic taste. High quality. More choices. Bring them what they're looking for with help from Baker Boy! Our broad line of convenient products make it easy to continually offer new variety, while ensuring consistent quality that will delight customers and keep them coming back.

- > Breads and breadsticks
- > Buns, rolls and croissants
- > Donuts, sweet rolls and pastries
- > Hoagies, subs, pizzas and pretzels
- > Biscuits and dumplings
- > Icing, glazes and smears
- > Cookies, muffins and desserts
- > Prairie Pantry® Packaged Bakery Goods

> Visit bakerboy.com for complete product offerings and details.



Markets Served

Baker Boy provides high-quality products that meet customer needs within the following market segments:



In-Store Bakeries
Retail Bakeries
Restaurants
Education
Healthcare
C-Stores

Contact Baker Boy today to see how our superior customer service and premium bakery products can help your bakery flourish.



> For more information, visit our website at bakerboy.com