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## Company Fact Sheet

**Unique Selling Proposition: Solutions for Baking Success**

AB Mauri Fleischmann's is a relationship-oriented, technology-driven company that supplies the food and baking industries with best-in-class yeast and bakery ingredients. Commercial bakers, large and small, in need of a total resource for quality ingredients, process optimization and custom formula solutions rely on AB Mauri Fleischmann's.

**History**

AB Mauri Fleischmann's became synonymous with the North American baking industry more than 140 years ago with the introduction of commercially-viable compressed yeast. The company further established itself as a baking industry leader when it launched the first active dry yeast and the first instant dry yeast, significantly changing the way commercial and individual bakers operated. Today, this tradition of technology expertise continues with solutions such as enzyme oxidation systems.

Originally known as Fleischmann's Yeast®, the company underwent a number of mergers before being purchased from Burns Philp along with other companies in 2004 by Associated British Foods (ABF) to form AB Mauri – a global leader in yeast and bakery ingredients. In 2006, the technology business Innovative Cereal Systems (ICS) was acquired by ABF. With its unique approach to the baking industry and its custom ingredient solutions, ICS built a considerable reputation. In 2009, AB Mauri Fleischmann's was formed to signify the integration of two well-respected divisions of AB Mauri Food Inc. - Fleischmann's Yeast and Innovative Cereal Systems - and now is a market leader in yeast and bakery ingredient solutions in North America.

AB Mauri Fleischmann's operates as the North American division of AB Mauri and one of the six regional businesses that make up AB Mauri's global network. AB Mauri serves as an operating division of ABF.

A long-standing focus in the bakery industry, along with the company's product innovations, technical service expertise and professional sales staff, have made AB Mauri Fleischmann's a market leader in yeast and baking ingredient products.

**Portfolio of Products**

The AB Mauri Fleischmann's portfolio includes five main categories of process optimization solutions:

- Fermentation
- Oxidation
- Shelf Life Extension
- Quality Enhancement
- Chemical Leavening

The company sells cream, compressed and dry yeast under the Fleischmann's Yeast brand name, and bakery ingredients, including powdered dough improvers, tablet dough improvers, chemical leaveners, mold inhibitors, syrups & malts and vinegars & acidulants under the AB Mauri brand name.

### **Revenue**

AB Mauri Fleischmann's sales exceeded \$200 million for the 2008/2009 fiscal year. Parent company ABF trades on the London Stock Exchange.

### **Approach to Business: Focus on Customer**

AB Mauri Fleischmann's approach focuses on providing customer or market specific solutions unique to each baker's evolving baking requirements, processes and formulas. Many factors including temperature, time and pH can affect the quality of bread or other baked goods, and AB Mauri Fleischmann's team of technical experts work side-by-side with customers to help resolve real-time issues and provide value-add services.

### **Geographic Reach**

In the United States and Canada the company supplies a quarter of the yeast needs for baked goods and is one of the largest suppliers of baking powder and dough improvers to the industrial bakery industry. With these odds in mind, it is very realistic that the last piece of bread you ate was likely baked with at least one ingredient from AB Mauri Fleischmann's.

Along with the headquarters in Chesterfield, Mo., the company has five plants in the United States and Canada:

- Memphis, Tenn.
- Greenville, Texas.
- Wilsonville, Ore.
- LaSalle, QC
- Calgary, AB

While the company focuses its business in North America, it has the ability to tap into the global AB Mauri network. This global network includes a truly international portfolio of value-added bakery ingredients with more than 43 manufacturing facilities in 28 countries.

### **Corporate Social Responsibility**

AB Mauri Fleischmann's is proud to be involved in the communities where it operates. As a general rule, the company supports causes that aim to improve the quality of life. This includes feeding the hungry, sheltering the homeless and strengthening families. Charitable giving includes food banks, homeless shelters, affordable housing initiatives, hospitals and health-related organizations.

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