



BAKKERSLAND®



ABSOLUTE PASSION





VISION

This is Bakkersland

Bakkersland is a dynamic group of companies in which love for the baking trade is combined in a natural manner with professional enterprise and an eye for what people want.

With its wide assortment, Bakkersland is active in almost every sub sector of the bakery market: bread, tenable bread & pastry specialties, shop bake-off, home bake-off products and fresh patisserie. Daily fresh baked, frozen or packed in modified atmosphere. Bakkersland wants everyone to be able to enjoy its bakery goods. This can only be achieved through a comprehensive and high-quality assortment, coupled with high quality throughout the entire supply chain. A crucial factor is partnership. In close consultation with the major supermarkets and other professional food suppliers, Bakkersland ensures that its products are available to all consumers.

To strengthen the position as domestic market leader and win ground internationally, Bakkersland continues to invest in people, products and resources. Recent examples of this are a new bakery for the home bake-off market, which is one of the most modern in Europe, and a complete new state-of-the-art bakery for fresh patisserie products.

Bakkersland knows what influences the market, is a trendsetter and operates effectively. Innovation, quality and partnership are to fulfill our mission.

OUR MISSION

Bakkersland is convinced that the unique combination of a modern bakery enterprise and love for the trade will ensure that everyone, at any time, can enjoy carefully prepared baked goods.

ORIGINS

Where do we come from?

March 1999. An extraordinary event occurs in the Dutch bakery sector. Ten progressive family companies sign up to Bakkersland. After thorough preparation, hundreds of years of craftsmanship and experience come together under one name: Bakkersland. After the take-over of Quality Bakers The Netherlands in 2008 Bakkersland becomes the largest bakery company in the Netherlands and one of the largest in Europe.

The variety in the specializations of each family company has led to a unique combination of markets and products. Together, this forms the strength of Bakkersland: market leader in almost every sub sector.

Today's Bakkersland has developed into a contemporary and future-oriented bakery enterprise with 17 bakeries and a skilled workforce of over 2460 people. Professional in all disciplines. Distinctive and colourful, with the ambition to be the best.

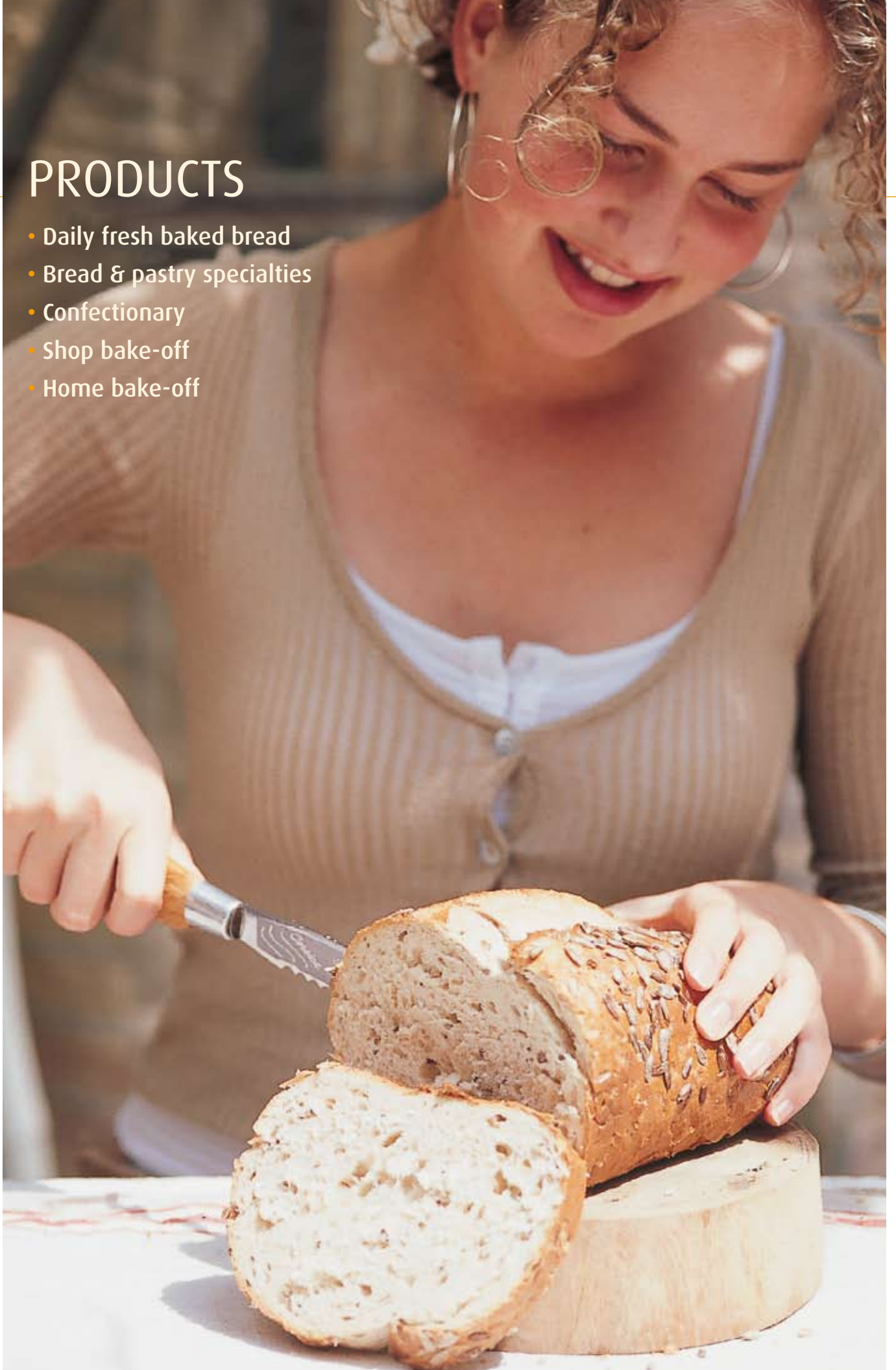
Bakkersland in figures

- 17 bakeries
- 2,460 employees
- turnover € 450 million
- sales partners in over 20 countries



PRODUCTS

- Daily fresh baked bread
- Bread & pastry specialties
- Confectionary
- Shop bake-off
- Home bake-off



DAILY FRESH BAKED BREAD



Each day a top-notch performance

Within an extremely short space of time, Bakkersland must see to it that thousands of different products find their way to the right shelves. Each morning, over 250 trucks deliver fresh bread to many supermarkets. Products which the day before did not even exist.

Bread also plays a key role in the retail sector. In today's supermarket, freshly baked bread has become a core product. More and more people are buying their daily bread in supermarkets. The diversity in bread and rolls is enormous. In close consultation with the retail sector, Bakkersland fine-tunes the assortment to the wishes of the consumer.

Top-quality grains and other natural ingredients form the basis of this. The desired result is delivered through love for the trade, modern bakeries and effective interaction between retailers and Bakkersland.

BREAD & PASTRY SPECIALTIES



For any time of day

Bakkersland's specialties are popular delicacies, both within and outside the Netherlands. There is a wealth of choice. Bakkersland is the specialist in the area of fruit bread, to name just one example.

Each day consumers can enjoy bakery goods such as muesli-nut bread or the much-loved "mini stollen". During the festive season, the full-sized version of this fruit bread finds its way to millions of consumers. Baked specialties also include products like sponge cakes, muffins, donuts, buns and apple-pie.

Whether you are celebrating, or you just want something tasty with your coffee or as a snack between meals: the Bakkersland assortment of specialties is endless, and is still expanding.

CONFECTIONARY



Pure enjoyment

Patisserie requires a delicate approach. Craftsmanship, creativity and customization in every link of the supply chain are the key to making a profit in this market. With the most festive of Bakkersland's products, the consumer can add splendour to any moment of indulgence.

Bakkersland specialises in a complete assortment of fresh pastry, comprising the segments: small pastries, 'schnittes', pies and Limburg flans. Bakkersland has made the flan, originally a regional delicacy from Limburg, a nationwide favourite in the Netherlands.

Bakkersland makes daily deliveries of fresh pastry to supermarkets throughout the country. Thanks to the wide assortment, distinguished for its high quality and freshness, the consumer is increasingly choosing to buy fresh pastry in the supermarket. A unique and collective approach leads to success and competitive power for every bakery section.

SHOP BAKE-OFF



Crusty, fresh bread all day long in shops

People really appreciate being able to buy crusty, fresh bread at any time of day. When pre-baked bread was introduced years ago, shop bake-off products were here to stay.

The fact that a full range of products is baked in the shop is enticing more and more consumers to buy their baked goods in supermarkets. Through innovation and product development, Bakkersland plays a leading role in this growth market.

With a concept-based approach to the segments bread (loaves), rolls, baguettes, sweet and savoury snacks, Bakkersland provides a complete assortment, tailor-made for every formula.

The aroma of freshly baked bread has become an indispensable feature of today's supermarkets.

HOME BAKE-OFF



To bake and enjoy at home

The Bakkersland home bake-off assortment has many international influences: croissants, petits pains, baguettes, ciabattas, focaccias and various sweet and savoury bread & pastry snacks. Many products are prepared in a traditional (sponge) process and baked on the oven floor.

This is Bakkersland's answer to the consumer's demand for convenience and oven-fresh bread that can be enjoyed at home, at any time. The consumer is using these products more and more. Within the bakery section of supermarkets, home bake-off products are one of the key factors in the growth of the category as a whole. Bakkersland is a pioneer and market leader in the field of bread and snacks for the home bake-off market.

These products are available in a variety of packaging types: unconditioned, chilled, modified atmosphere packaging and frozen.



BUSINESS PARTNERS IN FOODSERVICE

With Bakkersland 'on the move'

While the number of consumption moments is increasing, there is also a growing trend in outdoor consumption. People seem to be constantly on the road, and rarely have time for a proper meal. This is one of the factors that has led to the increase in 'snack moments'. This development has given a clear impulse to the food service market.

Bakkersland has responded to this by acting as a partner, contributing ideas on how to take advantage of the new opportunities. By means of product development and market research, the assortment is constantly updated for the consumer on the move.

Bakkersland offers a varied selection of frozen and modified atmosphere packed bread and savoury snacks for the cafe & restaurant, catering and convenience channel. Bakkersland can deliver you with its own label or with your own private label.



BUSINESS PARTNERS IN FOODRETAIL

Strong in partnership

Bakkersland has focused its integrated vision and strategy on the fundamentals of the market. The wishes of the consumer as well as the retail partner are core considerations. Besides the basics in almost each sub-category, marketers, product managers and product developers work continuously on improvement and innovation. The goal is to increase the total category 'bakery products' in the supermarket channel. The positioning of bakery sections and product concepts plays a major role here. An enthusiastic team of sales experts advises the Bakkersland partners on the composition, presentation and promotion of the bakery section and the various assortments.

From the principle of supply chain management, Bakkersland has developed into a true business partner in retail. An involved associate who guarantees quality, invests, innovates and keeps costs under control. A future-oriented organization with tailor-made operations and a wealth of knowledge, expertise and experience. Inventive and pioneering, with a remarkably wide product-market portfolio.

Bakkersland gives 100% support to the retail sector. As a partner in retail, Bakkersland always wants to know what the consumer, and therefore retail, is thinking. Bakkersland has set a course for the future based on this interaction, so that everyone can keep enjoying the pure products of Bakkersland, at any time of day.





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