Canada

Market Development Reports

Canadian Market Profile: Pastry Cake, Cookie, Dessert Products

2000

Approved by:
Norval Francis
U.S. Embassy

Prepared by:
Sharon Jenson, Market Makers

Report Highlights:
This is the first of a two-part profile of the Canadian market for U.S. bakery products. FAS has identified bakery products as a “Best Prospect” in the Canadian market. This report highlights the market for sweetened bakery products, the next report will feature unsweetened bakery products. Please note: Dollar values indicated are in Canadian dollars.
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CANADIAN MARKET PROFILE: PASTRY, CAKE, COOKIE, DESSERT PRODUCTS

EXECUTIVE SUMMARY

Geographically the second largest country in the world, Canada has a total population of 30.3 million people. Approximately 75% to 80% of this population reside in Quebec, Ontario, Alberta and British Columbia. The majority reside within a two hour drive of the Canadian-U.S. border. For this reason, this study will focus on the main economic centers of Vancouver, British Columbia; Calgary, Alberta; Toronto, Ontario; and Montreal, Quebec.

In the mid-1990’s, growing demand for a wider variety of fresh products, forced Canadian companies to source their products outside of Canada. High costs involved in automation held back development of competitively priced bakery goods in the Canadian industry. The increased demand for fresh, ready baked goods, frozen, bake-off products, and ready to use mixes and doughs, have provided an opening for U.S. bakery products. Total U.S. bakery import sales to Canada of $C 432 million in 1998.

The tariff phase out under NAFTA which led to the elimination of tariffs on U.S. bakery imports in 1998 has opened the Canadian market further to U.S. imports. Even with the currently high U.S. dollar, U.S. suppliers can effectively supply the Canadian market. For suppliers entering the market, effective research into competitive products is recommended to properly position your bakery goods.

Multi-culturalism has become a trademark of Canada’s identity. Due to the high acceptance level of cultural diversity, and in some cases, large densities of particular ethnic populations, Canadians have developed a desire for many foods native to the homelands of the various ethnic communities. As our community has become more global, the diversity of the foods chosen for Canadians’ everyday meals and restaurant fare has grown.

A recent study concluded that Canadian consumers are more likely than their American counterparts to follow through with lifestyle changed dictated by the revised Canada’s Food Guide recommending five to ten grain servings daily and five to ten fruit and vegetable servings daily. However, health conscious Canadians also like desserts. The old adage, everything in moderation, has taken over the North American psyche. Many people will eat lean and light for the main course, but when it comes to dessert, the richer the more enjoyable it is. A 1995 Gallup poll revealed that 35 percent of Canadians eat dessert every night. Ninety-three percent of this volume is purchased at neighborhood grocery stores. In 1997, Canadians consumed a whopping $560 million worth of dessert foods including frozen cakes, pies, and a variety of other dessert items. This desire has provided an excellent opening for pre-baked, frozen specialty cakes. In the grocery sector alone, frozen baked cakes experienced a 5% increase in sales volume and a 9% increase in total dollars. Frozen cream pies experienced a 12% increase in total number of units sold of the previous year. In the restaurant business, the penchant for desserts rang up sales of $160 million with extravagant, two fork, chocolate desserts enticing daring diners.

Gourmet specialty cookies are a growing market segment. Some consumers will spend over $1, for a delicious, over-sized cookie. In a recent article in Western Restaurant News, Otis Spunkmeyer Cookies’ James Baggs indicated that there is plenty of room for growth in the cookie market.
Brand recognition plays a big factor in purchases. Canadians are willing to pay extra to purchase their favorite comfort brands. Savvy marketing that creates an enticing image for branded products has paid off in the late 1990’s. For example, Nestle’s has created a specialty cake line featuring their famous chocolates. Specialty cakes such as Nestle’s “Turtles”, “Rolo”, “After Eight” and “Coffee Crisp” are appearing on foodservices menus more often.

**CANADIAN MARKET OPPORTUNITIES FOR U.S. BAKERY PRODUCTS**

Lack of information and lack of contacts with suppliers and U.S. exporters were mentioned by 75% of the trade and bakery managers queried in this survey. Over 60% of bakery managers believe that working with U.S. bakery suppliers would create better business opportunities. To sell in the market, direct contacts, newsletters, dealer relations and the Internet could be utilized. Opinion is divided 50-50 as to direct sales versus appointment of dealers and sub-dealers. The ethnic mix and diversity of the market provide an opportunity for dozens of dealers and distributors for servicing market needs.

Demand for ready-to-eat baked goods; frozen, ready-baked or par-baked, frozen doughs and mixes is growing. While over 50% of Canadian bakeries mix their own ingredients through local suppliers, over 60% would welcome U.S. bakery products, especially industrial mixes. Private label products are expanding rapidly and are constantly looking for fresh ideas that will capture the consumers tastebuds and loyalties.

To introduce a wide variety of these U.S. bakery products, and to inform Canadian buyers of the availability of such U.S. products will require a strong team of dealerships, with knowledgeable regional representatives. Food brokers can be instrumental in opening doors into the market with new products. They maintain regular personal contact with buyers, retailers, sales managers and key account executives, which provides immediate market expertise established in each individual’s region, creating the advantage of having a local sales office without the overhead expense. Specialized warehouses in key metro areas would also be a valuable asset to provide easy access to inventory.

**TRENDS**

In 1997, the retail market reported consumers spent over $560 million on dessert foods. These figures reflect items that were tracked by UPC code such as puddings, gelatins, frozen cakes, pies pre-packaged snack cakes, cakes mixes, etc. During the same year, the restaurant industry reported food sales of $2 billion. Nearly 8 percent, or $160 million, of this amount was attributed to dessert sales. Desserts provide one of the most profitable items on the foodservice menu. The ultimate impulse food, desserts often render profits of more than 50 percent.

Colossal cakes, rich in chocolate, buttercream, mousse, and creatively served, give the image of fresh baked items, from scratch. Recipes developed to highlight the versatility of these delicious creations ensure irresistible presentations, often large enough to be shared by two, allowing for an even higher price point.

Branded cakes, such as Turtles Chocolates, Butterfinger, and After Eight, are attracting a lot of attention on the foodservice menu. The higher price tag is not a deterrent to the diner. In a recent private study, it was discovered that diners found branded menu items more appealing and were willing to pay a six percent premium for these products. Branded dessert products are one of the most highly demanded foodservice items and are still very underdeveloped in Canada. Desserts offer restaurants one of their best chances for profits. The growth area at Sara Lee is in cakes, with pies holding steady.
In a recent consumer study conducted by Gourmet Baker, manufacturers of frozen desserts such as cakes, torts, cheese cakes, etc., chocolate dramatically outdistanced all other items. The 52 percent male group they targeted, dining out 7.4 times monthly, ordered seven desserts over this period. Chocolate desserts were chosen 47 percent of the time. The next most popular flavor was vanilla at only 7 percent, followed by strawberry, raspberry and apple.

DOMESTIC AND FOREIGN COMPETITION

Technology and pricing have been major factors in establishing the competition. Highly mechanized production methods have narrowed the competition to a select domestic group in Canada. High labor costs make it difficult for smaller operations to compete with the larger bakeries. They cannot afford to adapt to the latest technology, so have had to diversify to accommodate the market and protect their business. Fortunately, the demand for a wider variety of products in Canada has given many smaller companies opportunities to recreate their business and carve out a new niche in the ever diversifying market place.

QUEBEC

The grocery industry in Quebec differs significantly in its structure as 80% of all retailers are independent, compared with the rest of Canada where the majority of grocery stores belong to large corporate chains. There has been significant competition in recent years within the Quebec grocery market with major chains garnering an increasing portion of the independent retailers market share.

The two distinct types of bakeries in Quebec are Boulangerie which make bread bakery products and Patisserie which make pastry products.

There are five main categories in the Quebec baking industry, as identified by the Quebec Baking Counsel.

Les Boulangeries-Patisseries Industrielles - fresh, large volume manufacturers
Les Boulangeries-Patisseries Surgele - bakeries producing frozen, ready to serve, par-baked products and doughs
Les Boulangeries Artisanales - bakeries producing fresh artisan breads, primarily in small volumes
Les Boulangeries Integrees - “bake-off” bakeries producing fresh breads and pastries from par-baked and ready baked goods
Les Patisseries - bakeries producing only pastries and sweets

Les Boulangeries-Patisseries Industrielles volume comprises 70% of the market, les Boulangeries-Patisseries Surgele occupies 16% and les Boulangeries Artisanales 14%. As indicated by the category, some of the large industrial boulangeries will bake both bread and sweet products including cakes and cookies.

The most difficult challenge facing the Quebec bakery market is finding skilled labour. This is a real handicap in terms of expansion. Some bakeries have spent considerable time and energy training new staff. Many of the qualified, skilled bakers are expatriates from France and are in great demand.

ONTARIO

The survey of the Ontario market revealed that in-store bakeries, food service operations, and institutions rely heavily
on frozen, ready made products that are either par-baked or finished, similar to the Quebec market. A survey of supermarket bakeries in Ontario’s leading grocery chains showed the following:

- In-store bakeries use bake-off technology for a wide variety of breads, buns, cookies, cakes.
- Outside suppliers provide fully decorated cakes.
- 25% of bakery sales are made of cakes and specialty branded items.

ALBERTA

Alberta companies, many of which are regional operations of national companies, are manufacturing all types of mixes, doughs, frozen bakery items - both par-baked and finished. Transportation costs and demand for fresh products are biggest factor influencing the location of these facilities. Some supermarket chains have large centralized baking facilities and prepare their baked goods for finishing at their in-store bakeries.

BRITISH COLUMBIA

The largest part of the retail baked goods market is produced locally. Suppliers are providing specialized ingredients to produce higher end products typically imported from Italy, France, Germany, and China.

DISTRIBUTION

It is unusual for companies to export their products to the Canadian market directly. Usually it is necessary for an importer, broker or agent to represent imported products in Canada. Further, importers need representatives in specific regional areas; it would not be prudent to rely on one representative for an entire province.

General distribution depends on the expertise the distributor who has the regional focus required to do an effective job. An agent knows the market and works closely with customers, helping with marketing and labelling. Agents sell one or more products in a specific geographic area for one or more suppliers with or without exclusivity.

Importer should set retail prices in conjunction with the supplier. Retail prices should be included in written contract with the supplier. Suggested retail prices should cover the commission costs, including brokerage fee and transportation. Importers use their sales force and contacts to effectively represent products; they know the market and will have a feel for an effective price point in their specific area.

Location is an extremely important factor in the success of a retail bakery. Many retail bakeries started out exclusively doing retail sales largely because of cash flow. The disadvantage of retailing is the requirement of having a product line constantly available, whether the product is sold or not. Bakeries then started up some wholesale business which developed as a means to achieve more income and better utilize existing production methods. New products were developed based upon customer requests. Most bakeries have been cautious and are not willing to develop products until they see what trends were developing. Buyers also like to utilize various sources for their products to ensure optimum price and quality.

Approximately 30 percent of all branded products in Canada are sold by a broker. Brokers are well established in the market place and provide a variety of services beyond basic product representation. Canadian brokers can assist in
sales to chains, food wholesalers, food service operators and distributors, mass merchandisers/club formats, industrial users, and military installations.

FRANCHISING

Strong growth has occurred in the new style of coffee shops and bakery cafes. The same applies to the new sandwich shops offering bagels, pitas and fresh specialty breads accompanied by soups and salads. These franchises purchase ready made mixes and doughs or frozen, ready baked products, and ready to serve products. Most franchises are purchasing through centralized buyers to ensure quality and consistency throughout the chain. Some chains develop their own recipes and choose a particular bakery supplier to prepare either the mix, dough or finished product. Others will buy from an existing list of bakery products available to the general foodservice community. See appendix F for a listing of Canadian franchise operations.

One of the fastest growing market sectors for bakery products is through coffee/donut shops. The owner-manager of Second Cup coffee shop in Toronto reports his store employs 8 people and serves about 1,000 customers daily. While he does not use any promotion, his business is growing. He applies almost 100% markup on his bakery products which include cakes, biscuits, brownies, muffins bagels, rice crispies squares and nature squares. There is a growing trend among customers to choose healthier items.

QUEBEC

Quebec is very much a North American market with a specific cultural influence. On average, it is necessary to do business here for three years to really establish yourself in the market. It may be required to conduct international business transactions by certified cheque. Franchising plays a large part in the Quebec retail bakery industry. There is an excellent success rate in comparison to other businesses as a whole, which fail at a rate six times higher than franchised businesses.

ONTARIO, ALBERTA AND BRITISH COLUMBIA

The fresh bakery’s generally deal directly with local clientele, hotels, restaurants, supermarkets, institutions, etc.

There is a division regarding the market share of these bakeries. The larger production style bakeries focus on the chain restaurants, deli’s, family style restaurants, local independent restaurants, vendors, institutions, hotels, etc. Upscale bakeries, that still roll and shape their product by hand, offer unique and flavourful combination trends to upscale restaurants and hotels and distribute through supermarkets and their own cafes.

Throughout Canada, fresh products are in great demand and for this reason bakery products tend to be baked locally. The large mass production bakeries are working to provide value added products to a variety of outlets in order to break into this market segment. These products tend to be cheaper than the local bakery quality products for which there is a consumer preference.

DISTRIBUTION OF FROZEN BAKED PRODUCTS
The major users of frozen, ready-made products are “in-store” bakeries, retail bakeries, food service operations, institutions, and supermarkets. Deliveries range from local companies serving the local clientele to major factories delivering to brokers/distributors to be sold province-wide, across Canada, the United States and abroad.

**PRICING AND MARKUPS**

**QUEBEC AND ONTARIO**

The average markup at the distribution stage is about 7.5% in the bakery industry. A percentage of sales also is received by the “out of town” distributors (12% - 25%), and the local drivers (8% - 12%), or franchise drivers (25% +). The variation will fluctuate based on the company, the delivery point and the volume. The average markup at the retail level will vary depending on purchasing power, the type of bakery product, and the number of delivery locations. The markup range could be anywhere from 12% to 30%.

**ALBERTA**

The typical markup in the Alberta distribution system is 10 to 12% on the first level of distribution and up to 20% on the second level.

**BRITISH COLUMBIA**

The typical markup at each stage in the distribution system is 10-20%. Pricing for local products are generally cheaper than pricing for imported products.

**PACKAGING AND LABELLING**

The Canadian Food Inspection Agency (CFIA) has developed a system of labelling, the “Single Access Food Labelling Service”. Due to the complexities and regulations surrounding this issue, see attached are reference sheets from the CFIA listing agency offices, general categories of requirements and an order form for the Guide to Food Labelling and Advertising.

It is recommended that the CFIA be contacted to pursue issues pertaining to this topic, to ensure that the appropriate procedures and points are followed. A complete label assessment takes approximately two weeks.

Listed below are several requirements for packaging of imported products and their respective labels:

- All labels must contain both French and English, in a minimum type size as specified
- Must contain common product name
- Include list of ingredients
- Indicate all net quantities in metric
- Indicate the durable shelf life - if 90 days or less

Must conform to standard package sizes as directed in regulations

Should include company name and address
MARKETING, PROMOTIONS AND PROFITABILITY

The following points are recommended to promote baked goods in Canada:

Create a sound business plan that includes marketing as a key aspect to establish product in market. A sound business and marketing plan is essential to establishing your product. Work with a well established agent or broker who will educate you on the Canadian market. Stay informed and up-to-date with your market.

Educate the end users to expand the market (work with your broker/agent): offer technical service, staff training and promotional items such as posters, ice scrapers, hats, donut sticks and other useful promotional materials to customers. These are constant reminders of the existence of your company and the advantages of your products.

Provide small samples to wholesale and retail bakeries. Be sure to follow up to see the results. If bakers don’t find it useful, reconsider the distribution of that particular product. Question performance of product.

Demonstrate how the completed product can be merchandised in the store.

Plan for regular sales promotions and coupons.

Highlight products on menu boards and tent cards in restaurants.

In-store demonstrations that provide taste samplings, brochures and recipe ideas are an excellent way to reach end consumers that are always looking for new food ideas.

Constantly upgrade technical knowledge, skills (and equipment, if necessary) to keep up with market demands. This may mean increasing staff on a short term basis and investing in equipment on a long term basis, to ensure profitability.

Be prepared to meet the demands of your target market.

BAKING ASSOCIATIONS AND INDUSTRY EVENTS

Keeping up-to-date with the latest trends and familiarizing yourself with the market are crucial to survival in today’s changing food industries. Trade shows offer a perfect opportunity to get acquainted with these trends and to introduce your product to a maximum number of people in a minimum amount of time. It offers opportunities for buyers to learn about your products and services, exactly how they can improve their profitability, and enabling them to make informed purchasing decisions.

BAKERY SHOWCASE ‘2000: (April 30-May 2, 2000)
This is Canada's largest bakery trade show, a great opportunity for in-depth overview of what is going on in the bakery industry today. Bakery Showcase 2000 is produced by the Baking Association of Canada.

For information: (905) 405-0288; Toll Free in the U.S. and Canada 1-888-674-BAKE (2253)
Fax: (905)405-0993;
www.bakingassocecanada.com

BAKING ASSOCIATION OF CANADA
7895 Tranmere Dr., Ste. 202, Mississauga, Ont. L5S 2V9
(905)405-0288, Fx: (905)405-0993
Paul Hetherington, President
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STUDIES
Canadian Bakery Association, Canadian Bread and Bakery Industry Profile, 1998

INTERNET WEBSITES
[www.strategis.ic.gc.ca](http://www.strategis.ic.gc.ca) - sic 1071 Biscuit Industry Overview
  - sic 1072 Bread and Other Bakery Products Industry
[www.foodincanada.com](http://www.foodincanada.com) - Bake Report
[www.cfia.acia.agr.ca](http://www.cfia.acia.agr.ca) - Guide to Food Labelling and Advertising - Canada

Find FAS on the Web:

APPENDIX A: CANADIAN BAKED GOODS INDUSTRY

Listed below are the main suppliers of baked goods, par-baked, frozen-unbaked and finished and a variety of doughs.

The majority of these major suppliers are distributing their products across Canada, either directly or through brokers. Many of these manufacturers are exporting to other countries, as well.

**Ontario**

**Pastries**
Canada Bread Co. (Dough Delight LTD.)
Concord, Ontario and Ville D’Anjou, Quebec
(Heinz is currently acquiring this company), distribution to Canada and the U.S.
Products: unbaked frozen croissants, Danish, puff pastry, turnovers, strudels, muffins, breads and rolls; frozen baked coffee cakes, flat bread, muffins, pita bread, bagels
Major Customers: retail groups, independent retail stores, food service industry

Ready Bake (division of Weston’s), Mississauga, Ontario
Distribution throughout Canada
Products: unbaked frozen breads, rolls, pies; frozen baked sweet goods, cakes, pies, and specialty items
Major Customers: in-store bakeries, food service operations

Backerhaus Veit Ltd., Woodbridge Ontario
Distribution to Canada and U.S. (fresh product to Southern Ontario)
Products: frozen par-baked and raw-dough, multi-grain, sourdough and savory breads, baguettes and rolls, tarts
Major Customers: Detail food chains, food service operations

Rich’s Products, Fort Erie, Ontario
Distribution to Canada
Products: assorted frozen breads, rolls, Danish, sweet-goods, cookies, muffins, bagels, croissant rolls, pastry, pie shells, doughnuts, whip topping, icing, filling, cakes, pies, par-baked breads, rolls, pizza dough (dough balls, sheeted dough, par-baked)
Major Customers: In-store food bakeries, retail bakeries, hotels, restaurants, delicatessen stores, etc.

Carole’s Cheesecake, Toronto, Ontario
Distribution to Canada
Products: premium frozen cheesecakes, cakes, pies, tortes
Major Customers: hotels, restaurants, cruise ships, airlines, railroads, food stores, foodservice distributors, caterers, institutions, private label, co-packing.

European Cheesecake, Etobicoke, Ontario
Distribution to Canada and U.S.
Product: frozen baked pre-portioned cheesecakes, cakes and pies

Pfalzgraf Patisserie, Barrie, Ontario
Distribution to Canada and U.S.
Products: frozen gourmet cakes and tortes
Major Customers: independent and in-store bakeries, retail stores, food service

Muffins & Cookies
CSP Foods- Saskatoon, Sask.
Distribution to Canada
Products: frozen muffins, cookies, croissants, tart and pie shells, whip toppings, frozen fruit, lady fingers, dessert shells
Major Customers: in-store and retail bakeries, frozen dough and cookie plants and distributors

English Bay Batter Inc., Mississauga Ontario
Distribution to Canada, U.S. and Australia
Products: frozen, baked and unbaked gourmet cookie dough and muffin batter
Major Customers: Wholesalers, in-store bakeries, supermarket chains, food service, institutions, fund raisers

Gourmet Baker, Toronto and Burnaby, BC.
Distribution to Canada and U.S.
Products: frozen baked and unbaked croissants, unbaked Danish books and pastries, puff pastry, strudel, turnovers, eccle cakes; muffin batters, baked and unbaked cinnamon buns, baked cake layers, tortes, nanaimo bars, sheet cakes, pies, cakes
Major Customers: In-store or retail bakeries, food service

Heinz Bakery Products, Mississauga, Ontario
Distribution to Canada
Products: frozen croissants, Danish, cookies, cinnamon buns, puff pastry, muffin batters
Major Customers: in-stores bakeries, retail bakeries, hotels, restaurants, delicatessen stores, fast food outlets and other food service outlets

La Maison Du Croissant Ltd., Toronto, Ontario
Distribution to Canada and U.S.
Products: frozen ready to bake croissants, turnovers, Danish pizza sheets, puff dough sheets, cookies, muffins
Major Customers: in-store bakeries, hotels, restaurants, delicatessens, institutions, cake and doughnut shops

Le Bon Croissant, Toronto, Ontario
Distribution to Canada and U.S.
Products: frozen and frozen baked baguettes, garlic and ethnic breads, croissants, puff pastry, Danish, dinner rolls, muffins, puff pastries, strudels
Major Customers: all major distributor's in Ontario and Canada, hotel retail bakeries, restaurants, delicatessen, stores, cafeterias

Lentia Enterprises Ltd, Mississauga, Ontario and Vancouver, British Columbia
Distribution to Canada
Products: mixes, but primarily breads in progress, pre-proofed pure butter croissants, puff pastry, Danish
Major Customers: in-store and retail bakeries, major hotels, restaurants, caterers

Muffin & Cookie Mixes

Quaker Food Service, Peterborough, Ontario
Distribution to Canada
Products: frozen muffin batters, par-baked bagels, baking mixes
Major Customers: in-store bakeries, QSR chains, hotels, restaurants, contact feeders

Coby’s Cookies, Downsview, Ontario
Distribution to Canada and U.S.
Products: frozen unbaked muffin batter, cookie dough and brownie batter, thaw and sell muffins, frozen tea biscuits, thaw and sell slab-sheet cakes, thaw and sell tea biscuits, thaw and sell soufflés
Major Customers:  food service companies, hotels, restaurants, in-store bakeries, retail stores, hospitals, nursing homes

Alberta

Many of Alberta’s major suppliers are seen throughout Canada. They are as follows:

CSP Foods
Dempsters (national)
Denmark - variety of brands importing, Danish, Croissants
Dough Delight
Federated Co-operatives (provincial)
Germany - a variety of brands featuring breads and sweet baked goods
Gourmet Baker
Puratos, Holland - primarily bread based products, bagel mixes
Kirkland Signature (Price-Costco’s national label)
MacGavin (primarily Western Canada)
Ready Bake
Rich’s (national)
Robin Hood Multifoods (national)
24th Avenue Pie Company
Silver Hills Bakery (from BC)
Weston (national)

British Columbia

The major B.C. domestic brands of products are supplied by:
Kirkland & Rose (Richmond, B.C.)
Rogers Foods (Surrey, B.C.)
Monarch (Burnaby, B.C.)
Robin Hood Multifoods Inc. (Markham, Ontario)
Baker Boy (Surrey, B.C.)
Nunweiler’s Flour Co. (Penticton, B.C.)
Snowcap Enterprises (Richmond, B.C.)
CSP (Montreal)
Golden Valley (Abbotsford, B.C.)

Major Foreign Brands

Kessko (Germany);
Oetker (Germany);
Hong Mei (China);
Puratos (Germany);
Callebaut (Belgium);
Belcolade (Belgium); and
Cacao Barry (France).

APPENDIX B: BAKERY INDUSTRY FRANCHISES

BAKEWORKS/BAGELWORKS BAKERY
Bagels Franchise Inc.
439 Spadina Rd., #303, Toronto, Ont.
Brian Longmore, Chief Franchiser
(416)322-6613

BLENZ COFFEE
Blenz The Canadian Coffee Company Ltd.
300-535 Thurlow St., Vancouver BC
Mark Zahodnik, Manager
(604)682-2995

COMPANY’S COMING BAKERY CAFE
Comac Food Group Inc.
440-1121 Centre Street North, Calgary, AB T2E 7K6
Franchise Development Manager
(403)230-1151

GRABBAJABBA
Comac Food Group Inc., 440-1121 Centre St. N., Calgary, Alta. T2E 7K6
Franchise Development Manager
(403)230-1151

MICHEL’S BAGUETTE
Mmmuffins Canada Corporation
3300 Bloor St., Ste. 2900, Etobicoke, Ont. M8X 2X3
Ken Monteith, Dir. of Operations
(416)236-0055

THE GOURMETCUP/SHEFIELD GOURMET
The Gourmet Cup Foods Ltd.
P.O. Box 490, Abbotsford, BC V2S 5Z5
Wolfgang Lehmann, President
(604)852-8771

THE GREAT CANADIAN BAGEL
8 Beamish Drive, Toronto, Ont. M9B 3P3
Whitney Ashby, Franchising & Leasing Co-ordinator;
Chris Hudson, Franchising & Development, Western Canada

TREATS
Treats International, 418 Preston Street, Ottawa, Ont. K1S 4N2
(613)563-4073  Shirley Adams, Franchise Relations Communications

PREMIERE MOISSON
189 Harwood Bd, Vaudreuil-Dorion
(514)455-2827

BOULANGERIE AU PAIN DORE LTEE
6850 Marquette, Montreal
(514)728-5418

APPENDIX C: CANADIAN BAKERY BROKERS AND BRANDS

ONTARIO BROKERS & BRANDS

SOUTHWESTERN ONTARIO
Non-CFBA Member*

Upper Canada Food Sales & Marketing Ltd.,
101 Holiday Inn Dr., #202B, Cambridge, N3C 1O3
Garthe Evans, President; Andy Lang, VP & GM; Ihor Lotocky, Manager
(519)220-0050; FX: (519)725-5748; E-mail: ucfsmltd@aol.com

AUNT JEMIMA Pancake Mix, Waffles
ATKINS Cheese Cake, Pies
ORONOQUE ORCHARDS Pie Crust
STONEMILL Specialty Breads

EASTERN ONTARIO
CFBA Members**

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1423 Startop Rd., Gloucester, Ont. K1B 3W5
Robert Brisebois, President, A.J. Fournier, Chairman & CEO; Leo Tavutte, Sales Mg.
(613)748-7340; Fx: (613)749-6510; E-mail: 74013.3420@compuserve.com
RICH’S Bake-Off Products, Pastry
SWISS PASTRIES Bread, Pastry

Cape Marketing Enterprises Ltd.
2212 Gladwin Cres., Unit E9, Ottawa, Ont. K1B 5N1
Rene Melancon, President
(613)733-8237; Fx: (613)733-6161
BOCCONCINO FOODS Pizza Bagels

H.D. Marshall Ltd.
17 Fitzgerald Rd., Unit 103, Nepean, Ont. K2H 9G1
David Hobson
(613)721-1289; Fx: (613)721-9521; E-mail: hdmarslhall@Iags.net
MCCORMICKS Crackers
NIFTY Cookies, Crackers
REAL Cookies, Crackers
SARDO Biscuits
TASTE DELIGHT Cookies, Crackers

J & J Sales Food Broker/Carol Boucher Enterprise
2570 Edinburg Place, #1, Ottawa, Ont. K1B 5M1
Jacques Lalonde, President; Jeff Schneider, Vice President
(613)744-1049; Fx: (613)744-8175; E-mail: jeffschneider1@compuserve.com
COLONIAL Cookies

Toronto
CFBA Members

A.S. May & Company Ltd.
2475 Skymark Ave., Unit 1, Mississauga, Ont., L4W 4Y6
Mike Marotta, Dir., Sales & Marketing; David Cardy, President; Dave Patterson, Exec. V-P
(905)625-9306; Fx: (905)625-9413
LITTLE ANGEL Pudding Cakes

Bidcor Sales & Marketing
2785 Skymark Ave., Unit 14, Mississauga, Ont. L4W 4Y3
Ross Howard, V-P, Retail; Rick Tetreault, Pres.
(905)629-2354; Fx: (905)624-5329; E-mail: howar@mrrm.ca
Calls Weekly On: Grocery HO, Grocery Retail, Food Service HO, Food Service Users, Club
Stores, Mass Merchandisers, Industrial, C Store Retail
  J & J Cookies
  PABLO & PEPE Taco Shells

ETF Sales & Marketing
P.O. Box 512, Streetsville, Ont. L5M 2C1
Ted Flanagan, President
(905)877-7092; Fx: (905)877-7594
*Calls Monthly On:* Grocery HO, Grocery Retail, Food Service HO and users, Club Stores, Mass Merchandisers, Industrial
  HASCO Frozen Desserts

Futura Food Sales & Marketing Ltd.
10 West Pearce St., Unit 4, Richmond Hill, Ont. L4B 1B6
Larry Rozak, President; Frank Aulino, V-P; Jim Plomer, V-P
(905)882-8816; Fx: (905)882-9788
*Calls Bi-Weekly On:* Grocery HO and Retail, Drug HO, Club Stores, Mass Merchandisers, C Store Retail, Dollar Stores
  ACT II Rice Cakes

McCormack Bourrie Sales & Marketing
1080 Tristar Drive, Unit 3, Mississauga, Ont. L5T 1P1
John McCormack; Paul Bourrie; (McCormack & Bourrie are partners)
(905)670-3663; Fx: (905)670-2277
*Calls On:* Grocery HO, Food Service HO and Users, Club Stores, Confectionary Wholesale, Specialty Retailers, C Store Retail
  LE BON CROISSANT

Premcorp Sales & Marketing Ltd. (Ontario and Quebec)
315 Traders Blvd. E., Unit 4, Mississauga, Ont. L4Z 2E5
Lindsay Weatherdon, Pres. ; Wayne McLauglin, V-P; Contact: Connie Rowley
(905)507-0403; Fx: (905)507-1646; E-mail: crowley@premcorpsales.com
*Calls Bi-Weekly (2-3 Weeks) On:* Grocery HO and Retail, Drug HO and Retail, Food Service HO and Users, Club Stores, Mass Merchandisers, Industrial, Confectionary Wholesale
  SARA LEE Cakes, Donuts, Pastry, Pies, Swiss Rolls, Cheese Cakes, Frozen Desserts
  LIFESTREAM frozen Waffles
  PRIVATE LABEL Waffles, Pancake Mix
R.H. Sulker Sales Ltd. (Ontario plus Major Chain Headquarters across Canada)
4220 Steeles Ave. W., Units 12 & 13, Woodbridge, Ont. L4L 3S8
Richard Sulker, Pres., Rick Klacza, V-P; Gord Marshall, Retail; Bob Horniblow, Susan Horniblow, Foodservice
(905)856-2808; Fx: (905)856-5653; E-mail: sulker@bconnex.net
Calls On: Grocery HO, Drug HO, Food Service HO and Users, Club Stores, Mass Merchandisers, Industrial
PRIVATE LABEL Cheese Cake

Stanley Boigon Marketing Inc.
10212 Yonge St., Ste. 201, Richmond Hill, Ont. L4C 3B6
Stanley Boigon, President
(905)737-1304; Fx: (905)737-6829; E-mail: sbm8@compuserve.com
PRIVATE LABEL Biscuits, Cookies, Crackers
CHEF ELMER Waffles

Thomas, Large & Singer Inc.
40 Emblem Court, Toronto, Ont. M1S 1B1
Peter D. Singer, Pres.; Roman Konopud, Retail; Henry Quinn, Exec. V.P. Food Service
(416)291-9931; Fx: (416)291-9096; Website: www.thomaslargesinger.com
MRS. SMITH’S Pies
RICH’S Bake-Off Products
SHIRRIFF Pie Crust
KOZY SHACK Dessert Cakes
TURF Cheese Cake

Trimark Sales & Marketing
10 Lawlor Ave., Unit 2, Toronto, M4E 3L7
Richard Sabourin, Pres., Karen McCarrol, V-P
(416)698-0194; Fx: (416)698-8172; E-Mail: trimark@echo-on.net
TETI BRAND Pizza Crust

Non-CFBA Members
A. Penny Sales Co.
2405 Lucknow Dr., Mississauga, L5S 1H9
John Penny, Pres.; John Pannozzo, GM; Jim Douglas, Dir., Sales & Marketing
(905)678-9250; Fx: (905)678-0733; E-mail: jpenny@yesic.com
BAGEL TRADITIONAL
Ashley-Koffman Foods
6030 Freemont Blvd., Mississauga, Ont. L5R 3X4
Michael Orlander, Chair. & CEO; Ron Sadler, Exec.V-P & COO; James R. Wolch, VP
Marketing, Non-Perishables; Steve Shuta, VP, Sales
(905)507-6161; Fx: (905)507-2727
  CARR’S CRACKERS
  DELACRE Cookies
  EURO PATISSERIE Cookies
  KAMBLY Biscuits
  MCVITIE’S DIGESTIVE Biscuits
  MCVITIE’S HOB-NOBS Biscuits
  MCVITIE’S TUC Crackers
  ROCKY MOUNTAIN GOLD Rice Cakes
  SOMETHING SPECIAL Croustades
  WALKERS Biscuits
  WASA Crisp Bread
  KEEBLER Pie Crust
  WALKERS Seasonal Cakes, Shortbread
  RUBSCHLAGER Deli Bread

B.K. Sethi Marketing Ltd.
211 Finchdene Square, Scarborough, Ont. M1X 1B9
B.K. Sethi, Pres.; G.K. Sethi, V-P; Pritee Sethi, Dir. Marketing
(416)299-5741; Fx: (416)299-6706
  EXCELSIOR Crackers
  GARDEN Cookies, Wafers
  INDIA HOUSE Naan Bread

BEC Trading Company (represent Ontario, Quebec, and Atlantic Provinces)
40 Engelhard Drive, #13, Aurora, Ont. L4G 6X6
Brian Dodson, Pres.; Chuck Cundari, V-P
(905)727-4366; Fx: (905)727-1774
  HEALTH VALLEY Biscuits, Cookies, Crackers
  DAN CAKES Cakes
  FIFTY 50 FOODS Diabetic Cookies
  LAMB’S Turnovers
  PIDY Tart Shells

(Represent numerous prestigious brands in associated with health foods market successfully)
listing Lundberg Farms, Casbah Foods, etc. in major chains - have extensive sales staff and established contacts within all major grocery chains as well as health food chains.)

Elco Fine Foods
40 West Beaver Creek Road, Richmond Hill, Ont. L4B 1G5
Ulrich Winkler, Vice-Chair.; Moe Cussen, Pres.; Chris Donegan, Sales Manager
(905)731-7337; Fx: (905)731-2391
   ANNAS Biscuits
   BARBER Crackers
   FINN CRISP Crisp Bread
   FREITAG Cookies
   POELL Mini Toasts
   PURITY Biscuits
   SESMARK Crackers
   SILJANS Croustades
   RUHRTALER Bread, Rye Bread
   DELBA Breads, Rye Bread

Holtzheuser Brothers Ltd.
40 West Beaver Creek Road, Richmond Hill, Ont., L4B 1G5
Moe Cussen, Pres. & GM
(905)707-7071; Fx: (905)707-7076
   BRINK Biscuits
   HILLE Rusks
   PALLY Biscuits
   RIPENSA Biscuits
   SAN ESU Crackers

ID Foods Corporation (Head Office Laval, Quebec)
2585 Skymark Ave., Ste. 300, Mississauga, Ont. L4W 4L5
Leo Meyer, GM
(905)625-1331; Fx: (905)625-1393
   BAHLENSE Biscuits
   HAIKU Rice Crackers
   KAVLI Crisp Bread
   LU Biscuits
   OLOF Cookies
   RYVITA Crisp Bread
   SILJANS Croustades
Jan K. Overweel Limited
7050 Weston Rd., Suite 200, Woodbridge, L4L 8G7
J.K. Overweel, Chair.; Ken Mackenzie, Gen. Mgr.
(905)850-9010; Fx: (905)850-9277; E-mail: JKO@globalserve.net
COSTA Crackers

Michael Theodor Brokerage, Inc. (Head Office, Vancouver)
Janet Tobey, Sales Rep.
2531 Lakeshore Blvd. W., #212, Etobicoke, Ont. M8V 1E7
(416)255-7831; Fx: (416)255-5091
LADY J Cookies
WAFFLE HEAVEN Waffles

Morris National Inc.
100 Jacob Keffer Parkway, Concord, Ont., L4K 4W3
Mabel Miller, Off. Mgr.; Jean Pierre Lefebvre, Exec. V-P, Sales
(905)879-7777; Fx: (905)879-0407; E-mail: morristor@compuserve.com
AUSTIN Crackers
GARDEIL BOUDOIRS Cookies
PIROUWAFER Cookies, Wafers
STIZI

Pathfinder Foods Inc.
14-9446 McLaughlin Rd. N., Brampton, Ont. L6X 4H9
Barry Stadius, President
(905)454-2696; Fx: (905)452-1660
ILAN Rice Crackers

Progressive Food Sales Inc.
170 Ambassador Drive, Unit 14, Mississauga, Ont. L5T 2H9
Clare Kirkwood, Pres.
(905)564-0400; Fx: (905)564-8196
LA BISCOTTE Rice Cakes
OSEM Tea Biscuits

Qualifirst Foods Ltd.
40 Ronson Drive, Unit 4, Toronto, Ont. M9W 1B3
Yves M. Farges, Pres.; Raymond Martin, Operations Manager
(416)244-1177; Fx: (416)244-1737; E-mail: raymartin@qualifirst.com
JULES DESTROOPER Biscuits
DUBOIS Wafers
ROKA Bread Sticks, Cheese Crispies, Chili Sticks, Cumin Cheese Biscuits and Gouda

R. Becker Marketing & Sales Limited
Unit 360, 370 Deerhide Cres., North York, M9M 2Y6
Rose Becker, President
(416)740-2966; Fx: (416)740-9890; E-mail: rosebeck@netcom.ca
AWREY Cakes
HEIDI’S FINE DESSERTS
ELLIOTS Ruggalach
BRIDGFORD Mini Loaves
HOMESTYLE Butter Tarts, Cinnamon Buns, Tea Biscuits
JUNO CHEFS Frozen Pancakes
SWEET-EASE Cereal Squares
ICE CREAM UNLIMITED Dessert Cakes, Ice Cream Cakes
MISSION Taco Shells, Tortilla Wraps
PROOF PERFECT Pizza Crust

Rachel’s Gourmet Snacks (Div. of Triple-C-Inc)
Head Office, 8 Burford Road, Hamilton, Ont. L8E 5B1
Jack Scholtens, Pres.; Robert Daley, V-P Sales & Marketing; John Rekrut, Controller
(905)573-7764; Fx: (905)573-7877
KOOKY CHEW Cookies

T. McConnell Sales & Marketing Ltd.
70 West Beaver Creek Rd., Ste. 204, Richmond Hill, Ont. L4B 3B2
G. McConnell, Pres.; A. Wallace, V-P, Private Label; Kim Rivett, Sales Manager
(905)771-7300; Fx: (905)771-7304
DAVID GLASS Dessert Cakes
BRIDOR Croissants

T.P. Gardhouse Sales Ltd.
268 Lakeshore Rd. E., Mississauga, Ont. L5G 1H1
Tim Gardhouse, President
(905)274-4667; Fx: (905)271-4522
SOLO Cookies, Crackers, Wafers

Terry Ward Agencies Inc.
1A Conestoga Drive, Ste. 101, Brampton, Ont. L6Z 4N5
Terry Ward, Pres.; Darren Ward, V-P
(905)846-2000; Fx: (905)846-2006
  KAMI Rice Crackers

TFB & Associates Limited
600 Alden Road, Ste. 102, Markham, Ont. L3R 0E7
Bob Riddell, V-P Sales, Specialty Foods
(905)940-0889; Fx: (905)940-0913
  JACOBS Biscuits, Crackers
  EMPWRIGHT Biscuits, Cookies, Crackers
  SIMMERS Biscuits
  DEANS Shortbread
  STOCKAN & GARDENS Oatcakes
  WHITWORTHS Yorkshire Pudding Mix

Triple-C-Inc.
8 Burford Road, Hamilton, Ont. L8E 5B1
Jack Scholtens, Pres.; Harry Scholtens, V-P Sales & Marketing; John Rekrut, Controller
(905)573-7900; Fx: (905)573-7877
  DARE biscuits

Wilton Canada
98 Carrier Drive, Etobicoke, M9W 5R1
J. Kaell, Pres
(416)679-0790; Fx: (416)679-0798
  DECORATOR’S PREFERRED Gingerbread Cookies

Worldwide Food Distributors
300 Steeprock Drive, North York, M3J 2W9
Marshall Usher, Pres.; Mary Lou Brosseau, Sales Manager
(416)630-8400; Fx: (416)630-8585
  ELITE SELECTION Cookies
  KID’S CHOICE Cookies
  PRIDE OF THE WORLD Pancake Mix

Many of the following brands are available in Ontario but are not listed as Broker sold.

BISCUITS, COOKIES and CRACKERS
BITE LIFE Crackers
BRETON Crackers
BRITL Crisp Bread
LECLERC Biscuits, Cookies
CHATHAM VILLAGE Crisp Bread
DERUITER Cookies
DORCHESTER Biscuits
DRIEHOEK Biscuits
EMMA Biscuits, Cookies
ENGLISH BAY Cookies
GARDHOUSE Biscuits
HAMILTON Crackers
HUNTLEY & PALMER Biscuits
LA DOLCE VITA Biscuits
MANISCHEWITZ Kosher Cookies & Crackers
OLD LONDON Melba Toast
OTIS SPUNKMEYER Frozen Cookies
ORVILLE REDENBACHER Popcorn Cakes
P&P BISCUITS Cookies (All Natural)
PRIMO Cookies
ROKEACH Crackers
SEPP’S Cookies
STREIT Cookies
UNICO Biscuits
VANDERMEULEN Biscuits, Rusks
VIKING CRISP Crisp Bread

SWEET BAKED GOODS - non yeast

BEVERLEY’S Butter Tarts
FINE POINTE Tarts
DOUGH DELIGHT Coffee Cake, Danish, Fruit
EMMA Cakes Trellis, Scones, Strudel, Turnovers
GOLDEN GIRL Christmas Cake, Plum Pudding
GOURMET BAKER Cakes, Muffins, Pies
HASCO Pastry
J. SUNRISE Cakes
ORIGINAL CAKERIE Cakes & Cheesecakes
PILLSBURY Croissants, Turnovers
PRIVATE LABEL Cakes
READY BAKE Donuts, Froxen Bakes Goods
SELECTION Cakes Muffins, Pastry
SPECIAL D Apple Fritters, Donuts
TOASTER STRUDELS
SWEET STREET Cakes, Pies, Squares
TENDER FLAKE Pie Crust
MAXS Donuts, Tarts
ELI’S Cheeses Cakes
LAMBERT Cake Log
MARK-CREST Crepes
MARS Dessert Cakes
SNICKERS Dessert Cakes

YEAST BREADS
VANDERMEULEN Rye Bread
SALLOUM Pita Bread
READY BAKE Bagels, Bread, Donuts, Frozen Baked Goods, Muffins, Pastry
PILLSBURY Croissants, Pizza Crust, Turnovers
LE NATUREL Pita Bread
LENDERS Bagels
MANISCHEWITZ Kosher Bagels
GOODNESS YES Pizza Crust
DOUGH DELIGHT Bagels, Coffee Cake, Croissants, Danish, Fruit Trellis, Italian Bread
DAVINCI Pizza Crust
DEMPSTERS HARVEST HEARTH Baguettes, Batards, Bread, Dinner Rolls

OTHER BAKED GOODS & MIXES - Non-yeast

OLD EL PASO Taco Shells
EVEREST Taco Shells, Tortilla Wraps
GOLDEN DIPT Pancake Mix
PARISCO Belgium Waffles
QUAKER Pancake Mix
SNACKERY Pancake Mix
STREIT Pancake Mix
* Non-Member of the Canadian Food Brokers Association (CFBA)
**Member of the Canadian Food Brokers Association (CFBA)

QUEBEC BROKERS & BRANDS

MONTREAL
CFBA MEMBERS

Belgo International (Quebec and Ottawa, Ont./Hull Que. Valley)
1700 Boul. Lionel Bertrand, Boisbriand J7H 1N7
Danny Bellas, Executive Vice-President, New Products
(450)435-1000; Fx: (450)435-1763; E-mail: dbellas@belgointernational.com
Calls Bi-Weekly on: Grocery HO and Retail, Drug HO and Retail, Food Service HO and Users,
Club Stores, Mass Merchandisers, Specialty Retailer, C Store Retail
   PARISCO Belgium Waffles

ID Foods Corporation (National)
1800 Autoroute Laval, Laval, H7S 2E7
Philip Issenman, President
(450)687-2680; Fx: (450)682-4797
Calls Weekly on: Grocery HO and Retail, Drug HO and Retail, Food Service HO and Users,
Club Stores, Mass Merchandisers, Specialty Retailer, Health Food Outlets, C Store Retail
   BAHLESEN Biscuits
   HAIKU Rice Crackers
   JACOBS Biscuits, Crackers
   KAVLI Crisp Bread
   LU Biscuits
   OLOF Cookie
   RYVITA Crisp Bread
   SILJANS Croustades

Madison Avenue Retail Brands Inc. (Private Label-Canada, National Brand-Quebec)
700 Bord du Lac, Dorval, Que. H9S 2B8
Bruce Blyth, President
(514)631-2795  Fx: (514)631-5795; E-mail: madisona@colba.net
Calls Weekly on: Grocery HO and Retail, Drug HO and Retail, Food Service HO, Club Stores,
Mass Merchandisers
   PRIVATE LABEL Biscuits, Cookies, Crackers, Cakes, Cheese Cake
   SARDO Biscuits
Pierre Dubois & Associate Inc.
7575 Trans-Canada Highway, Ste. 500, St. Laurent, H4T 1V6
Pierre Dubois, President
(514)745-5533; Fx: (514)745-2526
Calls on: Grocery HO and Drug HO
PRIVATE LABEL Cheese Cake

Post Inc. Brokers (Quebec prairie and Labrador)
2615 Van Horne Avenue, Ste. 202, Montreal, H3S 1P7
Jeffrey Post, President
Cdn. Master Brokers in Food Service, HRI only
(514)738-4477; Fx: (514)738-3223; Website: www.postinc.com
Calls on: Drug HO, Food Service HO and Users, Club Stores, Confectionery Wholesale, C
Store HO, HRI Specialists
ENGLISH BAY Cookies
HASCO Pastry
LE NATUREL Pita Bread

Prestige Sales Inc. (National)
50 Place Cremazie West, Ste. 1022, Montreal, H2P 2T7
Michael Korenberg, Exec. V-P; Mary Vignone
(514)381-8815; Fx: (514)381-0844
Calls on: Drug HO, Food Service HO, Club Stores, Mass Merchandisers
PRIVATE LABEL Biscuits, Cookies, Crackers, Waffles, Pancake Mix

Quali-Snack Inc.
6402 Trans-Canada Highway, St. Laurent, H4T 1X4
Albert Boucher, President
(514)344-5252; Fx: (514)344-5144
Calls Weekly on: Grocery HO and Retail, Drug HO and Retail, Food Service HO, Club Stores,
Mass Merchandisers, Industrial, Confectionery Wholesale, Health Food Outlets, C Store Retail
CHATHAM VILLAGE Crisp Bread

Non CFBA Members

Ashley-Koffman Foods
6605 Boul. Thimens, St. Laurent, H4S 1W2 (Head Office, Mississauga, Ont.)
Giovanni Qualizza, Quebec Sales Manager
(514)333-3343; Fx: (514)333-3990
CARR’S CRACKERS
DELACRE Cookies
EURO PATISSERIE Cookies
KAMBLY Biscuits
MCVITIE’S DIGESTIVE Biscuits
MCVITIE’S HOB-NOBS Biscuits
MCVITIE’S TUC Crackers
ROCKY MOUNTAIN GOLD Rice Cakes
SOMETHING SPECIAL Croustades
RUBSCHLAGER Deli Bread
WALKERS Biscuits, Seasonal Cakes, Shortbread
WASA Crisp Bread
KEEBLER Pie Crust

Askwith & Associates
St-Laurent, Quebec Branch Office; Head Office Oshawa, Ontario
Suite 212, 516 Canonberry Crt., Oshawa, Ontario, L1G 12Z
(514)748-1151; Fx: (514)748-8377
CHEZ DE PREZ Cheese Cake

B.K. Sethi Marketing Ltd.
155 Rue Beaubien St. West, Montreal, H2V 1C5
Send to Head Office – 211 Finchdene Square, Scarborough, Ont., M1X 1B9
(416)299-5741 (Ontario phone number)
EXCELSIOR Crackers
GARDEN Cookies, Wafers
INDIA HOUSE Naan Bread

CenProSpec Sales Inc.
1132 rue des Pinsons, Boucherville, J4B 6H1
J.C. Guillotte, Pres.
(450)655-2083; Fx: (450)655-1429; E-mail: cenprospec@videotron.ca
LAMBERT Cake Log

Clark Drouin Lefebvre Inc.
1301 Gai-Lussac, Boucherville, Que., J4B 7K1
Jean-Claude Boisvert, President; Yvan Normandeau, Partner Sales; Tim Clark, Sr. V-P; Pierre Taillebois, Partner Marketing
(450)442-9660; Fx: (450)449-4977; E-mail: pierret@cdl.ca
LIFESTREAM Frozen Waffles

Elco Fine Foods Ltd.
6421 Abrams St., St. Laurent, H4S 1X9 (Head Office-Richmond Hill, Ontario)
Moe Cussen; Armando Stella
(514)335-2331; Fx: (514)856-1237
ANNAS Biscuits
BARBER Crackers
FREITAG Cookies
POELL Mini Toasts
PURITY Biscuit
SESMARK Crackers
SILJANS Croustades
DELBA Breads, Rye Bread
RUHRTALER Bread, Rye Bread

Impact Food Brokers Ltd.
145 Montee de Liesse, Ste. 3, Ville St. Laurent, H4T 1T9
Charles S. Tanguay, President
(514)737-2977; Fx: (514)737-9967
FINE POINTE Tarts
SELECTION Cakes
READY BAKE Bagels, Bread, Donuts, Frozen Baked Goods, Muffins, Pastry

Morris National Inc.
2235 Rue La Pierre, LaSalle, H8N 1B7 (Head Office-Concord, Ontario)
Gerry Morris, President
(514)368-1000; Fx: (514)368-3168
AUSTIN Crackers
GARDEIL BOUDOIRS Cookies
PIROUWAFER Cookies, Wafers
STIXI Cookies

National Importers Canada Ltee
100 Alexis-Nihon Boul., Ste. 918, St.Laurent, H4M 2P5 (Head Office-New Westminster, BC)
Casey Wust, V-P & COO; Gary McCCLune, National Sales & Bus.Dev.Mgr; Michel Paradis,
Quebec Sales Mgr.
(514)747-5957; Fx: (514)747-9204
I LAN Rice Crackers
Pieral Ltee
535, Samuel de Champlain, #230, Boucherville, J4B 6B6
Alain Hamel, President; Raymond Giroux, V-P
(450)655-1211; Fx: (450)655-6090
SEPP’S Cookies

Sanio Foods Ltd.
1730-55 Ave., Lachine, H8T 3J5
Peter S. Eusanio, President
(514)636-5142; Fx: (514)636-5958
DARE Biscuits
JUNO CHEFS Frozen Pancakes, Pancakes
BAGEL TRADITIONAL
DAVINCI Pizza Crust
SARA LEE Cakes, Donuts, Pastry, Pies, Swiss Rolls
MARK-CREST Crepes

Triple-C-Inc.
7493 Trans-Canada Hwy., Ste. 104, Ville St. Laurent, H4T 1T3 (Head Office-Hamilton, Ont.)
Louise Marion, Manager
(514)332-6265(Head Office Hamilton); Fx: (514)332-9631
DARE biscuits

NORANDA REGION

Normand Turgeon
158, 21e Rue, Rouyn-Noranda, J9X 2N8
Normand Turgeon, President
(819)797-6657; Fx: (819)762-1391
LECLERC Biscuits, Cookies
PRIMO Cookies

QUEBEC CITY REGION

Impact Food Brokers Inc.
1900, Place Cote, Ste. 105, Quebec City, G1N 3Y5 (Head Office-Ville St. Laurent)
(418)688-9441; Fx: (418)688-4678
FINE POINTE Tarts
SELECTION Cakes
READY BAKE Bagels, Bread, Donuts, Frozen Baked Goods, Muffins, Pastry

Please note, many of the broker sold brands listed in Ontario may not be broker sold in Quebec, but are still available in the market. Approximately 30% all products are broker sold nationwide.

ALBERTA BROKERS & BRANDS

CALGARY
CFBA Members

Allied Food Group
8-6020-11th St. SE, Calgary, T2H 2L7
Don Willcox, Terry Rae (Willcox & Rae are partners)
(403)253-5913 Fx: (403)258-0230
E-mail: afgcal@alliedfoodgroup.com
DELACRE Cookies

Cyba Stevens Management Group
#100, 3016-19th St. NE, Calgary, T2E 6Y9
Joanne Nadeau
(403)291-3288; Fx: (403)250-3374; E-mail: joannen@cybastevens.com
UNICO Biscuits

Non-CFBA Members

Ashley Koffman Foods
2600 – 61st Ave. SE, Calgary, T2C 4V2
(403)279-8998
(H.O. Mississauga, Ont.)
CARR’S CRACKERS
EURO PATISSERIE Cookies
KAMBLY Biscuits
KEEBLER Pie Crust
MANISCHEWITZ Kosher Cookies, Bagels, Biscuits, Crackers
MCVITIE’S HOB-NOBS Biscuits
MCVITIE’S DIGESTIVE
ROCKY MOUNTAIN GOLD Rice Cakes
ROKEACH Crackers
RUBSCHLAGER Deli Bread
STREIT Cookies
WALKERS Biscuits, Seasonal Cakes, Shortbread
WASA Crisp Bread

B.K. Sethi Ltd.
400-7015 MacLeod Trail S, Calgary, T2H 2K6 (H.O. Scarborough, Ont.)
Brent Hallett, Pres.
(403)254-2454 or (403)256-2463 E-mail: brenmaragency@home.com
EXCELSIOR Crackers
GARDEN Cookies, Wafers
INDIA HOUSE Naan read

Binner Marketing & Sales Inc.
162-5151 3rd St. SE, Calgary T2H 2X6
Peter Iamartino
(403)253-9466; Fx: (403)253-8426
BEVERLEY’S Butter Tarts

Great Canadian Food Brokers
3815 16th St. SE, Calgary T2G 4W5
Hessel Kielstra, President; Jon O’Farrell, Manager
(403)263-6396; Fx: (403)265-7347; E-mail:jon.ofarrell@telusplanet.net
GARDEN Wafers

Holtzheuser Brothers Ltd.
1320-40th Ave. NE, Calgary, T2E 6L1 (H.O. Richmond Hill, Ont.)
Peter De Jong, Sales Mgr; E-mail:elco.cal@therockies.com
(403)250-1932; Fx: (403)250-2028
BRINK Biscuits
HILLE Rusks
PALLY Biscuits
RIPENSA Biscuits
SAN ESU Crackers

ID Foods Corporation
7703-30th St. SE, Unit D, Calgary, T2C 1V4 (H.O. Laval, Que.)
Doug Mettam, GM
(403)236-7871; Fx: (403)236-7892
BAHLSEN Biscuits
HAIKU Rice Crackers
JACOBS Biscuits, Crackers
KAVLI Crisp Bread
LU Biscuits
OLOF Cookies
RYVITA Crisp Bread
SILJANS Croustades
VIKING CRIPS Crisp Bread

Tees & Persse Brokerage Ltd.
7-5885-51st St. SE, Calgary, T2C 3V2
Jason Modin, GM
(403)255-6776; Fx: (403)236-5538, E-mail: jasonm@tees-persse.com
DARE Biscuits
AUNT JEMIMA Pancake Mix, Waffles
QUAKER Pancake Mix
SNACKERY Pancake Mix
SPECIAL D Apple Fritters, Donuts

Mustang Food Brokerage Ltd.
100, 6940 Fisher Rd. SE, Calgary, T2H 0W3
(403)640-4292; Fx: (403)640-4298
GOURMET BAKER Cakes, Muffins, Pies
OTIS SPUNKMEYER Frozen Cookies

Network Sales (Alberta) Inc.
2nd Floor, 6001-1A St. SW, Calgary, T2H 0G5
Dale Gaehring, Pres. & GM; Darrell Gaehring, V.P.
(403)259-8877; Fx: (403)259-8649; E-mail: gaehring@telusplanet.net
HOMESTYLE Butter Tarts, Cinnamon Buns, Tea Biscuits

Pennine Marketing Ltd.
222-5925 12th St. SE, Calgary, T2H 2M3 (H.O. Surrey, BC)
Steve Swan, Sales Mgr., Alberta & Sask.
(403)640-2696; Fx: (403)640-2695
EVEREST Taco Shells, Tortilla Wraps
RICH’S Bake-Off Products, Pastry
THE ORIGINAL CAKERIE Cakes

RBR Food Brokers Ltd.
808 Woodpark Way SW, Calgary, T2W 2V8
Ronald B. Carrick, GM; R. Reg Carrick, Sales Mgr.
(403)251-0755; Fx: (403)281-9210
   DORCHESTER Biscuits

Triple-C-Inc.
3815-29th St. NE, Calgary, T1Y 6B5
Jerry Borst, Mgr.
(403)291-1105; Fx: (403)250-3362
   DARE biscuits

Cyba Stevens Management Group
11708-167 St., Edmonton, T5M 3Z2
Shawn Brown; Wayne Klassen
(780)447-1163; Fx: (780)447-1173
   UNICO Biscuits

Binner Marketing & Sales Inc.
126-10403-172nd St. NW, Edmonton, T5S 1K9
Bryan Elkie, Retail Sales Mgr.
(403)487-6726; Fx: (403)489-3513
   BEVERLEY’S Butter Tarts

Jan K Overweel Ltd.
322 Maple Tree Way, Strathmore, T1P 1H9 (H.O. Toronto, Ont.)
D. Littlefair, SalesRep.
(403)934-2085; Fx: (403)934-2085
   COSTA Crackers

Tees & Persse Brokerage Ltd.
#17 Airport Rd., Edmonton, T5G 0W6
Wayne Modin, Pres. (don’t want to be on a mailing list)
(780)447-1241; Fx: (780)447-1910
   DARE biscuits
   ORIGINAL CAKERIE Cakes, Cheese Cakes
   SNACKERY Pancake Mix
SPECIAL D Apple Fritters, Donuts
STREIT Pancake Mix

Mustang Food Brokerage Ltd.
Unit 103, 13245-146th St., Edmonton, T5L 4F8
Doug Petrie, Br. Mgr.; Joan Friesen, Key Acct. Mgr.
(780)451-6228; Fx: (780)451-2106
GOURMET BAKER Cakes, Muffins, Pies, Pastry
O. SPUNKMEYER Frozen Cookies

Network Sales (Alberta) Inc.
Suite 1, 12604-126th St., Edmonton, T5L 0X6
Dale Gaehring, Pres & GM; Laurel Nay, Key Accts.
(780)447-1626; Fx: (780)447-2421; E-mail: netsales@telusplanet.net
HOMESTYLE Butter Tarts, Cinnamon Buns, Tea Biscuits

Pennine Marketing Ltd.
#100-14615-124th Ave., Edmonton, T5L 3B2
Rick Killin, Territory Mgr., N. Alberta
(780)454-1919; Fx: (780)454-2021
EVEREST Taco Shells, Tortilla Wraps
RICH’S Bake-Off Products

BRITISH COLUMBIA BROKERS & BRANDS

VANCOUVER AREA
CFBA Members

Duffus Sales Ltd.
#101, 657 Marine Dr., West Vancouver, V7T 1A4
(604)926-2102; Fx: (604)926-2529; Email: duffsale@direct.ca
GARDHOUSE Biscuits
SOLO Cookies, Crackers

NON-CFBA Members

Ashley-Koffman Foods
11760 Machrina Way, Richmond, V7A 4V1; (H.O. Mississauga, Ont.)
Don Budnarchuk, B.C. Sales Mgr.; Paul Mitchell, VP Marketing, Perishables  
(604)271-6360; Fx: (604)271-0662  
CARR’S CRACKERS  
DELACRE Cookies  
EURO PATISSERIE Cookies  
KAMBLY Biscuits  
MANISCHEWITZ Kosher Cookies, Kosher Crackers  
MCVITIE’S DIGESTIVE Biscuits  
MCVITIE’S HOB-NOBS Biscuits  
MCVITIE’S TUC Crackers  
ROCKY MOUNTAIN GOLD Rice Cakes  
ROKEACH Crackers  
STREIT Cookies  
WALKERS Biscuits  
WASA Crisp Bread  
STREIT Pancake Mix  
KEEBLER Pie Crust  
MANISCHEWITZ Kosher Bagels  
RUBSCHLAGER Deli Bread  
WALKERS Seasonal Cakes, Shortbread

B.K. Sethi Marketing Ltd.  
14-11191 Horseshoe Way, Richmond, V7A 4S5 (H.O. Scarborough, Ont.)  
Vincent Uy, Distribution Mgr.  
(604)277-3578  
EXCELSIOR Crackers  
GARDEN Cookies, Wafers  
INDIA HOUSE Naan Bread

Far Met Importers Ltd.  
34 West 7th Ave., Vancouver, V5Y 1L6  
Michel Farges, Pres., Judith Mann, Controller, Yves Farges, Operations  
(604)876-2241; Fx: (604)875-1575  
KAVLI Crisp Bread  
DUBOIS WAFERS  
ROKA Bread Sticks, Cheese Crispies, Chili Sticks, Cumin Ch B’s, Gouda Ch. B’s.

Haida Sales Ltd.  
#205, 3237 King George Highway, South Surrey, V4P 1B7
Stuart Spear, Pres., Stuart Spear Jr., Sales Mgr.; Don Goddard, Special Project Mgr.
(604)531-8010; Fx: (604)531-8018
       SALLOUM Pita Bread

Holtzheuser Brothers Ltd.
7658 Winston St., Burnaby, V5A 2H4 (H.O. Richmond Hill, Ont.)
(604)420-1636; Fx: (604)420-2770
       BRINK Biscuits
       HILLE Rusks
       PALLY Biscuits
       RIPENSA Biscuits
       SAN ESU Crackers

ID Foods Western Corporation
135 Glacier St., Coquitlam, V3K 5Z1
Rob McGowan, Sales Manager
(604)942-6022; Fx: (604)942-1689
       COSTA Crackers

Michael Theodor Brokerage, Inc.
Ste. 310-2025 W. 42nd Ave., Vancouver V6M 2B5
Michael Theodor, Pres., Anna Au, Promotions Co-ordinator,
Lisa Connolly, Special Projects Co-ordinator; Mai Watson, Business Development Mgr.;
Colleen Roberts, Order Desk
(604)263-1530; Fx: (604)263-1535
       LADY J Cookies
       WAFFLE HEAVEN Waffles

Tees & Persse Brokerage Ltd.
101-827 Belgrave Way, Delta, V3M 5R8 (H.O. Edmonton, Alta.)
Stuart Mennie
(604)520-6002; Fx: (604)520-6898
       AUNT JEMIMA Pancake Mix, Waffles
       SNACKERY Pancake Mix
       SPECIAL D Apple Fritters, Donuts

Morris National Inc.
#4-15858 Cliveden Ave., Delta, V3M 6M1 (H.O. Concord, Ont.)
Philip Fournier, Mgr., BC Region
AUSTIN Crackers
GARDEIL BOUDOIRS Cookies
PIROUWAFER Cookies, Wafers
STIZI

National Importers Ltd.
1376 Cliveden Ave., Annacis Business Park, New Westminster, V3M 6K2
Casey Wust, VP & COO; Gary McClune, National Sales & Bus. Dev. Mgr.;
(604)520-1555; Fx: (604)520-0827
1 LAN Rice Crackers
RYVITA Crisp Bread
UNICO Biscuits

Pennine Marketing Ltd.
100-10277 154th St., Surrey, V3R 4J7
Derek Pope, CEO; Napoleon Veltri, GM
(604)585-4455; Fx: (604)585-2393; E-mail: chrystal@pennine.ca
DARE biscuits
EVEREST Taco Shells, Tortilla Wraps
THE ORIGINAL CAKERIE Cakes, Cheese Cakes

Top’s Importing (B.C.) Limited
6354 Beresford St., Burnaby, V5E 1B6
George Van Beek, GM; Fred van Rijswijk, Sales Mgr.
(604)430-1341; Fx: (604)430-1834; E-mail: gvanbeek@axionet.com
BRITL Crisp Bread
DERUITER Cookies
DRIEHOEK Biscuits
EMMA Biscuits, Cookies
SILJANS Croustades
VANDERMEULEN Biscuits, Rusks
EMMA Cakes
VANDERMEULEN Rye Bread
Order Cake Delivery online from Toronto cake dessert bakeries. Order online for low delivery fee and same day delivery is available in Toronto. Our cakes are delicious, soft and moist Italian style. Our facility is nut free and all products are free from Lactose. We also do eggless cakes. View Menu. Russian Bakery. Delivery From: $9.99. View Menu. Antosha Bakery Cafe. Our product development and culinary expertise span the globe, cultivating knowledge across markets, product categories and consumer trends to identify unique and relevant opportunities. From sweet to savory, our portfolio is created to better serve our customers as they deliver to theirs. Bakery Fats. Bakery Fats. Premium assortment of specialty fats to meet the needs of every pastry chef or baker. Bread. Bread. From traditional offers to contemporary solutions, from loaves to rolls in a range of sizes and styles. Mom's Traditional Shortbread Cookie: cherished by family and friends. Cut into perfect crisp butter perfection: mixing sugar with flour first is her secret. Sporting a new look for my Canadian Christmas Cookie Platter this year, our family’s traditional shortbread cookie is fundamental festive food. A little holiday “lipstick” seemed appropriate this year, as I wanted a simpler version of the Shortbread Cookie Sandwiches that I have made every year since 1982.