

INTRODUCING

bakerly®



CROSS INTERNATIONAL
BROKERAGE Inc.

French pastries *to-go!*

breakfast & afternoon
snack on-the-go



individually wrapped
and UPCed!

jump in the **fastest growing snack category** in the US!

bakerly's **first shelf stable, individually wrapped** pancake!



free from
high fructose
corn syrup

free from
artificial
colors &
flavors



individually wrapped!

about bakerly®

- Since 2015, bakerly has been the **first and only facility in America** equipped to manufacture **authentic French brioche and crêpes**.
- High-end quality bakery products made with clean and short ingredient list, convenient and affordable.

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market trends

• Sales in the overall frozen breakfast food category **grew 13.6%** to **\$4.3 billion** for the 52 weeks ending April, 2021.

• The frozen breakfast entrées segment, which includes frozen pancakes, **rose 18.1% to \$93.6 million**.

• Crêpes category had **\$37.7M in retail sales last L52W**.

*Data as of August 2021. Source: Crêpes category - IRI Data

marketing tools

crêpes to-go

wire rack

w: 9" h: 122" d: 17.5"



wooden crate

w: 18" h: 6" d: 13.5"



bucket

w: 5.3" h: 4.8" d: 5.3"



French pancakes to-go

standing wicker basket

w: 19" h: 29" d: 19"



x8 tear-off case

w: 9.41" h: 5.43" d: 15.7"



case
pack
9

crêpes chocolate hazelnut filled

item UPC# 852160006039

content 6.78 oz. (192g) / 6 - 1.13 oz. (32g)

Ingredients: chocolate filling (sugar, sunflower oil, cocoa powder, lactose, nonfat milk, chocolate liquor, hazelnuts, sunflower lecithin, natural flavor), milk, wheat flour, sugar, eggs, sunflower oil, butterfat, salt.

Contains eggs, milk, wheat and tree nuts (hazelnut).



case
pack
9

crêpes strawberry filled

item UPC# 852160006022

content 6.78 oz. (192g) / 6 - 1.13 oz. (32g)

Ingredients: strawberry filling (glucose fructose syrup, strawberry, sugar, glycerin, natural flavor, pectin, citric acid, sodium citrate), milk, wheat flour, sugar, eggs, sunflower oil, butterfat, salt.

Contains eggs, milk, and wheat.
Made in a facility that also processes tree nuts (hazelnut).

Ready to eat



case
pack
8

French pancakes to-go

item UPC# 850004281031

content 7.40 oz. (210g) / 6 x 1.23 oz. (35g)

Ingredients: wheat flour, reduced fat milk, eggs, canola oil, sugar, dried glucose syrup, glycerin, leavening (sodium acid pyrophosphate, sodium carbonate), salt.

Contains eggs, milk, and wheat.
May contain traces of soy, hazelnuts and almonds.



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INTRODUCING

bakerly[®]

Authentic

**French
brioche**

jump in the fastest growing bread/rolls
category in the US!



#1 selling
brioche item

true facts

- **600 years of baking tradition** - the first recorded use of the word "brioche" dates back to 1604.
- **Complex art of baking** - between 2 and 6 hours of proofing.
- **A unique and delicious** flavor profile for sweet bread lovers.

brioche market trends

Data as of August 8, 2021

\$446M
in retail sales
during the last
52 weeks

+30%
growth From
August 2020
to August 2021

+45%
growth in
Private Label vs
previous 52 weeks

• Source: Brioche category - IRI Data

marketing tools available

wicker baskets rack
w: 22.5" h: 53" d: 19.3"



wooden crate
w: 18" h: 6" d: 13.5"



wicker basket



sliced brioche
item UPC# 852160006299
content 17.64 oz. (500g)

case pack **7**



brioche burger buns - 4 pack
item UPC# 852160006480
content 7.05 oz. (200g)

case pack **10**



brioche hot dog buns - 6 pack
item UPC# 852160006749
content 9.52 oz. (270g)

case pack **14**



brioche rolls - 8 pack
item UPC# 852160006312
content 9.88 oz. (280g)

case pack **9**



brioche dinner rolls - 8 pack
item UPC# 852160006947
content 9.88 oz. (280g)

case pack **8**



hand braided brioche
item UPC# 852160006282
content 14.11 oz. (400g)

case pack **7**



chocolate croissants - 6 pack
item UPC# 852160006015
content 9.52 oz. (270g)

case pack **8**



soft brioche baguette - 4 pack
item UPC# 852160006305
content 12 oz. (340g)

case pack **7**

free from high fructose corn syrup



free from artificial flavors



PALLET	Product	Hand Braided Brioche	Sliced Brioche	Soft Brioche Baguette	Brioche Rolls	Chocolate Croissant	Brioche Burger Buns	Brioche Hot Dog Buns	Brioche Dinner Rolls
	Ti x Hi	5 x 16	5 x 16	5 x 18	5 x 20	5 x 23	5 x 17	6 x 11	6 x 14
	Cases/Pallet	80	80	90	100	115	85	66	84
	Units/Pallet	560	560	630	900	920	850	924	672
	Pallet Weight	629 lbs.	749 lbs.	639 lbs.	705 lbs.	700.50 lbs.	529.50 lbs.	685.22 lbs.	565.80 lbs.
Pallet Dimensions (L x W x H)	48" x 40" x 78.35"	48" x 40" x 78.35"	48" x 40" x 85.38"	48" x 40" x 76.77"	48" x 40" x 87.42"	48" x 40" x 76.19"	48" x 40" x 79.25"	48" x 40" x 78.50"	



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BROKERAGE Inc.



introducing
bakerly[®]
the
**brioche
burger buns**

with **tuxedo
sesame seeds**

From our happy family to yours, bakerly crafted the perfect **burger bun with tuxedo sesame seeds** to get your day going in the most delicious way.

bon appétit!



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market trends

- The sesame seed market is witnessing high demand from urban consumers who seek healthy organic foods and beverages.
- The consumption of sesame seeds is rising as they are rich in vitamins and minerals.

- Sesame seeds bring an attractive and flavorful garnish for breads.
- Sesame seeds bring an extra texture, which make the bun more interesting than just a plain bun.



**brioche
burger buns with
tuxedo sesame
seeds**

Item UPC#
850038905095

case
pack
9

Case GTIN#
10850038905092

Product net weight
NET WT. : 7.05oz (200g)
4 burger buns: 1.76 oz (50g)

Shelf life
28 days thawed
365 days frozen



Nutrition Facts

4 servings per container
Serving size 1 bun (50g)

Amount per serving
Calories 170

	% Daily Value*
Total Fat 4.5g	6%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 30mg	10%
Sodium 200mg	9%
Total Carbohydrate 25g	9%
Dietary Fiber 1g	4%
Total Sugars 5g	
Includes 5g Added Sugars	10%
Protein 5g	
Vitamin D 0.2mcg	2%
Calcium 30mg	2%
Iron 0.6mg	4%
Potassium 60mg	2%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients

wheat flour, water, eggs, sugar, canola oil, nonfat milk, sesame seeds, natural flavor, butterfat, yeast, salt, mono-diglycerides, milk protein, deactivated yeast, enzymes, beta carotene (color), acerola extract.

Allergens

Contains wheat, eggs, milk and sesame.



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INTRODUCING

bakerly[®]

the

**plant-based
brioche**

From our happy family to yours, bakerly crafted the perfect **plant-based addition** to get your day going in the most delicious way.

We go above and beyond, using **non-animal, premium ingredients** resulting in, as you'll know from the very first bite, a brioche experience that's truly something special.

bon appétit!



free from
**high fructose
corn syrup**

free from
**artificial
flavors**



market trends

• **Plant-based products** are a key driver of growth at grocery retailers nationwide, outpacing overall food growth by more than five times. (Spins 2020)

• Grocery sales of plant-based foods that directly replace animal products **have grown 29%** in the past two years to \$5B. (Spins 2020)

• In the U.S., **39% of consumers** are trying to eat more plant-based foods.

• Millennials and Gen Z make up 30% and 32% of the population, respectively, creating enormous **market potential** for plant-based foods.

NEW



bricche plant-based burger buns

item UPC#
850004281628

case GTIN#
1085004281625

product net weight
NET WT.: 7.05 oz (200g)
4 burger buns: 1.76 oz (50g)

allergens
Contains wheat.

Made in a facility that
also processes milk,
eggs, and tree nuts.

shelf life
21 days thawed
365 days frozen

case
pack
9

Nutrition Facts

4 servings per container
Serving size 1 bun (50g)

Amount per serving
Calories 150

	% Daily Value*
Total Fat 3g	4%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 190mg	8%
Total Carbohydrate 26g	9%
Dietary Fiber 1g	4%
Total Sugars 5g	
Includes 5g Added Sugars	10%
Protein 4g	
Vitamin D 0mcg	0%
Calcium 10mg	0%
Iron 0.6mg	4%
Potassium 30mg	0%

Protein 4g	
Vitamin D 0mcg	0%
Calcium 10mg	0%
Iron 0.6mg	4%
Potassium 30mg	0%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used as a general nutrition advice.

Ingredients

wheat flour, water, sugar, canola oil, yeast, natural flavor, salt, mono- and diglycerides, vegetable proteins, enzymes, deactivated yeast, beta carotene (color), dextrose, starch, acerola extract.



free from
high fructose
corn syrup

free from
artificial
flavors

100%
vegan

dairy and
lactose free

eggs
free

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introducing
bakerly
the
brioche

with
pumpkin spices

From our happy family to yours, bakerly crafted the perfect **sliced brioche with pumpkin spices** to get your day going in the most delicious way.

bon appétit!



Forecast by June 1
Final Forecast by July 1



market trends

- Global sales of pumpkin spice products are expected to witness progressive growth.
- Companies are launching pumpkin spice products due to consumer demand.
- Consumers go crazy for pumpkin spice flavored anything during the fall and returns every year.

sliced brioche with pumpkin spice

Unit weight:

1 pack – 15 slices

NET WT.: 15.87 oz (450 g)

Shelf life:

28 days thawed,

365 days frozen

case pack
15

Nutrition Facts

15 servings per container

Serving size 1 slice (30g)

Amount per serving

Calories 110

% Daily Value*

Total Fat 4g 5%

Saturated Fat 2.5g 13%

Trans Fat 0g

Cholesterol 20mg 7%

Sodium 100mg 6%

Total Carb 26g 6%

Dietary Fiber 0g 0%

Total Sugars 4g

Includes 4g Added Sugars 8%

Protein 2g

Vit. D 0mcg 0% • Calcium 10mg 0%

Iron 0.3mg 2% • Potas. 30mg 0%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

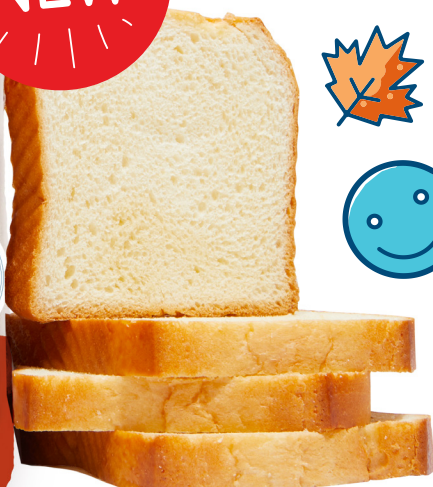
Ingredients:

wheat flour, eggs, sugar, butter, crème fraîche (cream, lactic acid bacteria), water, salt, yeast, and diglycerol monostearate, wheat gluten, natural pumpkin spice flavor, deactivated yeast, beta carotene (color), acerola extract.

Contains wheat, eggs and milk.

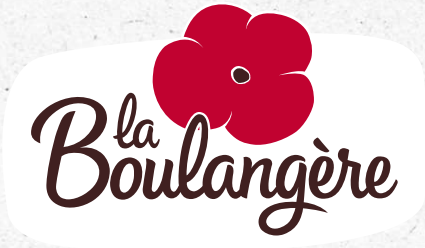


NEW





CROSS INTERNATIONAL
BROKERAGE Inc.



Making delicious products, with **premium and quality** ingredients



No artificial flavors

No high fructose corn syrup



Our story began in 1954, when Monsieur Fillon bought his first bakery in Vendée, France. His son, Jean, would inherit his father's passion for French baking and continued his legacy by **making fresh and delicious bakery products** every day. Using only the best quality ingredients and being part of Norac Foods, La Boulangère rapidly became Europe's brioche leading player.

Today **locally made in the USA**, La Boulangère offers a line of authentic French recipes, clean label and premium while affordable products. It is also the first fresh and ambient program in Commercial Bakery!

KEY MARKET DATA

\$545M

in retail sales in 2022

+20.5%

growth vs. 2021

\$379M

comes from the buns-rolls category

80%

of the brioche sales come from burger buns and sliced

600 years of **French bakery tradition** now available in your bakery!

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* Source: Brioche category - IRI Data Data as of January 1st, 2023

Available items



15
case
pack

Sliced brioche

Unit UPC:
850004281642
Case GTIN:
10850004281649
Product Net Weight:
NET WT.: 17.64oz (500g)
Shelf life:
28 days thawed
365 days frozen

Nutrition Facts

30 servings per container	
Serving size	1 slice (30g)
Amount per serving	
Calories	110
% Daily Value*	
Total Fat 4g	5%
Saturated Fat 2.5g	13%
Trans Fat 0g	
Cholesterol 20mg	7%
Sodium 135mg	6%
Total Carbohydrate 16g	6%
Dietary Fiber 0g	0%
Total Sugars 4g	
Includes 4g Added Sugars	8%
Protein 2g	
Vit. D 0mcg 0% • Calcium 10mg 0%	
Iron 0.3mg 2% • Potas. 30mg 0%	

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients:

wheat flour, water, eggs, sugar, canola oil, natural flavor, salt, mono-diglycerides, yeast, deactivated yeast, beta carotene (color), enzymes, acerola extract.
Contains wheat, egg.
Made in a facility that also processes tree nuts, milk, soy and sesame.



4ct

9
case
pack

Brioche burger buns

Unit UPC:
850004281635
Case GTIN:
20850004281639
Product Net Weight:
NET WT.: 7.05oz (200g)
4 buns, per bun: 1.76oz (50g)
Shelf life:
28 days thawed
365 days frozen

Nutrition Facts

4 servings per container	
Serving size	1 bun (50g)
Amount per serving	
Calories	170
% Daily Value*	
Total Fat 4.5g	6%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 30mg	10%
Sodium 200mg	9%
Total Carbohydrate 26g	9%
Dietary Fiber 1g	4%
Total Sugars 6g	
Includes 5g Added Sugars	10%
Protein 5g	
Vit. D 0mcg 0% • Calcium 30mg 2%	
Iron 0.5mg 2% • Potas. 50mg 2%	

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients:

wheat flour, eggs, sugar, canola oil, water, yeast, nonfat milk, natural flavor, butterfat, salt, mono- and diglycerides, milk protein, deactivated yeast, enzymes, beta carotene (color), acerola extract.
Contains wheat, eggs and milk.
Made in a facility that also processes tree nuts, soy and sesame.



6ct

14
case
pack

Brioche hot dog buns

Unit UPC:
850004281659
Case GTIN:
10850004281656
Product Net Weight:
NET WT.: 9.52oz (270g)
6 buns, per bun: 1.59oz (45g)
Shelf life:
28 days thawed
365 days frozen

Nutrition Facts

6 servings per container	
Serving size	1 bun (45g)
Amount per serving	
Calories	150
% Daily Value*	
Total Fat 4g	5%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 30mg	10%
Sodium 180mg	8%
Total Carbohydrate 24g	9%
Dietary Fiber 1g	4%
Total Sugars 5g	
Includes 5g Added Sugars	10%
Protein 4g	
Vit. D 0mcg 0% • Calcium 20mg 2%	
Iron 0.5mg 2% • Potas. 40mg 0%	

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients:

wheat flour, eggs, sugar, canola oil, water, yeast, nonfat milk, natural flavor, butterfat, salt, mono- and diglycerides, milk protein, deactivated yeast, enzymes, beta carotene (color), acerola extract.
Contains wheat, eggs and milk.
Made in a facility that also processes tree nuts, soy and sesame.



6ct

10
case
pack

Chocolate croissant

Unit UPC:
850004281383
Case GTIN:
20850004281387
Product Net Weight:
NET WT.: 9.52oz (270g)
6 CC, per CC: 1.59oz (45g)
Shelf life:
45 days thawed
365 days frozen

Nutrition Facts

6 servings per container	
Serving size	1 croissant (45g)
Amount per serving	
Calories	190
% Daily Value*	
Total Fat 10g	13%
Saturated Fat 5g	25%
Trans Fat 0g	
Cholesterol <5mg	1%
Sodium 160mg	7%
Total Carbohydrate 20g	7%
Dietary Fiber 1g	4%
Total Sugars 6g	
Includes 6g Added Sugars	12%
Protein 3g	
Vit. D 0.3mcg 2% • Calcium 10mg 0%	
Iron 1.4mg 8% • Potas. 80mg 2%	

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients:

wheat flour, palm oil*, chocolate (sugar, chocolate liquor, cocoa butter, lecithin, natural vanilla flavor), leavening (water, wheat flour, rye flour, yeast), water, sugar, eggs, yeast, salt, nonfat milk, mono- and diglycerides, natural flavor, carob germ flour, wheat gluten, sodium stearoyl-2-lactylate, locust bean gum, ascorbic acid (antioxidant).
Contains eggs, milk and wheat.
Made in a facility that also processes soy.



8ct

8
case
pack

Brioche dinner rolls

Unit UPC:
850004281666
Case GTIN:
10850004281663
Product Net Weight:
NET WT.: 9.88oz (280g)
8 rolls, per roll: 1.23oz (35g)
Shelf life:
28 days thawed
365 days frozen

Nutrition Facts

8 servings per container	
Serving size	1 roll (35g)
Amount per serving	
Calories	120
% Daily Value*	
Total Fat 3.5g	4%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 20mg	7%
Sodium 125mg	5%
Total Carbohydrate 19g	7%
Dietary Fiber 0g	0%
Total Sugars 4g	
Includes 3g Added Sugars	6%
Protein 3g	
Vit. D 0mcg 0% • Calcium 20mg 2%	
Iron 0.3mg 2% • Potas. 30mg 0%	

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients:

wheat flour, eggs, sugar, water, butter, canola oil, yeast, nonfat milk, natural flavor, mono- and diglycerides, salt, enzymes, beta carotene (color), acerola extract.
Contains wheat, eggs and milk.
Made in a facility that also processes tree nuts, soy and sesame.