



Business Opportunity

AMBER Bakery is a wholesale bakery establishment strategically located in Greater Toronto Area. AMBER Bakery sells baked goods to 34 grocery stores since 1996. The weekly orders are consistent and predictable. The company has a strong market position in GTA, due to 16 years of the industry experience and moderate competitive climate in the area. AMBER Bakery is selling its products at a competitive price to meet the demand of the local market area residents.

The Company

AMBER Bakery has been established in the Province of Ontario in 1996. It is equally owned and managed by its two partners. The company employs two part-time bakers and one part-time driver to handle customer service and day to day operations.

Products and Services

AMBER Bakery offers a broad range of special European rye breads, wheat and whole wheat bread, as well as fruit pound cakes and cream filled horns. All of its products are made from scratch using high quality Canadian grown and manufactured products, as well as special products imported from Europe.

The bakery provides freshly prepared bakery and pastry products at all times during business operations. Five to eight batches of bakery and pastry products are prepared during the production day to assure only fresh baked goods are delivered to the customers.

The Market

The wholesale bread baking industry in Ontario has strong and steady position in grocery market.

The cold winter climate in Ontario stimulates consumption of bread and pastries for nine months out of the year. During the remaining warmer three months of the year, wheat and whole wheat bread is in significantly high demand, along with a slower but consistent demand for rye bread products.

Started in 1996, AMBER Bakery established a large regular customer base, concentrating its business and marketing mainly on GTA residents. This established a healthy, consistent revenue base ensuring the stability of the business. All AMBER Bakery products have high consumer's recognition, good in-store visibility and competitive pricing and service which are critical to hold this segment of the market.

Mission

AMBER Bakery strives to become the biggest and the finest artisan bread pastry bakery in Ontario.

AMBER Bakery intends to widen the list of the clients by introduction of its products to such grocery chains as Longo's, No Frills, FreshCo, Costco, WholeFoods and T&T Supermarkets.

AMBER Bakery aims to increase its presence on the market through the introduction of the new high quality bread and pastry products at a competitive price to meet the demand of the local market area residents.

Future Opportunity

- AMBER Bakery has an enormous selection of exclusive bread and pastries recipes federally approved as an industry standard by Latvia, Lithuania, Estonia and Russia in 1950-1980. Most of these recipes and technologies have been lost or destroyed after the collapse of the USSR and almost impossible to get. Introduction of these finest and richest products to the Canadian market is the aim of the AMBER Bakery. The research and development of the new pastries and fine cakes will allow getting a new market niche, significantly increasing cash flow and revenues.
As of today there are 6 new cakes (Bergeronnette, Kiev, Prague, Flight, Bird's Milk and Texas fruit pound cake) has been developed and tested. These outstanding, no competition cakes will become the foundation of the new bakery expansion, at least twice increasing the revenue.
- As of today AMBER Bakery has two days of production a week. It offers a great potential to increase the production volume up to 3 times with existing equipment and without increasing the cost.
- Besides the intend of introducing its products to the grocery chains in GTA, three new distribution routes has been developed - Oakville/Mississauga/Burlington/Hamilton/ Kitchener/Guelph/Waterloo/Cambridge (32 stores);
 - Montreal/Ottawa (19 stores);
 - Scarborough/Markham/Newmarket (24 stores)