

## NEW HIRES

### Tom Becker, Director of Operations, 1/4/10

A bakery industry veteran with 30 years of operations leadership experience, Tom manages all day-to-day facets of our Macedon, New York bakery and distribution facility. Becker previously served in a variety of progressive management positions at Rich Products Corporation and Harlan Bakeries, where he most recently served as Director of Operations and Special Projects. He holds a B.A. in Economics from Gannon College and currently resides in Buffalo.

### Tom Meek, Production Planner, 2/8/10

A lifelong Rochester native, Tom joins the Fleischer's team as a Production Planner. Tom worked for Birdseye Foods for 21 plus years, most recently as a Logistics Manager where he managed their supply chain. He has hands-on experience with customer service, distribution, planning, procurement and transportation. He holds a BS from RIT in Industrial Management and currently resides in Greece, New York.

### Dwight Kreuter, SPHR, HRManager, 3/8/10

Dwight joins Fleischer's with over 25 years of progressive human resource management experience with companies including Wal-Mart, Silgan Plastics, Glidden, TJ Lipton and Canandaigua Wine (now Constellation Brands). His extensive manufacturing experience will be a great asset to our growing organization and will play a major role in expanding our employee training initiatives and actively promoting our core values. A resident of Canandaigua, New York he holds a BS degree from Alfred University and holds the Senior Professional – Human Resources (SPHR) accreditation.

Terry Buda 1/26

Paul Simzer, AEM 12/8

Jose Torres 1/26

Paul Enssle, AEM 12/10

Erik Church 2/8

Jason Snyder 2/16

Son-n Ho 1/26

Crystal Tinguie 3/10

Jerry Pietrzyk 3/1

## PROMOTIONS

### Chris Buda, D-Shift Packaging Supervisor

### Eric Kestenblatt – Senior Director of Planning & Development

As a 26-year Fleischer's veteran, Eric will be responsible for driving Fleischer's aggressive lean manufacturing, new product development and management training initiatives. In this newly created role, he'll leverage his bakery operations experience to drive our product and process improvement objectives while mentoring a new set of leaders within the company.

In March 2010, Eric was appointed to the American Society of Baking's (ASB) Executive Committee.

As an ASB member for the past 10 years, Eric was nominated by his peers this past fall. In this role, Eric will help coordinate strategic plans for future programs, including the annual BakingTech Conference.

The American Society of Baking is a professional organization that brings together individuals in the grain-based food industry for personal development, recognition, education and leadership. To date, ASB has approximately 2,000 members in 43 countries.



# Recipe for Success

A FLEISCHER'S BAGELS PUBLICATION

SPRING 2010

## IN THIS ISSUE:

Blue Rooster Launch  
1,3

President's Letter  
2

Expanded Flavor Line  
3

New Sales and  
Marketing Team  
4-5

Think Green  
6

Featured Employee  
6-7

Upcoming Events  
7

Anniversaries/Birthdays  
7

New Hires/Promotions  
8

## BREAKFAST IS CALLING! BAGEL SANDWICH LAUNCH 2010

If you look closely at your local grocery store's freezer case, you'll notice a variety of frozen breakfast options; however, besides traditional frozen bagels, there is no other bagel alternative.

The current domestic breakfast market is worth \$65 billion and in eight years, it is predicted to swell in value to \$83 billion. As bagel sandwiches have not been a major element of the category growth, Fleischer's has opportunities on two-fronts: (1) Break into the frozen breakfast category with bagel sandwiches (2) Offer a private label or new brand name option.

Currently, the category is dominated by Jimmy Dean. Pricing on their best selling items average

over \$5.00, which leaves room for a competitively priced sandwich in the category.

### FILLING THE GAP

With bagel sandwiches representing a new

retail option to the current mix, Fleischer's offers three varieties: (1) Ham, egg, and cheese on plain bagel, (2) Sausage, egg, and cheese on plain bagel, (3) Sausage, egg, and cheese on French toast bagel.

Made with the finest USDA-inspected meats, eggs and

cheeses, the sandwiches are a value-added option for the on-the-go family. Fleischer's also offers various carrier options in addition to bagels, including English muffins, biscuits and croissants.



The launch began with 3 offerings, but a total of 5 are in the works.



FLEISCHER'S BAGELS, INC.

John Q Sample  
123 Any Street  
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FLEISCHER'S BAGELS, INC.



FLEISCHER'S BAGELS, INC.

r.a.c.e. to success

**CORE VALUES**

**RELEVANCY**

the need to continually reassess and redefine our value proposition.

**ACCOUNTABILITY**

embracing the notion that we are responsible on multiple levels to a variety of internal and external stakeholders.

**CONTINUOUS IMPROVEMENT**

the application of lean manufacturing principles throughout all facets of the organization fueled by an ongoing investment in employee training, development and growth.

**ENGAGEMENT**

an organizational commitment to maintaining open, respectful and mutually beneficial lines of communication with our customers, business partners, local communities and fellow employees.

**A MESSAGE FROM ROB**

--- Welcome to the premier edition of our newly redesigned newsletter, *Recipe for Success*.

Over 30 years ago, Fleischer's introduced a private label alternative to the emerging category of retail frozen bagels. This was an extremely relevant business strategy that continues to serve the company well over three decades later. Relevancy is one of our four core values, so we decided to focus our most recent strategic planning initiatives around on developing an updated value proposition.

I could not be happier with the work our team has done over the past six months in support of this principle. Building on our core competency of bagels, we have established a new innovation process to develop an expanded portfolio of breakfast solutions that will offer our customers a broader array of value added products and category management services. We are expanding our core bagel product line to include more offerings in high growth subcategories including health and wellness and affordable indulgence, and we are extremely excited about the upcoming launch of our new Blue Rooster™ line of frozen breakfast sandwiches. Additional value added breakfast items are under development, and we are actively working with key business partners on assessing opportunities to further expand into new bagel and bagel-related bakery products.

Internally, we have established cross-functional work teams to support our new product development, lean manufacturing and sustainability initiatives. Team members from every functional area have eagerly stepped up to drive these important new projects, and I look forward to sharing their achievements in future newsletters.

Fleischer's is on the move...stay tuned.

Sincerely,

Robert J. Drago

President

rdrago@fleischersbagels.com



**BAGEL SANDWICH LAUNCH** (continued from page 1)

The calorie count starts at 230 with 8 grams of fat and tops off at 340 calories with 18 grams of fat, significantly less than other popular bagel sandwiches. For example, Jimmy Dean's sausage, egg and cheese on a biscuit have 440 calories with 31 grams of fat. Also, Dunkin' Donuts' sausage, egg and cheese sandwiches have 640 calories, which is almost less than half the amount.



Skip the drive-thru. The bagel is specially formulated for the microwave, making it a convenient for breakfast on the go. Simply wrap the sandwich in paper towel and microwave for 1 to 2 minutes, depending on how much the bagel is thawed.

**EXPANDING THE BRAND**

"Developing this delicious new bagel sandwich line was a natural extension of our traditional bagel programs," comments company president Robert Drago. "Our retail and food service customers have been looking for a high quality, high value alternative to nationally branded breakfast sandwich programs, and our line delivers on both."

With packaging hot off the press and sales opportunities closing in, Fleischer's Bagels is becoming more of a breakfast solution provider, not just a bagel manufacturer.

**NEW TO OUR LINE OF BAGEL FLAVORS**

Savor our Affordable Indulgences and offer customers more variety! Fleischer's is pleased to introduce our new extended flavor line, which includes three unique varieties:

- Chocolate Cherry
- French Toast
- Lemon Poppy Seed

Expand your refrigerated category with these untraditional bagels which serves as a breakfast or snack option. The whole grain content of every Affordable Indulgence bagel is certified by the Whole Grains



Council and contains more than half a full serving of whole grains. Currently, the bagels are available in two sizes, 2 ounces and 2.85 ounces with five per bag. If

you're interested in learning more or receiving samples, please contact Fleischer's sales team. **Robert Pim**, VP of Sales & Marketing, (716) 634.1034, rpim@fleischersbagel.com **Mike Rosensteel**, National Sales Manager, (936) 321.3083, mrosensteel@fleischersbagels.com



In June 2009, our company was awarded SQF2000 Level 3 Certification, the highest level of certification possible under this new global quality and food safety initiative. Our manufacturing facility in Macedon, New York earned an "excellent" rating, the highest audit core score possible, making Fleischer's one of the first bakery manufacturers in the United States to achieve this standard.

A cross functional steering team headed by Director of Quality Assurance, Craig Michelsen, managed the stringent application and approval process. Moving forward, this steering team will oversee the regularly scheduled internal audits and training sessions required to maintain this coveted certification, including the re-certification audit which will be held June 21-23, 2010.

"Leading retail and food service customers demand the highest levels of quality and food safety from their suppliers," comments company president Robert Drago. "This certification is a testament to Fleischer's commitment to meeting or exceeding the most stringent industry standards on a consistent basis."

## INTRODUCING THE SALES & MARKETING TEAM

To drive future growth and provide a much higher level of support to our valued business partners, Fleischer's is pleased to introduce our newly expanded sales and marketing department.

### ROBERT PIM, VICE PRESIDENT, SALES AND MARKETING

As the leader of the team, Bob has been in the food business since the late 80s. He has worked for Sara Lee, ConAgra, Rich Products Corporation and (most recently) Prairie City Bakery. As we expand our business and build product lines, we will all benefit from Bob's energy and expertise.

Born and raised in Des Moines, Iowa, he earned his bachelor's in Accounting from the University of Iowa (go Hawkeyes!) and a Master's Degree in Marketing and Finance from Northwestern University. He has lived and worked across the Midwest, including his first job as a Public Accountant in Minneapolis. While living in Chicago, he met his wife Jenna, who lived in the same building as Bob at the time. They will be celebrating their 17th wedding anniversary this month.

Bob and Jenna have called Buffalo home for the past 12 years and have two kids, Robert, 14 and Madeline, 13. Robert is a freshman at

Williamsville South, where he is on the swim team, is a Student Class Officer. Madeline is in the 8th grade, loves her new Mac laptop and plays field hockey and lacrosse. Along with watching his kid's sporting events, Bob enjoys playing golf, traveling and visiting family in Northern Michigan during the summer.

### MIKE ROSENTEEL, NATIONAL SALES MANAGER

With more than 20 years of significant retail sales experience to Fleischer's, Mike is building strong relationships and with our customers. He has worked at Borden, Inc., Aurora Foods and Sara Lee, where he most recently served as Account Development Manager. He saw working at

Fleischer's an opportunity to contribute to a company's growth and to learn new things, which he does almost every day. On his days off, Mike enjoys playing golf (even though he doesn't get to play that much anymore) and getting together with friends. Mike is a high-school sports junkie, following local football and baseball religiously.

Mike grew up in Ebensburg, a small town in Western, Pennsylvania. He attended St. Vincent College in Latrobe, PA, home of Arnold Palmer and the summer home of the Pittsburgh Steelers. He majored in history, but decided not to teach because he liked sales



better and didn't want to babysit kids for a living. After graduation, he got sick of the snow and moved to Houston, Texas with his high school girlfriend, now wife, Judy. Mike and Judy have three children- Mike Jr. attends the University of Houston; Amanda is Dean of Women at New Tribes Bible Institute in Jackson, Michigan and Shelby lives in Omaha with her husband, 2-year-old and 2-month year-old sons.

### ANDREA VOS, MARKETING MANAGER

As Marketing Manager and publisher of Fleischer's quarterly newsletter, I am delighted to bring back this Fleischer's tradition. Along with working with everyone, I enjoy the variety of projects I get to work on new product development and managing internal and external communication channels, including creating this newsletter. I previously worked for Sutherland Global Services as part of their Business Development team as well as VistaPrint.com which is located outside Boston, Mass.

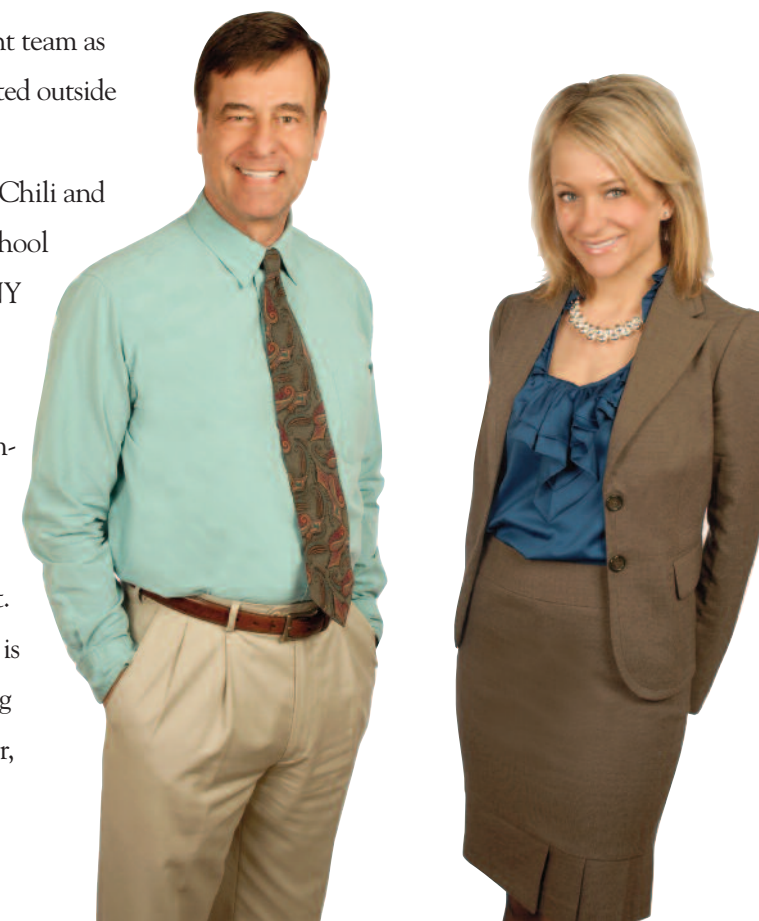
A Rochester native, I grew up in Chili and graduated from Gates Chili High School in 2002. From there I attended SUNY Fredonia where I majored in Public Relations and minored in both Marketing and Journalism. All of my family still resides in the Rochester area, including my boyfriend Matt, who moved here from Buffalo last August. I have a younger brother Scott, who is a senior at SUNY Brockport studying history and Spanish, and a twin sister,

Samantha, who is a physical therapist at Rochester General and recently got engaged, she is planning the wedding for 11-11-2011 in the Finger Lakes.

I hope you enjoy reading the newsletter as much as I enjoyed putting it together. If you have any ideas for future issues, just let me know!



FLEISCHER'S BAGELS, INC.



CHECK OUT  
OUR REDESIGNED  
WEBSITE FOR  
NEWS UPDATES  
AND NEW  
PRODUCT INFO.

FLEISCHERSBAGELS.COM

HOPE TO SEE YOU AT

**IDDBA'S**  
DAIRY-DELI-BAKE  
**2010**  
HOUSTON, TEXAS  
**JUNE 6-8**

Please stop by and see us!

BOOTH NUMBER  
**1345**



## AS SPRING APPROACHES, IT'S TIME TO THINK GREEN!

As spring approaches it's time to THINK GREEN! Over the next few years, Fleischer's Bagels has committed to allocating resources to improve the well-being of our customers and employees.

These actions focus on the sustainability of our manufacturing environment as well as the communities we influence. Sustainability is the conservation of natural resources to promote long term well-being. Our overall goal is to reduce the impact of natural resources in production while promoting a healthy lifestyle.

There are several examples how this will be achieved, including: eliminating waste, reducing rework, increasing efficiencies, reducing energy usage, employee development, and community service. Next steps include: further promotion our GREEN initiatives, developing goals, and creating metrics to measure our success.

You can help by examining your job responsibilities and thinking about ways to reduce, recycle or reuse work efforts. The efforts we take now will help protect natural resources so future generations may not be compromised. Please see me if you would like to participate with our committee or if you have any ideas about becoming GREEN.

Areas in the lunch room and outside the lab will soon have further information on GREEN rollout.

Thank you for your efforts and keep this Native American Proverb in mind... "We do not inherit the earth from our ancestors; we borrow it from our children."

*Written by Craig Michelsen, Director of QA*



To manufacture premium quality bakery products in a manner that promotes the well-being of our customers and employees while enhancing the sustainability of the communities we serve.

## Meet Lucy Wilcox

Nick-named "Momma Fleischer" by her co-workers, Lucy Wilcox is a warm welcome to every single employee at our facility. A 15-year Fleischer's veteran and hard-working QA team member, it's the people she works with that she loves the most about her job, and it shows. Her passion is helping others, and that is no surprise to anyone who knows Lucy. She is always willing to lend a hand, whether here at Fleischer's, at home, or with the Port Gibson Fire Department.

Lucy has been a volunteer fire-fighter with the Port Gibson Fire Department for 27 years.

She has committed herself to this job not only to help her neighbors, but because it gives her life meaning and perspective. "By being a volunteer fire-fighter you get to see the good with the bad," said Lucy. Her worst experience was witnessing a car/school bus accident that left two young children dead because they weren't in car seats. And one of her more positive memories was caring for a neighbor's granddaughter after a serious car accident. "Whenever I see my neighbor, she always updates me about her granddaughter," says Lucy. "It's nice to be remembered like that and to know you made a difference in someone's life."

Family comes first for Lucy. Married to her husband Doug for 36 years, the couple has two

## MEET YOUR SOCIAL COMMITTEE MEMBERS

Lucy Wilcox                      Jean Lansberry  
 Kimberly Kulp                      Mary Marianetti  
 Karidee VanCuyck

*If you have any suggestions or have any questions, please feel free to contact anyone of us.*

## UPCOMING EVENTS

### Employee Appreciation Dinner

Glendoveers Restaurant

April 30th

6:00 to 10:00 PM

Please be sure to sign up!

Join us for a night of food, fun and prizes.

### "Things We Should Dough"

We want to know what you think will make Fleischer's a better place to work. Please drop your ideas into the Suggestion Box in the employee break room.

The Social Committee is currently working on the following events.

**MAY 19TH  
 UNITED WAY DAY OF CARING**

**MAY/JUNE  
 RED WINGS GAME**

**JULY/AUGUST  
 EMPLOYEE PICNIC**

**Watch for details to be posted soon.**



daughters, Jessica and Christy, and two grandchildren, Kayla and McClaine. Her husband Doug works for the Village of East Rochester and is Assistant Chief for the Port Gibson Fire

Department. Doug and Lucy are huge NASCAR fans, and this June, they will be traveling to New Hampshire for a race (this was Lucy's Christmas gift). Also this summer, she has an all-girls getaway planned with her daughters, sister and nieces in Las Vegas. Traveling with family or to visit family is Lucy's favorite hobby. Every year she visits extended family in Texas and goes on a camping trip or two.

For the first edition of the "Recipe for Success," there was no easier choice than to shine the spotlight on "Momma Fleischer." We thank you Lucy for everything you do to make Fleischer's a better place to work.

## COMPANY ANNIVERSARIES

- 16 Years:**  
Dave Bennett
- 13 Years:**  
Jean Lansberry
- 9 Years:**  
Amber Snyder
- 7 Years:**  
Bill Mayes  
Craig Harris
- 4 Years:**  
Phong My Truong
- 2 Years:**  
Richard McCarthy  
Robert Drago
- 1 year:**  
Doug Deboover  
Dung V Nguyen  
James Lutz  
Andy Fassl  
Joe Mistretta

## HAPPY BIRTHDAY TO YOU!

- APRIL:**  
 Freddy Agosto 4/3  
 Bruce McLean 4/4  
 Souriya Saviengvong 4/4  
 Con Van Nguyen 4/7  
 Le Van Nguyen 4/10  
 Lam Diep 4/14  
 Jean Lansberry 4/14  
 Richard Jonas 4/17  
 Amber Snyder 4/20  
 Kyle McLean 4/23  
 Joe Mistretta 4/29

- MAY:**  
 Jennifer Soto 5/1  
 Henry Gaesser 5/7  
 Timothy Pollotta 5/19  
 Tom Becker 5/21  
 Kent Handy Jr. 5/22  
 Amanda Moore 5/23  
 Thomas Langley 5/25