IFMA Regional Chain Operator Forum – Manufacturer Company Profile

Please fill out the sections below and email to cheron@ifmaworld.com If you have any questions, feel free to contact me via email or at 312-253-4682.

- **Company Name:** CSM Bakery Products

- **Go To Market Sales Strategy: (Broker, Direct, etc)** Represented by Advantage Waypoint nationally

- **Product Portfolio:** With a distinguished mosaic of heritage brands including Brill, Multifoods and Henry & Henry, customers can choose from a broad sweet goods portfolio. Highlights include cakes, cookies, brownies, muffins, bakery mixes, icings, toppings, fruit and crème fillings, plus laminated dough and pastries.

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- **Manufacturing Capabilities:**

- **New Products:** cake truffles, cake squares, Coffeehouse muffins, Simplicious™ cookies

- **Culinary Solutions:** CSM Bakery Products is the secret ingredient behind many of the country's most successful foodservice operations. Our people offer the insights, expertise and passion that help customers understand consumer needs and establish a unique marketplace position.
- **Primary Distributors:** CSM Bakery Products works with all major distributors

- **Merchandising Solutions:**

- **Additional Information:** Through strong partnerships with in-store bakeries, retailers, foodservice operators and distributors, CSM Bakery Products delivers an alluring spectrum of sweet goods and innovative business solutions derived from global expertise.