

FACT SHEET



CONCEPT

COBS Bread (BD Canada Ltd.) is a community-focused franchise bakery. All products at COBS Bread are baked fresh every day. At the end of the business day, all leftover product is donated to local charities within the bakery's community.

LOCATIONS

As of June 1, 2023, there are 160 COBS Bread bakeries in Canada across BC, AB, SK, MB, ON, and NS. There are two bakeries in Connecticut, USA.

COMPANY STRUCTURE

COBS Bread is a family-run business and is a subsidiary of Bakers Delight, founded by Roger and Lesley Gillespie.

The majority of COBS Bread bakeries are owned by local franchisees.



HISTORY

Bakers Delight was established in 1980 by Roger and Lesley Gillespie. The brand began franchising in 1988, establishing a network of bakeries across Australia, New Zealand and Tasmania over the next 15 years.

In 2003, Bakers Delight expanded to Canada as COBS Bread where its first location was opened in North Vancouver, BC. The brand began franchising in 2006, with focused growth in BC and AB. Over the next several years, expansion continued into ON, SK and MB. In 2017, COBS Bread had 100 bakeries across 5 provinces. In 2020, they opened in Atlantic Canada with a bakery in Bedford, NS.

HEADQUARTERS

- COBS Bread's Support Office is located in Vancouver, BC, Canada with satellite support offices in Calgary, AB and Toronto, ON.
- Bakers Delight Support Office is located in Melbourne, VIC, Australia.

FACT SHEET



KEY LEADERSHIP

COBS Bread

- Aaron Gillespie, President
- John Gilson, Vice President Property
- Tracy Steinwand, Vice President Operations and Training

Bakers Delight

- Roger & Lesley Gillespie, Co-Founders & Chairs
- Elise Gillespie, Joint CEO
- Dave Christie, Joint CEO

SALES

COBS Bread's sales in the last completed fiscal year (July 1, 2021 - June 30, 2022) was \$165,554,220, and has had positive same-store sales growth for the last 13 years.

PRODUCT RANGE

COBS Bread offers a variety of bread and baked treats for every day and every occasion. All of COBS Bread's products are categorized as follows:

- **Healthy:** COBS Bread offers a variety of healthy breads and rolls. All whole wheat products at COBS Bread are made with whole grain wheat, and a number of loaves offer high amounts of fibre, and are made with a variety of healthy grains and seeds. This category includes Cape Seed[®], Country Grain, Higher Fibre and more.
- **Accessible Artisan:** A variety of artisanal products are offered at COBS Bread to elevate the everyday. This includes authentically made sourdough, Turkish bread, focaccia, and more.
- **Smart Indulgences:** This category includes sweet and savoury treats from a sweet range of scones, cinnamon buns and pastries, to mini pizzas, Twisted [cheese] Delights, and more.

COBS CLUB

COBS Bread launched its loyalty app, COBS Club, in 2021. Members earn two Breadcrumbs for every dollar spent, and receive a \$5 reward once they reach 200 breadcrumbs. As of June 1, 2023, COBS Club has over 400,000 members.





FACT SHEET

COMMUNITY GIVING

COBS Bread bakery owners are encouraged to engage and give back to their communities through various company-lead programs, as well as bakery inspired initiatives.

- **End of Day Giving:** Since 2003, COBS Bread bakeries have donated over \$560 million in retail value of product to charities across the country. Each bakery connects with charities in their community to set up an end of day pick-up schedule.
- **Community Days:** Within months of opening, COBS Bread bakeries host a Community Day where sales from that day are donated to a local charity.
- **Doughnation Campaign:** Bakeries select a local charity to fundraise for. The Doughnation campaign typically runs over the course of the Hot Cross Bun campaign, culminating in Doughnation Day.

AWARDS AND RECOGNITION

- Canadian Franchise Association's Franchisees' Choice Designation: 2011-2022
- Great Place to Work® Oct 2021 – Sept 2023
- 2022 Best Workplace™ for Women
- 2022 Best Workplace™ for Giving Back
- 2022 Best Workplace™ for Hybrid Work



SOCIAL MEDIA

- **Facebook:** fb.com/cobsbread
- **Instagram:** [@COBSBread](https://www.instagram.com/COBSBread)
- **Twitter:** [@COBSBread](https://twitter.com/COBSBread)
- **LinkedIn:** linkedin.com/company/cobs-bread
- **YouTube:** [@COBSBreadCanada](https://www.youtube.com/@COBSBreadCanada)

WEBSITES

- cobsbread.com
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- order.cobsbread.com
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