

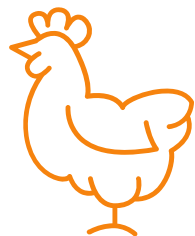
Baked for YOU

PLANT-BASED

Actively promote health and wellbeing.

Supported research **\$13K**

related to food sustainability, protein quality and plant-based foods through a \$13,000 donation to University of Toronto's Food Safety, Nutrition and Regulatory Affairs Program.



70%
Cage-free
eggs



BEST NUTRITIONAL PROFILES

Increase the presence of whole-grain and other plant-based ingredients for positive nutrition.

Oroweat & Bon Matin Keto tortillas won a **2023 Best New Product award**, which is a consumer-voted awards program.



Canadian consumers voted **Dempster's the most trusted brand** in both the "Whole Grain Bread" and the "Tortilla Wraps" categories!



Quebec consumers voted **POM the most trusted brand** in the "Tortilla Wraps" category!

TRANSPARENT SUSTAINABLE BRANDS

Our top-selling brands will have a purpose beyond profit.



Endowment fund with the University of Guelph's agricultural program to support student scholarships.



Launched **Feed Good Rewards** a Dempster's and Villaggio online platform to engage with consumers and support Food Banks Canada together.



3,000
Participants



56K
Slices donated

3,000 people registered for our **annual Bimbo Global Race** for families to walk and run together to fight hunger. 56,000 slices of bread were donated to Food Banks across Canada.



2023