



FROZEN BAKERY

Our Purpose

Making life's moments
a little sweeter.

Our Vision

We will be the world's most beloved
bakery by creating irresistible foods,
growing with our customers, and
delivering value for all.

We live for food.

Great tasting food is our passion;
there's a baker inside each of us!

We want each bite to delight and
inspire. Our food is "worth it."

Innovation in flavor, form and
packaging is how we "wow"
consumers and customers.

We bring our whole selves to work.

Each of us has unique traits and
experience to offer, and these are
assets to our company.

When we treat each other with
dignity and respect, we perform at
our best.

We will acknowledge and value
diversity in all its forms to create an
inclusive workplace.

Go fast, but don't rush.

We sweat the details, without getting
caught up in red tape.

We listen, understand and plan, then
execute with a sense of urgency.

We keep things simple.

Let's enjoy what we do – the days are
long but the years are short.

Our Values



There's always a better way.

We are not satisfied with the status
quo.

We create opportunities rather than
wait for them to come to us.

We dare to dream big; we believe
that fear is a liar.



The customer is our boss.

The route to our consumers and end
users is through our customers.

We listen attentively to our
customers' wants, needs and
desires, and strive to meet them
where we can.

Our growth and profitability
depends on our customers' growth
and profitability.

We get to "yes," together.

We win by working together rather
than competing against each other.

We find common ground with our
customers to create solutions that
work.

We ask ourselves, "what has to be
true for us to achieve our objectives?"

Integrity above all.

Taking care of our people and our
food is our top priority.

We never compromise our ethics or
integrity.

We communicate truthfully and
transparently.

We are stewards of the trust that
our customers, consumers and
employees have in us.