

THE Barrett Bugle

CUSTOMER SPOTLIGHT

Blending quality and innovation

Bake 'n Joy Foods, Inc. has been a leading manufacturer of top quality bakery products since 1941. Their product line includes frozen batters, dough, fillings, toppings, and the popular Boston Coffee Cake products. Their commitment is to meet the changing needs of the foodservice and supermarket industries and supply their customers with innovative products and unparalleled service.

In 1941 Abraham Ogan set out to build a business by helping busy corner bakeries. Equipped with one small blender, he began producing bread and donut mixes and selling them to local bakers, founding what is now Bake 'n Joy Foods, Inc. The company operates with a deep commitment to their customers' success—the key to their longevity.

Recognizing the unfortunate labor shortage trend in the baking industry in the 1980s, Bake 'n Joy created the first ever scoop-and-bake frozen batters. Since then, the frozen category has become paramount to the company's growth and has set the trend for product development. As an innovative leader, **Bake 'n Joy has been ahead of the curve in many consumer trends** by developing great-tasting niche products, such as Fat Free, Low Fat, Sugar Free, Fortified, All Natural and Trans Fat Free.

Boston Coffee Cake products have been heralded for their high quality and strong customer following since the brand's inception nearly 20 years ago. In 2009, a state-of-the-art bakery was built at Bake 'n Joy's North Andover, MA headquarters to produce the high-quality coffee cakes, loaf cakes and dessert cakes under the Boston Coffee Cake brand.

Due to their expanding business and extensive product line, managing inventory has become a major challenge for Bake 'n Joy. The space "crunch" intensified in 2010, due to an acquisition, and Bake 'n Joy partnered with Barrett to provide some relief. **"Barrett has played a vital role in helping us manage our growth; through their timely and cooperative efforts, all our needs are being met. The relationship with Barrett's customer service and warehouse associates has been a very positive experience for us,"** says Gary Nadeau their Inventory Control/Logistics Manager. 📦

—Chuck Collins



News and information for and about the customers and employees of Barrett Distribution Centers



July 2011

Barrett opens 6 distribution centers

I was honored and humbled when Bob Willert asked me to join his Implementation Team last year. Perhaps not as humbled as I became once I realized what that commitment meant for me and my family! **Since then Barrett has opened six distribution centers and moved two of them into new buildings for the second time without any negative impact on the customer.**

We moved the Baltimore operation to a new warehouse in July 2010. I helped Bob to hire and train the team that is handling this growing business. We would like to welcome **Justin Tew**—Lead Warehouse Associate and **Kenny John Jr.**—Warehouse Associate to the team. As this operation has prospered, we have added new pallet racking to improve capacity and handling efficiency.

We went into Virginia and California in September 2010, where we brought on a new customer, Cabinets To Go, and opened buildings for them in Colonial Heights, VA and Rancho Cucamonga, CA. Barrett Distribution welcomes both **Dawn Tyler**—Operations Manager and **Carla McGrath**—Lead Warehouse

continued on page 3