



PRESS RELEASE

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For Immediate Release

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Manufacturer of Fine Bakery Products Ramps up Production and Adds Jobs Using CMTC Services

ESCONDIDO, CA – [Ne-Mo's Bakery](#), Inc. located in Escondido is a full-line bakery manufacturer of cake-breads, cake slices, cake squares, cinnamon rolls, coffee cakes, mini loaves, muffins and specialty cakes. Recently, Ne-Mo's was awarded a contract from Starbucks® adding a new line of cupcakes. They enlisted assistance from [California Manufacturing Technology Consulting](#)® (CMTC) to set up a new production line to improve their capacity. With completion of the new production line, they anticipate increasing sales by 12% and have already added 50 new jobs.

“With services provided by CMTC, we were able to fulfill our contract successfully, improve our overall business and create new jobs for the community,” said Frank Kieffer, VP of Operations at Ne-Mo's Bakery.

Ne-Mo's Bakery is just one example of the sales impact Southern California manufacturers are experiencing when using consulting services from CMTC. In March, CMTC customers responding to a quarterly 3rd party survey reported \$156M in retained and new sales as compared to this same time period in 2010 where combined sales were only \$122M -- an increase of 28%. Improving sales is a positive indicator that manufacturers will need to add to their workforce in the future.

“These results demonstrate that even during difficult economic times, Southern California manufacturers are spending time and money on initiatives to grow their businesses,” says [David Braunstein](#), President and CEO of CMTC. “These manufacturers have made a commitment to increase their capabilities to compete,” adds Braunstein.

The survey data was compiled by Turner Marketing for the [National Institute of Standards and Technology's \(NIST\) Hollings Manufacturing Extension Partnership \(HMEP\)](#).

ABOUT CALIFORNIA MANUFACTURING TECHNOLOGY CONSULTING

A private, nonprofit corporation established in 1992, CMTC is an affiliate of NIST HMEP, under the Federal Hollings Manufacturing Extension Partnership (HMEP) program, a network of more than 60 centers across the country that provides assistance to small, medium and large manufacturers. CMTC serves Fresno to San Diego/Imperial County. For more information, visit www.cmtc.com.

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