

Our Mission:

BBU is focused on partnering with retailers to retain At-Home meal occasions through the versatility of Baked Goods and the profitability of its DSD service model



The Opportunity:

- 86% of meal Occasions are sourced from home (Retail)
- The US consumer spends almost 53% of their food dollars away from home
- The average cost per eating occasion in Foodservice is 4.3x greater than if sourced from Retail
- In the last year, average Retail food prices have risen faster than average Foodservice prices
- Accelerating costs in labor, logistics, and technology growing operating expenses faster than gross profit growth



Why BBU:

- Baked Goods are present in almost 20% of all in home meal occasions
- Baked Goods are present in 52% of all Breakfast occasions
- Scan Based Trading delivers a favorable profit pool split to most retailers
- DSD is an agile and cost effective delivery methodology for retailers
- BBU is the national share leader across baked goods



The Ask:

- Review cross-category shelf space allocations to ensure equal opportunity to meet demand
- Support DSD Baked Goods suppliers on coordinated promotional display space
- Remember the indirect value of DSD and SBT to your financial position
- Partner on instore affordability communications, i.e. Chicken or Breakfast Sandwich