



HISTORY

Founded by Louis Le Duff in 1984, Bridor creates and produces traditional baked goods, including French crusty bread, artisan bread, and Viennese pastries. Well-known for its authentic and quality products, Bridor has applied the same philosophy to build its reputation around the world: an artisan approach to products and industrial know-how in management. The company, also the name behind the Au Pain Doré brand, operates four plants in North America, three in Canada, and one in the United States, in the state of New Jersey.

The North American division has 700 employees and serves Canada and the United States. Bridor is known for its dynamic and professional sales force across Canada, its marketing team that's on top of the latest trends and consumer needs, and its proactive and visionary R&D team. Today, Bridor offers a portfolio of high-end products, with more than 300 bread recipes and 150 Viennese pastry recipes.

KEY DATES

1974 Originally from France, a passionate Louis Le Duff leaves his native land in pursuit of the American Dream. With a degree from École Supérieure des Sciences Commerciales d'Angers (ESSCA), one of France's top business schools, Louis Le Duff crosses the Atlantic and gets an MBA from the University of Sherbrooke. Time spent on Quebec soil fuels his dream to adapt French baking to the North American market. He opens his first restaurant, a quaint crêperie near the university.

1980 Le Duff opens his first boutique in a tiny space in Montreal, which launches him into the Canadian market. The floor space of the business soon doubled, and then tripled, to meet growing demand.

1984 The first bread and pastry production plant opens. Bridor sets up shop on Nobel Street in Boucherville, on Montreal's South Shore, complete with two production lines for bread and two for Viennese pastries. The company adopts the name Bridor for its industrial division, first in Canada and later in Europe.

1995 Bridor acquires a plant on Graham-Bell Street in Boucherville to add its bread products.

2002 Bridor expands its production to the United States, setting up in Vineland, New Jersey. With the modern plant, the company increases its production capacity and gains ground in the United States.

2008 Bridor acquires the Au Pain Doré plant on Rouen Street in the heart of Montreal, allowing it to add a selection of artisan breads complementary to its traditional bread offering.

2016 Bridor continues its positive growth trend and announces a €400 million investment over five years, half of which will be dedicated to supporting growth in North America. In Boucherville, the first step is to expand the Graham Bell plant, for \$40 million.

Contact

Chantal Morin

Exacto Communications

Tel.: 514-273-3793, ext. 236

Email: cmorin@exacto.ca