



## **CELEBRATING 20 YEARS OF** COBS BREAD IN CANADA

### FASTEST GROWING BAKERY **CONCEPT IN CANADA**



2003

First bakery opens in Vancouver.

2023



**Bakeries across** Canada.

Bakeries in the

#### A NETWORK OF COMMUNITY-FOCUSED. PASSIONATE FRANCHISEES

Each one participates in national fundraising initiatives and are empowered to support local charities and community programs.

### OVER \$560 MILLION\*



**WORTH OF PRODUCT** DONATED TO CHARITIES ACROSS CANADA

(Retail value)

### **NEARLY \$2 MILLION** DONATED TO CHARITIES ACROSS CANADA

Through a variety of national and local charitable initiatives over the past 20 years.

# OVER 11.2 MILLION LOAVES OF BREAD SOLD IN 2022



**MOST POPULAR BREAD** 

LOAVES SOLD IN CANADA





**COUNTRY GRAIN** 

SUNFLOWER FLAX SOURDOUGH

## **BUSIEST 3**DAYS OF THE YEAR

DAY BEFORE CHRISTMAS DAY BEFORE EASTER DAY BEFORE THANKSGIVING

## 100% CANADIAN-MADE



EXCLUSIVELY USED IN ALL **OUR PRODUCTS** 



### **MOST POPULAR** BAKED TREATS



CINNAMON BUN

(British Columbia and Alberta)



### LEMON BLUEBERRY SCONE

(Saskatchewan, Manitoba, Ontario, **Nova Scotia)** 

COBS Bread bakes fresh in-house all day, every day, and when we close our

doors, we donate our leftover baked goods to local charities. The next morning, we start fresh. Let's toast to 20 years of serving communities across Canada.

**20 YEARS** 

2003

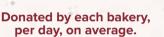
**100% FRANCHISEE PARTICIPATION** 

### **OVER 500**

Food banks, school breakfast programs, after school programs, youth charities, and community programs.



### \$1,000 OF PRODUCT PER DAY





## **DOUGHNATION DAY**

has been raised through **Doughnation Day** 

IN 2023 ALONE

of dough was raised through hot cross bun sales and community donations.

LARGEST, ANNUAL **FUNDRAISER** 

SUPPORTS 100+ CHARITIES ACROSS CANADA

\$200,000

DONATED FROM BAKERY OPENING DAYS

(a.k.a. Community Days) Each bakery donates all sales from

Opening Day to a local community charity.



\$545,215

DONATED TO

BREAKFAST CLUB OF CANADA **Charitable partner since 2014** 

As Canada's favourite bakery, we're committed to giving back to our communities and thank Canadians for supporting us for the past 20 years. Aaron Gillespie, COBS Bread President





