

## OUR VISION

We want to be your favourite baker

## OUR MISSION

Quality bread and bakery goods that enhance the reputation of our food service customers

## OUR VALUES

Open-mindedness, Integrity, Loyalty

### For our Customers

#### Open-mindedness means:

- We keep up to date with food technology, trends and endeavour to be forward thinking.
- We invent and develop new products and processes that assist in enhancing baked goods within your offer.
- We are responsive to your ideas and positive in implementing and developing them.

#### Integrity means:

- We keep your information confidential.
- We will be respectful in our dealings.
- Reliable specifications and literature.
- Reliable service.
- We will be as honest as we can even if this appears challenging at times.

#### Loyalty means:

- Ongoing relationships that within our scope of supply contributes to the long-term success and prosperity of your business.

### For our Employees

#### Open-mindedness means:

- We will encourage ingenuity and your contribution to new ideas.

#### Integrity means:

- The business will endeavour to be consistent and fair.
- Honesty is expected and required.
- The business will respect you.
- Senior colleagues will be good role models.
- You should treat the company respectfully.
- A caring culture.

#### Loyalty means:

- Ongoing training and job stimulation
- Career progression to your full potential.
- Long-term employment with commitment, before casual labour.

### For our Suppliers

#### Open-mindedness means:

- We look for innovation in products and processes

#### Integrity means:

- We will only purchase on a legitimate business basis to agreed terms.
- We won't purchase on the basis of personal friendship.
- Correctly presented invoices will be paid on time.
- Business gifts/hospitality to our people are discouraged.

#### Loyalty means:

- We will not look to constantly switch suppliers. (but have to remain commercially competitive to stay in business).
- We will try not to waste any of your time.
- Benefit for our business beyond that of your aggressive customers.

