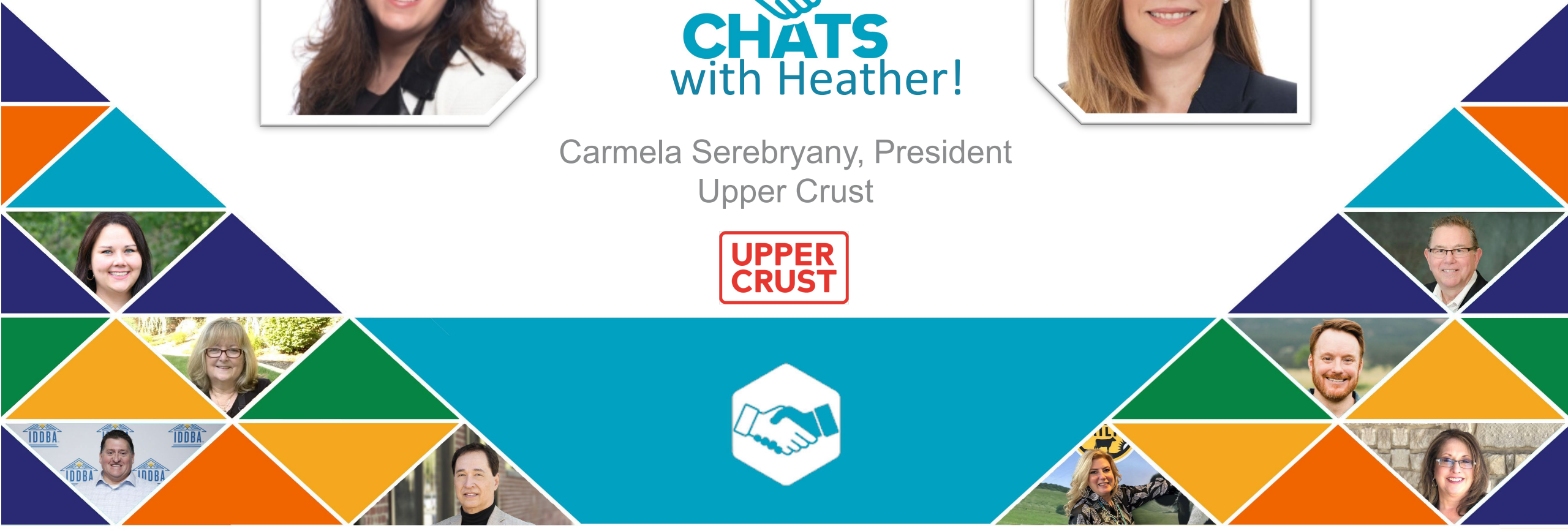
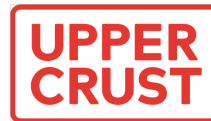




CAREER CHATS with Heather!



Carmela Serebryany, President
Upper Crust





FAMILY. INNOVATION. TRADITION.

Artisan for Everyone



BAKING AT ITS BEST

- Upper Crust has been crafting the baked goods enjoyed by **millions** of people worldwide for over **40 years**

From Bagels, Breads, Buns, and Baguettes....



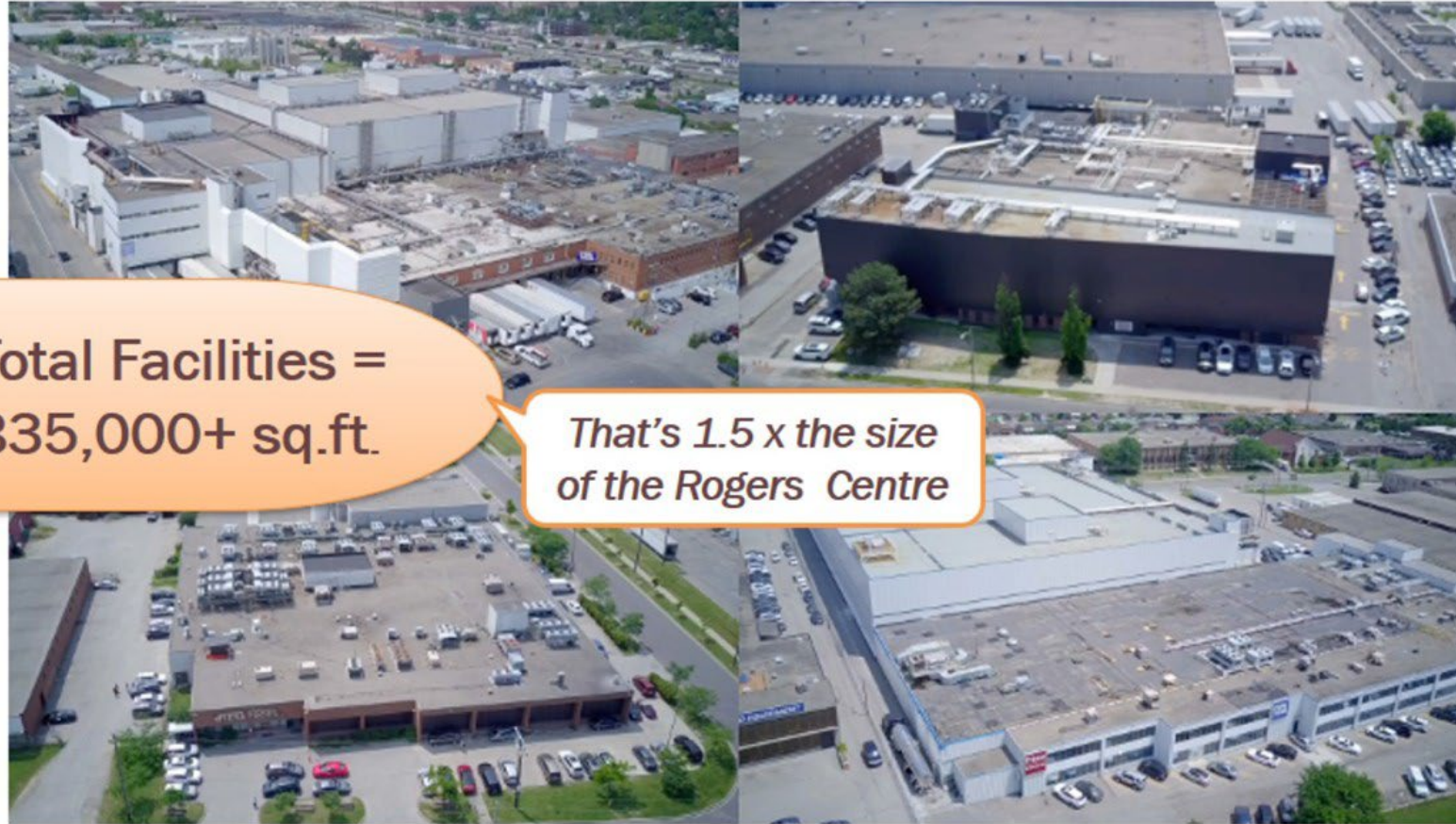
... to European inspired pastries like Croissants, Strudels, Turnovers, Danishes, and Cinnamon Rolls



We've even innovated and expanded into fryables – cake donuts and other specialty donuts



**And we make everything here in Toronto at 4
automated production facilities**



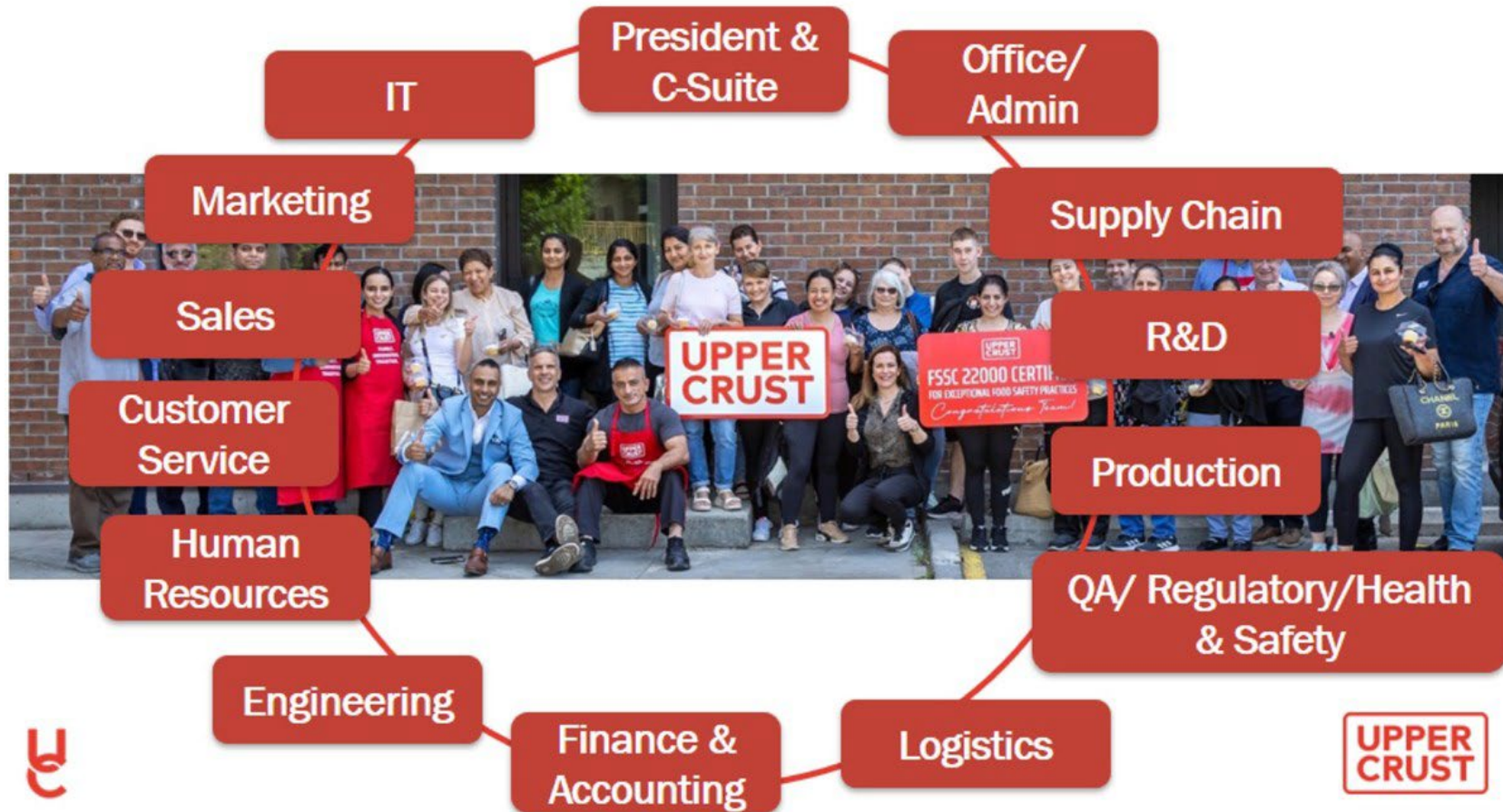
Total Facilities =
835,000+ sq.ft.

*That's 1.5 x the size
of the Rogers Centre*



WE'RE NOT JUST BAKING

With over 850 team members working at Upper Crust, we rely on people with different backgrounds, skills, and experience across many departments to make us the best in the bakery business



R&D - BRINGING PRODUCTS TO LIFE

- Bakers, project managers & technical specialists
- Take an idea, brief, or existing product and translate it into something that meets consumer needs but can be made effectively in full scale production
- Work with Production on continuous improvement
- A source for constant innovation, improvement, and new product initiatives



ENGINEERING “THE PROBLEM SOLVERS”

- Skilled Engineers and their supporting team
- In depth understanding of manufacturing processes, inputs and equipment
- Strong technical and project management skills
- Help design, source, and install new equipment, structures, plant updates and improvements
- Investigate and develop automated solutions for production challenges



OFFER
CRUST



CAREER
CHATS



PRODUCTION – THE HEART OF WHAT WE DO

- All the team members that bring our products to life and are essential in transforming ingredients into finished product for our customers
- Lead hands, mixers, bakers, supervisors, line technicians, production coordinators, manufacturing managers and directors
- Ensure that the entire process is completed from beginning to end according to established specifications for each of our almost 400 products

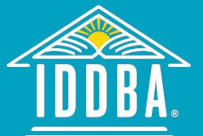


QA / HEALTH & SAFETY – LOOKING AFTER ALL OF US

- A robust team including technicians, supervisors, regulatory specialists, managers, director, VP
- Responsible for implementing, monitoring, and training for the policies and guidelines that help keep all team members safe at work and the products we make safe for our customers
- Allergen control, pathogen monitoring, product testing, foreign material control, equipment calibration, traceability, audits supplier approval, specification creation, etc.



ACT SAFE.
BE SAFE.
STAY SAFE.



SUPPLY CHAIN - KEEPING THE PRODUCT PIPELINE FLOWING

- Coordinators, managers, directors and VP
- Responsible for sourcing, negotiating, and replenishing of ingredients, packaging, and other important components that are necessary in the production process
- Vital in ensuring we have everything we need to produce and fill orders
- Develop knowledge of commodities, ingredients, suppliers, and factors influencing supply and pricing



LOGISTICS – BRINGING OUR PRODUCT TO THE WORLD

- All the coordinators, supervisors, managers, directors, and VP that ensure that once our product is made, it is stored appropriately and gets to our customers
- Responsible for our warehousing, managing trucks coming in and out of the facilities, coordinating shipping, border crossing, and delivery – all while balancing reliability, efficiency and cost



FINANCE & ACCOUNTING – MANAGING THE \$ AND ¢

- Cost accountants, financial analysts, financial controllers, accounts payable and accounts receivable clerks, coordinators and managers
- Responsible for capturing input and production costs, pricing, profitability, payments received, and payments made
- Vital in ensuring that we continue to be a successful business and financially responsible for the benefit of employees, suppliers, and customers



CUSTOMER SERVICE –FRONT LINE COMMUNICATION

- Coordinators and supervisors responsible for the day-to-day of receiving and processing orders and coordinating with different departments
- Often the first to know when there are issues, inaccuracies, complaints or questions
- An important linchpin in the communication both within the company and with customers, working regularly with logistics, production, sales, marketing, finance, and more



HUMAN RESOURCES – FINDING & KEEPING THE RIGHT PEOPLE

- Clerks, business partners, director, VP responsible for recruitment, onboarding, and maintaining employee relations
- Instrumental in developing and maintaining corporate culture and values
- Making sure we have the right people in the right positions and that payroll, benefits, development, training, evaluation and safe working environment are maintained



IT – OPTIMIZING USAGE OF DATA & TECHNOLOGY

- Analysts, developers, managers and director that develop and maintain systems and infrastructure that are used by all departments everyday – many critical to the operation of the business
- Capturing, managing, and reporting of information, improving business processes, enhancing efficiency, reducing costs, and safeguarding data and systems are just some of the many functions of IT



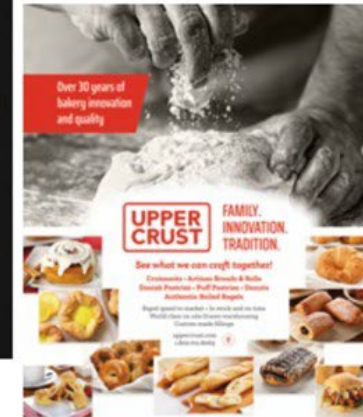
SALES – MANAGING CUSTOMER RELATIONSHIPS

- Territory/regional and account managers, directors, and SVPs tasked with creating, maintaining, and growing customer relationships and sales
- Responsible for creating sales targets, goals, plans and seeing them through to success
- Represent the company to prospective and existing clients, identify opportunities and convert those opportunities to product solutions and sales



MARKETING – GETTING THE WORD OUT

- Coordinators, managers, and SVP that engage and make customers aware of products, and create and manage the image of the company, its brands and products
- Help identify product gaps and how to fill them, guiding product development and innovation
- Generate sales tools, collaborate on B2B & B2C promotion, design packaging and go to market strategy, manage product mix
- Strong project management, data analysis, presentation, and creative skills



OFFICE & ADMIN – THE ULTIMATE SUPPORT SYSTEM

- Receptionists, executive assistants, office managers that support all team members and company initiatives
- Ensure the seamless functioning of the office, clear communications, management of schedules, meeting and company function coordination, reporting, project management, and much more
- Strong communication, organization and interpersonal skills



PRESIDENT & C SUITE– STRATEGY & THE BIG PICTURE

- President, CEO, COO, CFO, CAO, other chief executives and ownership that work to develop company strategy, plans and policies
- Visionaries who see the big picture of the product, industry and company as it is now and where it needs to be in the future
- Draw on a wealth of knowledge and experience, as well as strong leadership skills to guide, bring the team together, and make difficult decisions in both good times and bad
- The public face of the company



***A BUSINESS'
SUCCESS
DEPENDS ON ITS'
PEOPLE***



DIVERSITY IS OUR STRENGTH



People are the secret
ingredient in our
recipe for success





Carmela Serebryany

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CAREER
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