



THE MARKET

For over 125 years, Thomas' has been making breakfast better with a variety of "Nooks and Crannies"® English Muffins, soft and chewy bagels, Toasting Breads, Cinnamon Swirl Bread, and more. Today, the bakers of Thomas' go beyond breakfast to lunch, dinner, and snack times with an array of new and innovative products, including Thomas' Hearty Grains™ and Light Multi-Grain English Muffins, and Thomas' Better Start™ Muffins.

English muffins are most often prepared for breakfast by splitting with a fork rather than a knife, toasting, and topping with butter and preserves.

ACHIEVEMENTS

Since its founder, Samuel Bath Thomas, left England as a young man with a recipe for a muffin baked on hot griddles, Thomas' quality and wholesome goodness have set the standard for American breakfasts.

Today, Thomas' is the largest national bakery brand in the United States and is available in supermarkets and mass retailers from coast to coast.

Sharing Thomas' delicious and distinctive baked goods with the family has become one of America's favorite traditions. To this day, the iconic orange and white package conjures up images of moms, dads, and grandparents introducing their



kids to the tradition of Thomas' as they sit around their breakfast table.

Due to the strong interest in foods that taste good and have whole grains, Thomas' Hearty Grains English Muffins were launched in 2004. After several years of intensive research and development efforts, Thomas' was able to deliver the "Nooks and Crannies" English muffin with whole-grain goodness.

Thomas' expert bakers and passionate marketers are constantly innovating. In the past three years, Thomas' has added \$125 million of innovation to the bread aisle.

HISTORY

The origin of English muffins is not clear, but one of its ancestors may have been "bara maen," a yeast-leavened cake baked on hot stoves in 10th-century Wales. A similar muffin baked on hot griddles was popular in 19th-century England, where the "muffin man" peddled hot, fresh muffins door to door in the early morning. Unquestionably, young Samuel Bath Thomas was familiar with these muffins and their recipe before he moved to America from Plymouth, England, in 1874.

After arriving in New York City and working diligently in a bakery, Mr. Thomas saved enough money to open his own shop at 163 Ninth Avenue in Manhattan. In addition to white and rye breads commonly sold by other bakeries, he offered English muffins to his customers. His English muffins were round, single-serve portions of distinctively coarse-grained, yeast-raised dough baked on a griddle or hotplate. To maintain their distinctive texture, the muffins were to be fork-split, not sliced, and toasted prior to serving.

The flavor and texture of Thomas' English Muffins were unlike any muffin on the market. Mr. Thomas soon had a large and loyal following. Word quickly spread through the neighborhood about these delicious muffins, and soon other stores were buying them and selling them to their customers. Very quickly Mr. Thomas was making deliveries beyond Manhattan into Brooklyn, the Bronx, and Queens. The demand became so high that he had to open other bakeries and make deliveries by horse and wagon.

When Samuel Bath Thomas died in 1919, his daughters and nephew inherited the business, incorporating S. B. Thomas Inc. in 1922. The business continued to prosper, and soon Thomas' English Muffins were baked and packaged for sale in grocery stores, turning a real treat into a convenient breakfast that could be enjoyed every day.



Since the family business was first sold in 1970, the company has grown from a family-run enterprise and is now part of Grupo Bimbo, S.A.B. de C.V., the world's third-largest bakery. In January 2009, Grupo Bimbo, a company based in Mexico City, acquired the Thomas' brand in addition to other American baked-goods brands and their production and distribution operations.

THE PRODUCT

Thomas' uses a secret baking process to create its famous English muffins. Combining this unique process with its distinctive recipe creates the one-of-a-kind texture that has made Thomas' the famous "Nooks and Crannies" English Muffins.

Thomas' brought fresh bagels to market in 1996, making it possible to get great-tasting bagels in the convenience of the grocers' bread aisle. Thomas' Bagels quickly grew to be America's favorite choice and have become a tradition in their own right.

RECENT DEVELOPMENTS

With many Americans interested in adding more whole grains to their diet, Thomas' found a way to create great-tasting whole-grain English muffins and launched the Thomas' Hearty Grains line in 2004. Many varieties have been created to suit every taste, including Multi-Grain, Honey Wheat, and 100% Whole Wheat. Thomas' Hearty Grains 100% Whole Wheat English Muffins contain 22 grams of whole grains, almost half the daily requirement currently recommended by the USDA, providing consumers looking to increase their whole grain intake a great way to start the day.

Added convenience and weight control are at the height of consumer demand, and the innovators at Thomas' have introduced 100 Calorie Thomas' English Muffins. Thomas' 100 Calorie English Muffins are an excellent source of fiber. This delicious and wholesome addition to the bread aisle helps consumers make their favorite snacks and meals even better.

Calorie counters looking for full-bodied flavor have also found a favorite in the Thomas' Light Multi-Grain English Muffin. With just 100 calories, they pack a good source of fiber at 8 grams per muffin. Amazingly, the Light Multi-Grain English Muffin constitutes only one point in the Weight Watchers POINTS® system.

In April 2009, Thomas' launched a new line of English muffins called "Better Start," which continues to reflect consumers' demand for healthier fare. Varieties in the Better Start product line include the Light Multi-Grain, the high-fiber 100-calorie English muffin, an Omega-3 Whole Grain muffin, and a heart-healthy Oatmeal and Honey muffin.

PROMOTION

The Thomas' brand is deeply rooted in tradition, both internally and with consumers. This tradition has been nurtured over the years with advertisements often featuring several generations. Thomas' is an experience and a

tradition that is passed on, yet a tradition that every generation makes its own.

Although many favorite and memorable Thomas' commercials have aired, a few stand out. The "Thomas' Promises" campaign ran from the late 1950s through the 1970s, focusing on the quality of the Thomas' product and the care taken in making each Thomas' English Muffin.

Another commercial that resonates with consumers today features a little girl talking to her grandparents, who tell her about what her mom was like as a child. Grandma reveals that the little girl's mother used to say that Thomas' English Muffins had "crooks and nannies."

More recent advertising bridges Thomas' heritage and a more contemporary lifestyle and healthful eating. Thomas' always adds warmth to a kitchen and brings good-for-you baked goods to the family.

BRAND VALUES

Thomas' is a brand moms trust and that they bring home and share with their families. Thomas' bakes distinctive and delicious products that can be enjoyed every day, as part of a meal or snack.

Today, moms have many competing demands they need to balance, including kids' activities, sharing in daily household activities like cooking and cleaning, and usually a full- or part-time job. These moms want the best for their kids but understand that getting them to eat healthy can be a battle. Thomas' combines a taste that the whole family loves with a brand Mom trusts.



THINGS YOU DIDN'T KNOW ABOUT THOMAS'

- Thomas' is, of course, America's favorite English muffin, but Thomas' is also the country's favorite bagel. Thomas' sells more fresh packaged bagels than anyone else in the United States.
- Thomas' makes enough English muffins each year to circle the globe twice.