





AB Mauri® North America is a division of AB Mauri, a global leader in yeast and bakery ingredient products. In addition to headquarters located in St. Louis, Missouri, we have three production facilities in the United States (Wilsonville, Oregon; Memphis, Tennessee; and Greenville, Texas), two in Canada (LaSalle, Quebec and Calgary, Alberta), and one in Mexico (Veracruz).

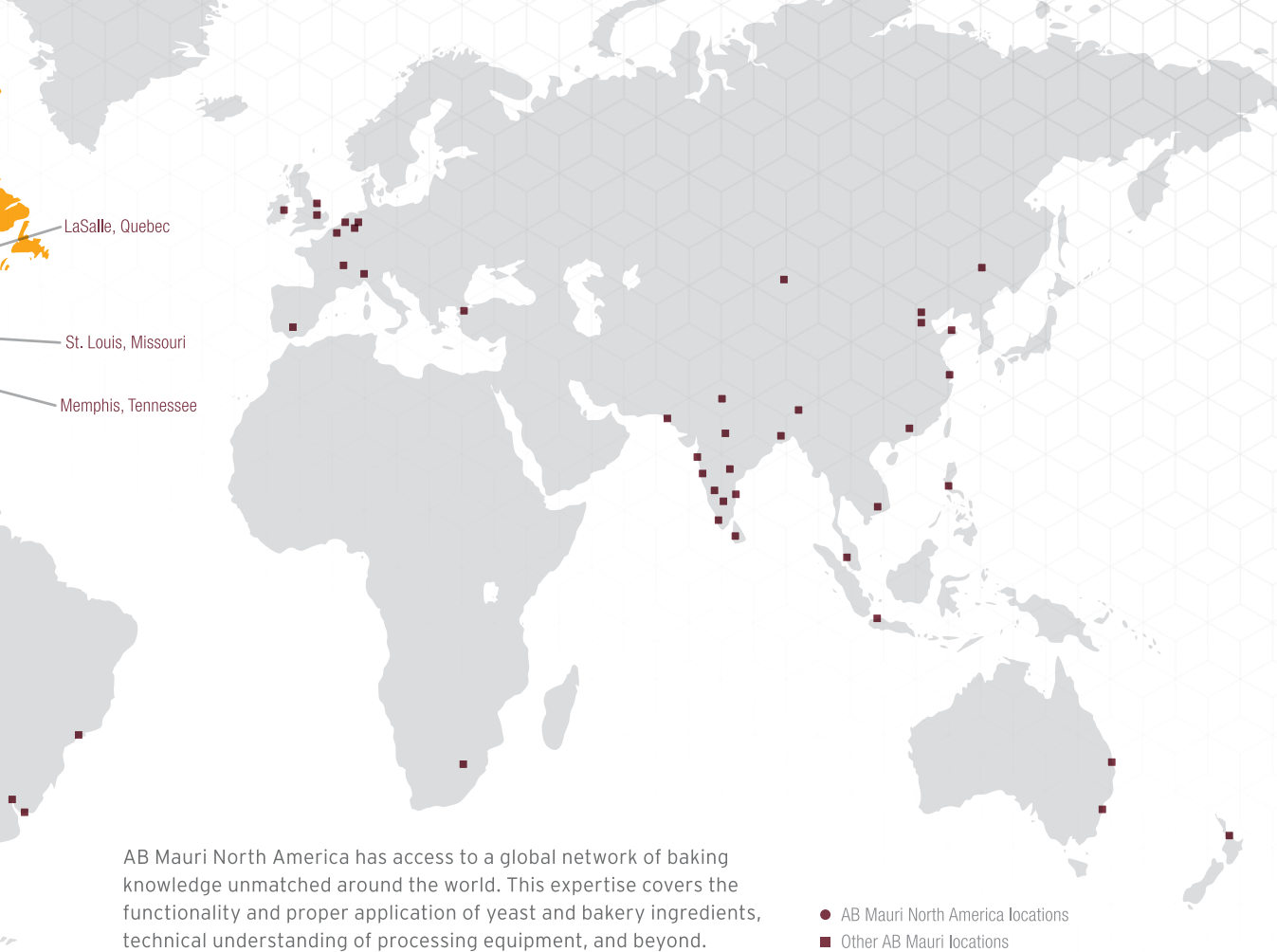
We sell yeast under the **Fleischmann's® Yeast** brand name. Additionally, our signature line of quality bakery ingredients—including dough conditioners, mold inhibitors, leaveners, vinegars, malts, syrups, acidulants, and more—are sold under the **AB Mauri® Bakery Ingredients** brand name.

AB Mauri North America also has a **Specialty Products** division that provides yeast and other ingredients to the non-bakery market including bioethanol, consumer alcohol, animal nutrition, and consumer nutrition industries.



Around the world, AB Mauri operates in more than 40 locations in 26 countries, with global headquarters located in Peterborough, United Kingdom. AB Mauri—which dates back to 1868 when the iconic Fleischmann brothers were pioneering yeast for the modern day bakery—was formed in 2004 as an operating division of Associated British Foods (ABF).





At AB Mauri® North America, we mean it when we say,

We Are Passionate About Baking!

This isn't something we take lightly or post on the wall to make ourselves feel better. This is an all-encompassing statement that captures the true spirit of our entire organization, from the Innovation team to the Client Services department, from the Finance group to the Human Resources team, and more.

While we share a corporate vision and mission with our global counterparts, we believe our values set us apart from our competitors.

OUR VALUES

Customer Centric · Ambitious ·
Innovative · Collaborative ·
Accountable

When bakers choose from our complete product portfolio, they experience our commitment to an ongoing working relationship—beyond the product purchase. We thoroughly assess customer ingredients and process needs and provide them with industry experience and proven critical thinking to help set their baked goods apart in the marketplace.



A background image showing two men in white lab coats standing in a bakery. The man on the left is wearing glasses and has his arms crossed. The man on the right is also wearing glasses. They are both looking towards the camera. In the background, there are various pieces of bakery equipment, including a large white Hobart mixer.

OUR VISION

To be the leader in
developing and growing
the baking business

AB | MAURI
Passionate About Baking™

OUR MISSION

To deliver a unique combination
of practices and capabilities across
each link of the baking business
supply chain to deliver real
value to our customers

Key Elements of Our Mission · Understand customer needs and requirements · Stay ahead of consumer and marketplace trends · Help develop retail bakery markets and product categories · Develop world-class technical expertise in the bakery sector · Provide product and technical solutions for baking operations of all sizes · Help build the best bakery distributor networks · Grow organizational capabilities and drive continuous improvement · Produce quality products in a safe environment



Behind our North America operation is a global capability with substantial resources of research, development and experience—with a clearly defined strategic pathway.

We don't like giving "No, we can't" as an answer to customer requests, just as much as they don't like hearing it.

Business Growth

We are committed to helping our customers drive growth within their own businesses as well as unlocking new areas to answer consumer and marketplace demand. In the end, we provide customers with solutions by offering them advanced yeast and bakery ingredient technologies and pioneering baking technical support.

Global Resource

We offer not only the full service of AB Mauri® North America, but also the entire capabilities of our global organization. For customers, it means they have the keys to a set of truly global resources.





WE HAVE A SHARED PURPOSE

Our business solidifies growth plans and exceeds the expectations of the customers we serve. Together, we can meet today's challenges and anticipate the needs of tomorrow's consumers.





RETHINKING BAKING-24/7™

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