



**2010 Winter Summit
February 27 & 28, 2010**

Willie Zimberoff, Z Baking

Living the Dream



Z Baking Company

History



Personnel...

Started with 11 employees and one truck

1 Driver

1 office manager

3 Head Bakers

1 Dish Washer

3 Bakers

2 Packing and Shippers

Currently we have 50 employees, four trucks, and 6 routes



“Where did it come from”

“Jerry Gorchow”



“ebay”

“Supermarket Auctions”



Craigslist

“Junk surplus storage”



Philosophies' ...



NO LAWYERS !



Stealth

Growth...

- Utilizing science with technique
- Ancient Grains ?
- Whole Grains ?
- Copy and improve?
- National chains with less than 25 units



Future...



2010 & To Infinity and Beyond...!

- A new pan bread line ?
- AIB Certified ?
- Green energy options ?
- Partnerships ?
- Acquisitions ?
- Who knows ?



Thank You

