



Bakery expands product line

Baker's Pride will add jobs and products to Burlington facility.

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Baker's Pride Inc. is expanding its product line at its Mount Pleasant Street Bakery in Burlington, which requires the installation of new equipment and adding new hires to the workforce.

The expansion started a few months ago, and the new line is scheduled to be running before the end of the year. New hi-tech cake and yeast-raised doughnut processing equipment is being installed in the existing 65,000-square-foot facility.

The new line allows the Mount Pleasant Street Bakery to make yeast-raised doughnuts, a variety of filled doughnuts and an expanded menu of cake-style doughnuts.

"We are pleased to soon offer a wider range of high-quality doughnut products to our in-store bakery and private label customers," said Rob Brookhart, president of Baker's Pride Inc. "When completed, the Mount Pleasant Street facility in Burlington will utilize the latest baking technology, create jobs within our community and produce delicious products for our in-store bakery customers nationwide."

The expansion is expected to add 25 to 30 jobs at the Mount Pleasant Street Bakery, said Kiersten Williams, spokesperson for Baker's Pride. Currently, 79 employees and 10 temps work between the Mount Pleasant Street Bakery and the Jefferson Street Bakery in downtown Burlington. For 35 years, the Jefferson Street location has made fresh-sliced, packaged bread and cake-style doughnuts.

Representatives of Baker's Pride spent the weekend displaying doughnut items at the International Dairy-Deli-Bakery Association's 2012 Seminar and Expo in New Orleans.

Williams said the new product line in Burlington should create new markets for Baker's Pride.

South Street Bakery in Clear Lake recently was added to the company lineup. The Clear Lake bakery makes traditional baked cookies, packaged cookie dough, gluten-free cookie dough and several varieties of brownies.

Baker's Pride, an Amincor company, is a commercial bakery manufacturer for the private label and branded needs of supermarket chains and the food service market.