



February 10, 2022

Dear Valued Rise Customer,

At Rise Baking Company, we continually strive to provide our customers with products that not only meet but exceed market expectations and needs. Unfortunately, given continued labor and capacity constraints, it has been challenging for our teams to deliver this level of service in all channels of our business.

After careful consideration, we regret to inform you that effective immediately, we have made the difficult decision to discontinue the New French Bakery Bulk, Back Label, and foodservice product business from our portfolio offerings.

We recognize this may affect your business and appreciate your partnership and support during these unprecedented times. Please feel free to contact your Rise Baking Company Sales Representative with any questions or concerns.

Rise Baking Company

