



TAKE THIS CALL.

DEPENDING ON YOUR VANTAGE POINT, the distance between the International Baking Industry Exposition (IBIE) in 2019 and the upcoming edition this September in Las Vegas has either been a lifetime ago or has seemed shorter than ever. Obviously, the global pandemic – which still is bouncing around a bit like a hurried international tourist – has affected how we go about our daily lives. So, now is the time to reconnect with baking industry colleagues and get excited about IBIE.

If you recall from past conventions, AB Mauri North America – a leader in yeast and bakery ingredient solutions – revolutionized its approach to IBIE in 2016 and 2019, through a “science of baking” virtual reality experience and “art of baking” gallery installation, respectively. In 2022, ABMNA is back at it...this time, with a fresh, new path...and that path leads to Europe. Considering how COVID-19 heavily impacted global travel for a

couple of years, we’ve decided to take show attendees on a recreated journey to a foreign, yet familiar place – historic Baker Street in London, U.K.

Designed to inspire and educate, AB Mauri’s booth will focus on a variety of non-traditional elements to appeal to both industrial and artisan bakers. Key features for this unique “trip across the pond” include:

- *The return of the “Ace of Cakes” & “Ace of Taste” himself – Duff Goldman*
- *A two-story double-decker bus façade*
- *Charm City Cakes-inspired streetside storefronts: a bakery, tea shoppe & detective agency*
- *A life-size Buckingham Palace backdrop with a uniformed guardsman*
- *Fleischmann’s Yeast’s own John Dough*
- *A Twinings Tea & coffee bar featuring our take on freshly baked scones and cake jars*
- *Iconic red British phone booths*
- *And much more*

Please stop by and visit our exceptional team of bakers and innovation experts in booth #1832 during IBIE 2022...you won’t want to miss out. Cheers!



KEY HIGHLIGHTS OF AB MAURI'S EXHIBIT AT IBIE INCLUDE:

- **National baking & cooking television personality Duff Goldman:** Duff returns in 2022 after his first collaboration with AB Mauri North America and Fleischmann's Yeast three years ago. His incredible rise in the industry is widely documented – from Charm City Cakes in Baltimore to several national Food Network television programs to an assortment of published works and everything in between. If you have not

met Duff yet, this is a great opportunity to visit with a passionate leader in the baking industry in-person.

- **London's Baker Street vignettes created by Charm City Cakes & Pinnacle Exhibits:** Duff and his team of incredible bakers, artists and builders have helped bring to life several storefronts one would see on a cobblestone, Union Jack-emblazoned walk through the streets of London: a traditional bakery, an iconic tea shoppe and the headquarters of one of the most famous detectives in literary history. But in keeping with Sherlock Holmes, there is more than meets the eye when window shopping along Baker Street.
- **"Changing the Guard":** AB Mauri recreates the pageantry of the changing of the guard at Buckingham Palace – with a solo soldier who not only marches in front of the stronghold of



London but also surprisingly will take “ussies” (that’s plural for selfies, Ted Lasso) with IBIE show attendees. It really will be the next best thing to being there.

• **A 110-Year-Old Fleischmann’s Yeast Icon:**

In 1912, Fleischmann’s Yeast unveiled a campaign – titled “Eat More Bread” – that appealed to home bakers. The brand sponsored home economic classes taught by guest teachers in high schools and colleges across the U.S., held baking contests and even gave away recipe books. Our one & only brand ambassador – John Dough – makes a return visit to Las Vegas and is ready to “roll” on the show floor.

• **“The Union Jack” Twinings Tea & Coffee Bar:**

We all know it is nice to stop and sample as much as possible while on the Las Vegas

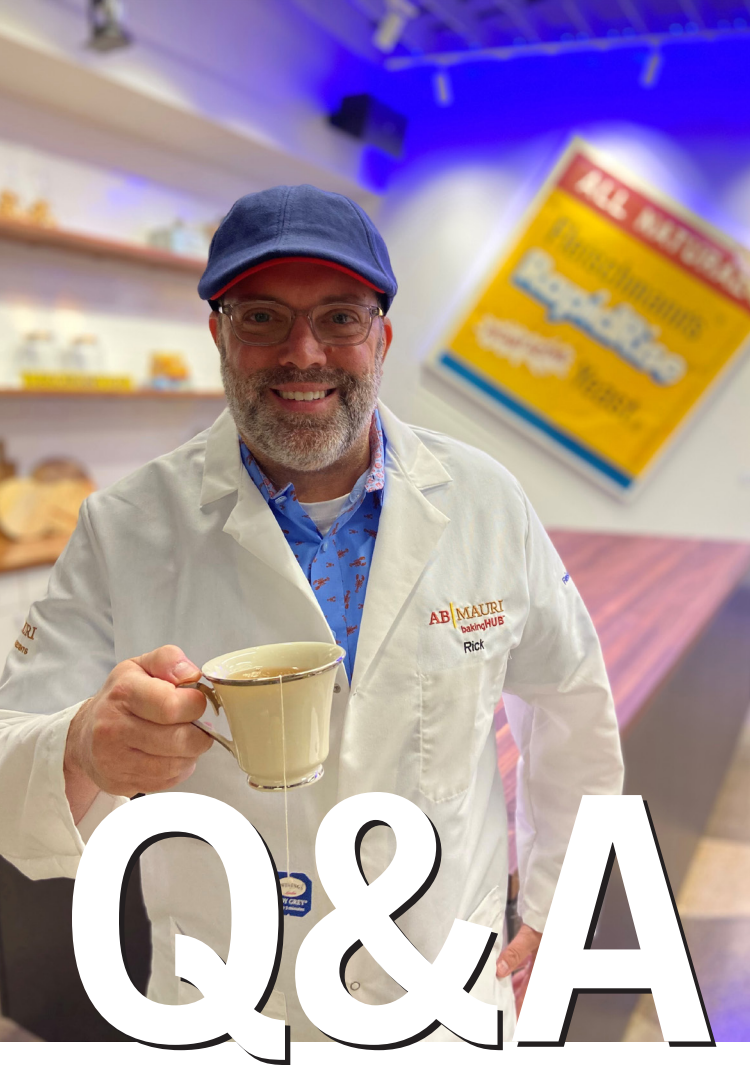
Convention Center floor. Come visit AB Mauri and grab a cup of authentic British tea, a classic cappuccino or refreshing chai tea latte. Lastly, our incredible baking team at AB Mauri has also created a West Coast take on the traditional U.K. scone – while Duff’s team has baked up some special cake jars for the occasion. Don’t miss out on this opportunity to taste what our bakers have to offer.



AB Mauri’s booth schedule and key daily activities

(subject to change):

DAY	ACTIVITIES
SATURDAY, SEPT. 17	IBIEducate Session with Troy Boutte: 8:30 a.m. – 9:30 a.m. Anti-microbials In Today’s Bakery West Hall 303
SUNDAY, SEPT. 18	Palace guard: 10 a.m. – 5 p.m. John Dough mascot: 11 a.m. & 1 p.m.
MONDAY, SEPT. 19	Palace guard: 10 a.m. – 5 p.m. John Dough mascot: 11 a.m., 1 p.m. & 3 p.m. Duff Goldman: 11 a.m. – 12 p.m. (autographs) Duff Goldman: 2-3:30 p.m. (photos)
TUESDAY, SEPT. 20	IBIEducate Session with Rick Oleshak: 8:30 a.m. – 9:30 a.m. Marketing To A B2B Baking Industry With A B2C Lens West Hall 315/16 Palace guard: 10 a.m. – 5 p.m.



Q&A

Answering questions about the company's IBIE 2022 activities is Rick Oleshak, AB Mauri North America's vice president of marketing, a former marketing and publicity professional with Anheuser-Busch, NASCAR and the Orlando Magic.

Q: How did AB Mauri come up with the London, U.K. theme this year?

A: We're always looking at creative ways to engage and interact with bakery insiders during IBIE. The past couple of years with the pandemic, work-from-home & even inflationary pressures have been hard on everyone, so creating a new narrative to build interest is important. Additionally, there have been numerous television series lately with a

British vibe, like *The Crown*, *Ted Lasso* and *Downton Abby*, so it only seemed appropriate to celebrate this in our special way. Finally, this is truly authentic to who we are as a company. This a subtle tip of the cap to our parent company based in Peterborough, U.K.

Q: We've even noticed that your logo has one slight tweak to it this time around. Why?

A: We believe baking is exciting and should be fun. It is nice to see that people in the industry appreciate little Easter egg-type discoveries like our AB Mauri bar symbol being replaced by the unforgettable Elizabeth Tower that houses Big Ben. Be sure to stop by Booth #1832 to speak with our baking professionals on why we see the industry a bit differently. Don't forget, you can hear from our incredible technical baking team and Duff Goldman on AB Mauri's podcast titled 'The Oven Light', downloadable on both Apple iTunes and Spotify.

Q: Why did you call on Duff Goldman again for your IBIE activation?

A: We see Duff and his team from Charm City Cakes as more than cake bakers and decorators. This group shares our passion for baking, so it is a natural partnership for us. Also, when it comes to storytelling, Duff is at an elite level, so he can help lift our abilities to an even higher level. Interestingly, when we had our first call with Duff and the team, he questioned, "Why don't you guys recreate Baker Street?", which is famous for so many things. It is easy to want to surround yourself with creative minds. Be sure to stop by and visit with the "Ace of Taste" when he is in our booth on Monday, September 19, to sign autographs and pose for photographs.

Q: Do you have any new planned product introductions for IBIE?

A: We will be highlighting new ingredient technology that will appeal to both industrial and artisan bakers. An innovative buffered vinegar product under the BakeGard brand offers a clean label option for bakeries looking to remove traditional mold inhibition solutions from their formulations. Also, we will continue to promote our growing Indulge lineup of sweet goods mixes, bases and blends for everything from donuts to crème cakes. Fleischmann’s Yeast, Qualitase dough conditioners, Softase softening solutions and other brands will make a return visit, too. We encourage you to stop by and ask our team any questions you may have.

Q: Your recent advertising campaign focused on a message behind, “London Calling.” What do you mean by that?

A: If you’re a 1980s alternative rock or first wave music fan, then you know where we are coming from. We are not afraid to “clash” with the conventional expectations for what IBIE should be...in a positive and fun way. In fact, we approached the baking organizations responsible for the convention – American Bakers Association (ABA), BEMA and the Retail Bakers of America (RBA) – about extending our streets of London concept into an official IBIE happy hour event. After a mix of complete excitement and collaboration,

Duff Goldman’s rock band of chefs, called Foie Grock, will perform a special concert of British rock music on Monday of show week from 5-6 p.m., in West Hall Ballroom W326. So, London is certainly calling, so please pick up the phone, and visit us at The Rockin’ Pint on Sept. 19 or visit [Rockin’ Pint Night - IBIE 2022 \(bakingexpo.com\)](https://www.bakingexpo.com) for more information.



Q: What other news can you share with us as we get into Fall 2022?

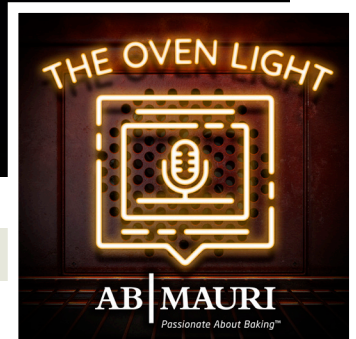
A: Just before the pandemic hit, ABMNA dedicated a new 10,000-square-foot expansion at our North America headquarters located in St. Louis, Missouri. The space – called the Fleischmann’s Technology Center – incorporates the new Pasteur Hall learning and research center, an experience center for customers and guests, a five-times-larger yeast strain and non-yeast development center and a larger *bakingHUB*™ for bakery experimentation and trial. The world changed due to COVID-19, but we certainly encourage and invite industrial and artisan bakers to continue visiting us in-person. We are here for bakeries today, and we are excited about what tomorrow may bring.

LONDON CALLING



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FOR MORE INFORMATION, PLEASE CONTACT US AT:

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