

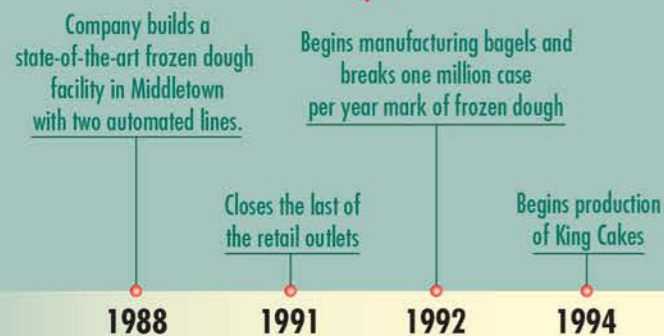
Bill, Andy, and Irma

Bill Smalls, Sr., one of the partners replacing Hymie, was a superb baker, particularly of cakes. For a family wedding he created a "knockout" cake of white chocolate to please a chocoholic groom. The bride did not want a brown colored cake. The other new partner, Andy Rannertshouser immigrated to this country after World War II. He tells of being fired from his first US job — filling ingredient bins in a bakery. Unable to read the labels in English, he put salt in the sugar bin and sugar in the salt bin. Later, he started work at Guttenplan's part time and soon became a full-time employee. He spent many happy years as a partner in the business, retiring in July of 2000, after a total of 33 years with the company. Irma Doerner was hired as a store clerk in the satellite store in Freehold. She became the bookkeeper there; and, when the offices were combined in Long Branch, she agreed to commute. When Harriet retired as controller, Irma replaced her in that position. Some time later she was offered a minority share in the company.



Expansion

From a company that in the 1950s served between 50 and 60 wholesale customers, Guttenplan's grew to employ over 100 people and service over 300 wholesale customers throughout New Jersey and surrounding states. In addition to retail customers, its sales outlets included supermarkets, schools, delicatessens, and restaurants. In the 1960s the company developed a procedure for freezing unbaked dough to distribute to its retail outlet shops. In 1964 it began to sell its frozen dough to supermarkets around New Jersey. Frozen dough sales eventually became the focus of the business. In 1988 the company acquired a 12-acre site in Middletown, New Jersey, where a state-of-the-art facility was built exclusively for frozen dough production. The bakery on Third Avenue in Long Branch, where both a retail outlet and the equipment to manufacture frozen dough had been located, closed in 1991. During these years of transition, an excellent staff of long-time employees and expert newcomers was assembled. Shar Seshadri, who came to Guttenplan's in 1995, replaced Irma Doerner as controller and is now Chief Financial Officer. Tony Lopes, a 30-year veteran with the company, is Director of Manufacturing.



State-of-the Art Facility

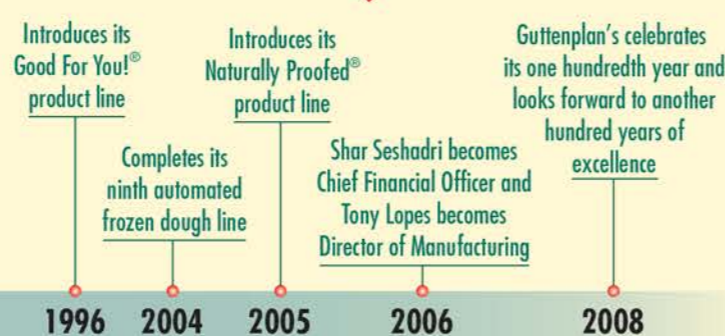
A visitor to the factory once commented, "It would take a generation to develop an operation with so many innovations." He pointed out the machine that assembles boxes and delivers them on a complex rail system, the color-coding system to facilitate rotation, and the pallet-labeling system to trace ingredients and product destinations in case of a recall. He also recognized that, besides the hundreds of innovations that he saw, there were hundreds more that he didn't see. The quest for the best started 100 years ago with Jacob. It continued with Irving and Hymie, who were the first to introduce the freezing

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and retarding process to bakeries — a process that Hymie learned in the army. It continues today as Jack and Abe seek the best practices available from trade shows, the AIB (American Institute of Baking, which provides food safety certification), and other bakers who are friends willing to share knowledge and ideas. One of these ideas led to the sophisticated computer system that controls production and accounting. But by far the most striking element of Guttenplan's operation is the dedication and capability of the staff. The average tenure of the employees is 23 years. Of the more than 100 current employees, only eight have been hired in the last five years. It is indeed a State-of-the-Art Facility, but it is also a State-of-the-Art Staff.

Continued Creativity and Success

In 1984 the first technical support representative was hired by Guttenplan's. Since that time a strong technical service team has assisted with store openings, provided training for bakers, presented products at food shows, and aided customers with merchandising solutions. During the season leading up to Mardi Gras, Guttenplan's techs help to prepare thousands of King Cakes for sale. In our Middletown office experts replenish warehouses via computer, supplying exactly the right amount of frozen dough to customers requiring large volumes of product. Representatives of our company are available throughout the country to serve the needs of businesses, large and small. Our creative production staff constantly develops new products. Naturally Proofed® Bread Rolls, and Bagels represent a return to the delicious "home-baked" taste of the past. Of particular note are our Good For You!® breads, which offer mouth-watering taste and healthful ingredients. A number of customers have remarked that it is exciting to do business with a company whose people clearly enjoy their work and do it so well. We look forward to the future with great enthusiasm.



Tracing our roots to turn-of-the-century Austria, we were founded in the United States in 1908. From the very beginning we have taken pride making sure our products maintain the highest quality standards. Our current 70,000 sq. ft. manufacturing facility in Middletown, New Jersey produces more than 300 different products using the finest ingredients, formulations and our exclusive frozen dough processes. Our national sales staff is ready to serve you anywhere in the country, and our marketing programs are tailored to your specific needs. Our entire staff, customer service representatives, technical and production personnel, are all dedicated to the excellence that makes Guttenplan's the Frozen Dough Specialists®.



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The History of Guttenplan's

A story of dedication and excellence

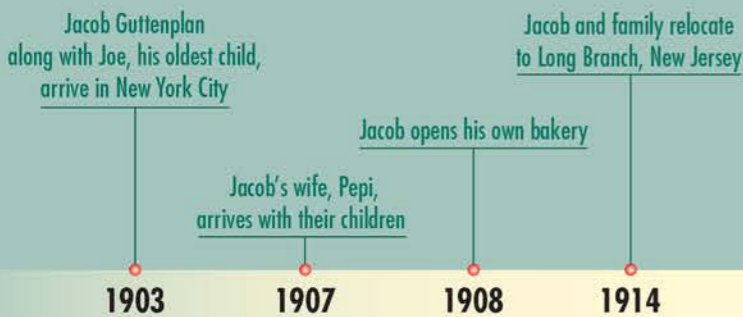
Our Beginnings

Jacob Guttenplan, a baker for the Austrian army and father of several children, crossed the ocean in the early 1900s, along with Joe, his oldest child, seeking a better life for his family. It is interesting that the name Josef Guttenplan is on the passenger manifest of the German ship Pennsylvania for its June 19-July 2, 1903, sailing from Hamburg to New York. Perhaps this Josef was Jacob's son. Jacob's name does not appear on the manifest, but parts of it are lost. Jacob's wife and the other children remained at home in Stanislav, a town located in a part of Eastern Europe that at that time belonged to Austria. Jacob found work in the bakeries of New York City and faithfully sent money back to his wife, who was described as "the envy of the neighborhood" because of the cash she was receiving from him. She looked forward eagerly to the time when she and the children would sail to America and the family would be reunited. Jacob and Joe were among many immigrants who came to this country early in the 20th century in quest of the American dream.



The Family Arrives

Within a few years Jacob had made arrangements for his family to live in New York, so his wife came to this country with five children. They sailed on the Pennsylvania, arriving on August 9, 1907. Debora (11) took the US name Dora; Gittel (9) was renamed Gertie; Berl (7) became Ben; Malke (5) had the new name of Molly; and Aisig (age originally given as 3, now changed to 4) was called Irving. The mother's name, which had been Pessel (age 34), was changed to Peppi (often spelled Pepi). She, unfortunately, was seasick for the entire crossing. The youngest of the children, Irving or Irv (father of Jack Guttenplan, one of the managing partners of Guttenplan's today), entertained the passengers with his antics and was rewarded with pennies and various goodies that he shared with his sisters and brother. When the passengers sighted the Statue of Liberty, they began to cheer and cry. Irving was crying also, but for a different reason — his joy ride was coming to an end! All of the family passed through Ellis Island and joined their father and brother to continue the pursuit of the American dream.



The Early Days of Guttenplan's Bakery

In 1908, as soon as he had his family settled in New York, Jacob proceeded to open his own bakery "with only a couple of bags of flour." That same year another daughter, Rae, was born. There were two more children after Rae — Hyman, called Hymie, born in 1910, and Hannah, in 1913. One of Rae's sons, Abe Littenberg, who is the other managing partner of Guttenplan's today, tells the story of work at the bakery in the early days. "My grandfather had to get up at 3:00 in the morning and mix the dough. He would then drop it into a vat that resembled a watering trough on wheels. He placed a large wooden cover on top and took a nap on top of the cover. When the dough would rise, it would lift the cover and throw my grandfather on the floor. Then he knew the dough was ready. He went into the house and dragged all his children into the bakery, and they would make Kaiser rolls before they went to school." In 1914 Jacob relocated to Long Branch, New Jersey, and opened his bakery on Mill Street, a street that can no longer be found.

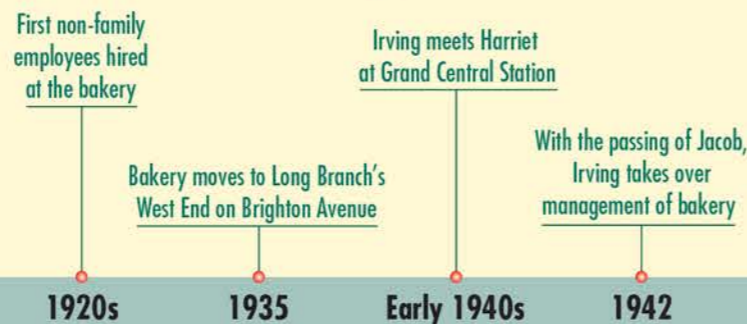
The Generosity of Jacob and Pepi Guttenplan

Sylvia Meltzer, oldest living grandchild of Jacob and Pepi, remembers the kindheartedness of her grandparents. After their son Joe died in the flu epidemic of the First World War, they reared his two sons. In the 1920s the first non-family employees were hired at the bakery. Some of these were bakers who came from New York in the summer to make cakes. Jacob provided rooms in the house for them, and Pepi cooked for them, even though she didn't enjoy cooking. During the difficult days of the 1930s when the Great Depression put many people out of work, Jacob was determined that no one should starve. Sylvia says, "He was a very philanthropic man, making sure there were bread and rolls for anyone who was in real need. He did not want any child to go to school without at least having a roll for breakfast." Her grandmother was interested in helping people through organizational work. "She really was an organization woman," Sylvia says. "She was head of the Hebrew Ladies' Aid Society of the hospital for years." By 1935 the bake shop had been moved to Long Branch's West End, with its retail outlet on Brighton Avenue.



Jacob

Pepi

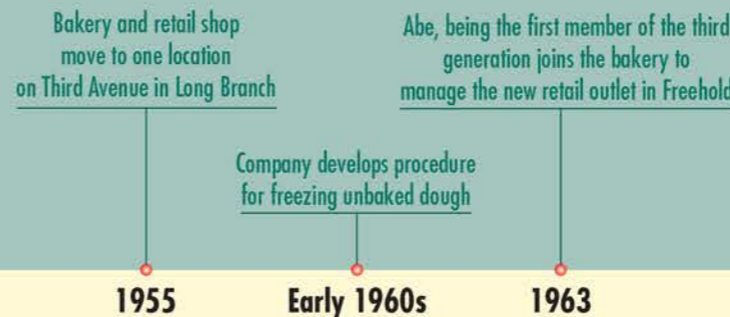


Irving Meets Harriet

In the late 1930s and early '40s young people who worked in Manhattan and lived in the Bronx and other boroughs of New York City often got acquainted with each other in Grand Central Station while they waited after work for their trains. Harriet lived in the Bronx and had a good job with a Manhattan advertising firm. Irving, who at the time was not interested in working at the bakery, was employed by a millinery company in Manhattan and lived in the Bronx with one of his sisters. In the station he happened to overhear a conversation between Harriet and some of her friends. Harriet was telling them that her brothers had moved to Long Branch and she was eager to visit them. Irving then introduced himself, saying his family lived in Long Branch and had a bakery there. Later Irving took Harriet to Long Branch to see her brothers. There were other trips to Long Branch; and, even though Irving soon left New York to help his ailing father at the bakery, their friendship continued and blossomed into love and marriage. So, it's not just in novels and movies that romances begin at Grand Central Station!

Irving, Harriet, and Hyman Assume Management

Irving and Harriet were destined to take major responsibility in the Guttenplan family business. In 1942, when Jacob passed away, Irving took over management of the bakery. Harriet recalls, "I started working at the bakery right after I was married." She served as financial controller, handled payroll, and supervised the sales clerks. Following World War II, Irving's brother, Hymie, returned from military service and became a partner in management. Harriet remembers that Irving and Hymie were good bosses, both very willing to be of help to their employees. They often provided loans to enable workers to buy homes or cars. Harriet says that it was her job to deduct the payments from the person's paycheck and keeping track of all the figures was a pain! In 1955 the bakery and retail shop, which had been in separate buildings, were moved to Third Avenue in Long Branch and were combined in one location.



Scraping Pans and Making Deliveries

The two bosses at Guttenplan's during the middle decades of the 20th century had contrasting personalities. Irving was a comedian who loved playing tricks. Hymie, a very serious man, was a disciplinarian. Jack says, "He would give everybody a hard time. We were family, so Uncle Hymie made sure we did the lowest job on the totem pole — scraping the pans. I remember as a kid watching other people doing good jobs like making rolls. We, the family, had to be scraping pans!" Even so, all who knew Hymie say that he was genuinely concerned for family members and employees and was someone they could turn to when in trouble. Scraping pans was not the only thing Jack did for the bakery in those days. He, Abe, and Abe's brothers all rode at various times on the early-morning delivery truck. With Irving in the driver's seat, they would sleep between deliveries, programmed to wake up when the truck stopped and dash out with their packages. Irving would occasionally stop the truck at a vacant lot or in the middle of a bridge. The boys would hop out before realizing it was a hoax. They had to run to catch the truck some distance down the road.



Changes in Management

Despite his experience as a teenager on the delivery truck, Abe joined the bakery management in 1963, the first member of the third generation of the founding family to do so. When Irving retired in 1972, his son Jack took his place in management. In 1975 Hymie retired, selling his interest to Bill Smalls, Sr., and Andy Rannertshouser, who had a combined record at that time of 30 years of service with the company. Harriet, who continued her duties as controller for awhile after Irving's retirement, remembers that during her early years with the bakery the customers were families, private grocery stores, and small coffee shops. The growth of the bakery paralleled the development of supermarkets in the area. As large supermarkets opened and became bakery customers, business increased greatly. Also, the company expanded by opening retail outlets in the nearby New Jersey towns of Freehold and Eatontown.

