Our Vision

We Strive to Simplify In-Store Artisan Baking

Our vision is to cultivate a tradition of baking expertise, handed down from generation to generation, where technology is combined with authentic ingredients to create Old World flavor at unbeatable value.

With a vested interest in seeing “on-premise” baking flourish, Guttenplan’s is committed to helping supermarkets and bakeries offer fresh-baked product that creates the drama and theater of a true bakery experience.
Our Team

We’re Here to Assist You

OUR FACILITY

Our production team is responsible for producing Guttenplan’s family of products. We employ a production staff of over one hundred talented individuals specializing in a range of skills including mixing, baking, and Old World Techniques like hand-tying and braiding.

The team is based in our state of the art 80,000 sq. foot facility, located in Middletown, New Jersey.

OUR TECHNICIANS

Our technicians are professional, experienced, passionate bakers, who are active in the field and ready to provide hands-on assistance.

Your in-house teams can benefit from the expertise of our technicians via a range of services including: training days, value-added guides, baking support, technician drop-ins, and quality checks. Store opening support is also available to prepare your new store teams for success.

THE GUTTENPLAN FAMILY

The company’s legacy, now in its fourth generation, is led by Adam Guttenplan, great-grandson of baker and founder Jacob Guttenplan.

The expertise of the Guttenplan family and old-fashioned dedication or their customers has been passed down and shared with management and employees. Excellence is infectious!

“A professional team that meets our customers’ needs for quality product and makes consistent execution a breeze.”

—Bakery Manager
Our Products
Perfecting Our Trade Since 1908

Artisan & Specialty Dough
Guttenplan’s artisan products blend the craft of old-world baking and advanced frozen dough production techniques. These doughs feature stress-free forming and high hydration formulas of only the finest ingredients. With such a variety there is something sure to please every palate.

Bagel Dough
Our bagels have the distinctive, traditional New York-style taste, chew and shine. Boiled or baked with steam—Guttenplan’s assortment of bagels allows you to appeal to every customer with an authenticity not achievable in a par-baked product. Available in 4 oz. and 4.5 oz. varieties.

Long Sandwich Dough
Whether you call it a hoagy, sub or a grinder, the foundation of a great sandwich is a Guttenplan’s robust and crusty long roll. With various sizes, weights, and formulations available, Guttenplan’s is sure to have what you’re looking for.

Pizza Dough
Our pizza dough is made of real, simple ingredients. Whether you prefer hand tossed, sheeted, or pressed, this pizza dough is truly versatile. Thinking outside the “pizza” box? Our dough is also great for calzones, garlic knots, bread sticks and more! Custom formulas are available upon request.

 Ancient Grain • Hand-Tied • Clean Label
Sweet & Seasonal Dough
We combine traditional techniques with the newest technology to offer a delectable assortment of sweet & seasonal doughs that bring a real homemade look and taste to the in-store bakery.

Make your in-store bakery an exciting destination with seasonally appropriate color and flavor.

Rye & Pumpernickel Dough
Using recipes handed down from our Austrian founders, Guttenplan’s original rye and pumpernickel products feature a hearty and dense flavor profile. Each variety is as deliciously tempting as the next!

French & Italian Dough
Each of Guttenplan’s mouth-watering French and Italian breads are crafted from original European recipes handed down through four generations. Formulated with the finest raw ingredients, these flavorful breads have a crusty exterior and moist chewy crumb.

Kaiser Dough
A time-honored Austrian tradition, Guttenplan’s famous Kaisersemmel (Kaiser Rolls) have been our specialty for over 100 years. Combining a crusty texture and a gorgeously defined star cut, these crusty rolls make any sandwich a masterpiece.

Round Roll Dough
Choose from our wide-ranging selection. Whether it’s our moist Pennsylvania Dutch-style Potato Rolls, hearty Dinner Rolls, or hand-tied Mini Knot Rolls—we’ve got you covered.

Go ahead, make a sandwich for yourself or prepare a decadent feast for your loved ones!

Rye • Pumpernickel • Raisins • Seeded
Guttenplan’s Clean Label offers customers all natural products comprised of the finest ingredients without the additives. No ADA, no high fructose corn syrup, no bromates—just the best tasting real ingredients. With so many to choose from, there is something sure to please every customer.

Yes! to real ingredients like...

- Water
- Yeast
- Salt
- Whole Wheat Flour

No...

- Artificial Flavors or Colors
- Artificial Preservatives
- Artificial Trans Fats
- Artificial Sweeteners
- Partially Hydrogenated Oils
- Bleached or Bromated Flour
- ADA (Azodicarbonamide)
- High Fructose Corn Syrup
- DATEM

Questions? Contact A Guttenplan’s representative for more information:
www.guttenplan.com · orders@guttenplan.com · 888.422.4357
Store-Level Resources

Simplify In-Store Baking with Our Step-by-Step Guides & Videos

**HOW-TO VIDEOS**
Our clear and concise product videos are quickly accessible by the QR code on our handling materials and packaging. This useful tool is available for your in-store bakers to refer to anytime of the day.

**HANDLING INSTRUCTIONS**
We offer a wide library of step-by-step instructions for every product. Our easy-to-navigate guides feature detailed instruction, images, and shared baking expertise developed and fine-tuned throughout our 100 years in business.

**GREAT CUSTOMER SERVICE**
Our entire staff, customer service representatives, technical and production personnel, and associates are all dedicated to the excellence that makes Gutenplan’s the Frozen Dough Specialist.

USE YOUR SMARTPHONE CAMERA TO SCAN AND ACCESS EASILY!
Our Distribution Partners
We Deliver to the USA & Canada

On time and in full to the US & Canada
Guttenplan’s Promise

FRESH PRODUCTS MADE TO ORDER
Rather than shipping from existing inventory, we produce fresh product specifically for your order.
We guarantee a fresher frozen dough—for a longer in-store shelf life and shorter proof times.

FEATURE LOCAL SPECIALTIES
Many of our products can be prepared one or ten ways. We provide value added ideas that maximize your bakery’s creativity and create stunning shelves of specialty items tailored to your local customers’ tastes.

NATIONWIDE TRAINING & IN-STORE SUPPORT
After our cough is delivered to your bakeries, our technicians will visit each store regularly to ensure store teams are able to execute your merchandising vision.

PROPRIETARY PRODUCTS
We create unique private label products—only for your company. Differentiate yourself with a specialty item!

DELIVERY TO THE US & CANADA
Regardless of where you are, we deliver on time and in full via our nationwide logistics team. Contact us today to find out more! Call us at 888-422-4357.
Our History

A Tradition of Quality and Innovation

1902
Arrival to the USA
Immigrants from Austria, Jacob Guttenplan and his eldest son arrive in New York City.

1908
The Story Begins
Jacob’s wife, Pepi, and their other three sons join him in America. Guttenplan’s Bakery is established in New York City’s historic Lower East Side on Rivington Street.

1914
The Jersey Shore
The bakery relocates to the Jersey shore hamlet of Long Branch, New Jersey.

1943
Irving & Hymie Guttenplan
Jacob’s son, Irving, carries on his father’s legacy and assumes control of bakery operations. Meanwhile, Irving’s younger brother, Hymie, enlists in the U.S. Army.

1945
The Dawn of Frozen Dough
Hymie, having returned from duty, capitalizes on his military baking experience and pioneers frozen & refrigerated

1955
New Storefront
To satisfy increasing demand for European-style bread rolls, the bakery & retail storefront move to a larger facility on Third Avenue in Long Branch.

1946
Harriet Guttenplan
Irving’s wife, Harriet, takes on financial management of the company.
1963
Abe Littenberg
Jacob Guttenplan’s grandson, Abe Littenberg, joins the business helping to perfect a procedure for freezing unbaked dough for distribution to retail bakeries.

1964
Into the Supermarkets
Guttenplan’s begins to sell frozen dough to New Jersey supermarkets.

1972
Jack Guttenplan
Jacob Guttenplan’s grandson, Jack Guttenplan, joins the bakery management.

1978
Eric Littenberg
Abe’s nephew, Eric Littenberg joins the business—becoming the fourth generation of Frozen Dough Specialists.

1988
Factory is Built
Guttenplan’s builds a state-of-the-art, 12-acre frozen dough facility in Middletown, New Jersey.

2006
Shar Sheshadri & Tony Lopes
Shar Sheshadri becomes Chief Financial Officer and Tony Lopes becomes Director of Manufacturing.

2007
Going Green
Guttenplan’s Middletown factory installs 200 solar panels in order

2008
100 Years in Business!
Guttenplan’s celebrates its one hundredth year!

2011
Adam Guttenplan
Adam Guttenplan joins the company management.

2021
Successes for the Future
Guttenplan’s completes a 25,000 sq. ft. expansion of its Middletown facility featuring space for additional lines, dry storage, test kitchens & employee facilities.
Did you know?

Fun Facts & Figures About Us

17 MILLION BAGELS per year

side by side, that’s the equivalent to the length of New Jersey to Florida!

27,000 MILES OF SUB ROLLS annually

... that’s 100,000x the height of the Empire State Building!

120,000,000 sub sandwich rolls produced per year!
13 Olympic Swimming Pools

worth of flour delivered to our factory every year

800 Miles of Dinner Rolls per year

about 13 Million times the height of the Statue of Liberty!

More Than 100 Years in Business

2400 Tons of Pizza Dough per year

about the same weight as 17 blue whales!

3700 Miles of Kaiser Rolls per year

that’s almost the radius of Earth!

that’s 250K lbs. a day!
**Perfected & Refined Processes**

**MIXING**

Our doughs are mixed and kneaded to full development, while following stringent ingredient ratios and monitoring critical times and temperatures. The result is always an elastic, smooth and uniform dough ready for the production line.

**PRODUCTION**

After the dough is carefully mixed, it’s divided and shaped to our exacting specifications, ensuring accurate piece weights and lengths. Then our production team uses a variety of techniques to prepare each piece individually for freezing.

**FREEZING**

After each product is formed, the dough is promptly moved through a two-stage freezing process that prevents over-freezing and ensures optimal core temperature. The entire process is precisely timed to inhibit premature yeast activity which maximizes shelf life, resulting in a superior frozen dough product.

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**Our Environmental Promise**

Our Green Guidelines program proves that a successful business can exist within an environmentally friendly framework. Wherever possible, energy-saving devices and procedures have been incorporated into the manufacturing process, including solar panels and LED lighting. Guttenplan’s is committed to exploring new opportunities to better conserve and reuse our valuable resources.
Why Frozen Dough?

The Benefits of Working with Frozen Dough

FROM SCRATCH
- More laborious
- More equipment
- Requires stocking on seldom used ingredients
- Longer timeline
- Less consistent

FROZEN DOUGH
- Less labor
- Smaller storage footprint
- Yields a freshly baked product
- No ingredient stocking
- No additional equipment needed
- Shorter product timeline
- More eco-friendly packaging
- Creates in-store excitement
- More options for customization

PAR-BAKED
- More expensive
- Not truly baked “in-store”
- Requires greater storage facilities
- Fewer options for customization

“Frozen dough will help your revenue rise and keep your customers excited.”
—ISB Buyer
Contact Us

Reach out to us today!

We’d love to discuss how our products can benefit you and your customers. For more information call 1-888-422-4357.

Information & Office: 8am to 5pm daily

Guttenplan’s Frozen Dough, Inc.
100 State Rte 36, Middletown, NJ 07748

For general information please visit our website at guttenplan.com.