MISSION & VALUES
Our story began like many of yours - with the desire for gluten-free bread that didn’t make us compromise on taste or quality. What began as an experiment in Ed’s kitchen quickly became something bigger – a mission to provide the best-tasting, highest-quality gluten-free products.

Making gluten-free breads and baked goods is our passion, but above all, we make products that are safe for those with celiac disease and other food allergies – after all, it is the cornerstone of our family company.

Both Christi and her son were diagnosed with celiac disease, inspiring the mission of Canyon Bakehouse to create free-from breads that weren’t just safe, but also kid-approved. We understand gluten free living first-hand and hope to pass along our support, encouragement and solutions to those who share our journey.

We believe free-from foods don’t have to be tasteless and void of nutritional value. From day one, the quality of ingredients we use has been just as important as the taste. Our bread tastes like “real” bread because it is real bread, hand-crafted using artisan baking techniques – just without the gluten.

Over the past eight years, we’ve worked to bring our mission to life by expanding our product offerings, sourcing the best possible ingredients, updating our facility and practices to the highest safety standards, and building up a strong team to continue pushing us forward.

Highlights for the year include a deeper focus on food and employee safety, achieving a full year accident-free. Our team grew 30% and we’re excited to begin our 2018 journey in a new, larger bakery that will help us continue to grow and expand our product offerings.

We’re also proud to have some of the most highly-engaged followers in the industry. From social media to events, our fans care deeply about the quality of our products and the authenticity of our brand. We wouldn’t be where we are today without their support and love for our products. Thank you for letting us live out our dream, and we’re looking forward to the opportunities that lie ahead.

Christi, Josh, and Ed
MISSION AND VALUES

Our mission is simple: we want you to Love Bread Again®. Our family is passionate about making real food with wholesome, clean ingredients. We bake bread the old-fashioned way and use only whole grains. From our family bakehouse in the Rocky Mountains to your kitchen, enjoy eating without compromise.

CANYON VALUES

♡ EXCELLENCE – We work hard and give our best.
♡ ATTITUDE – We face challenges with optimism.
♡ LOVE – We choose to listen, care and serve.
♡ AMBITION – We innovate and constantly improve.
♡ INTEGRITY – We do the right thing.
♡ ENTREPRENEURIAL – We take initiative and manage risk.
OUR INGREDIENTS

eat real food!
WHOLE GRAINS, WHOLE HEARTEDLY

All of our products are made using whole grains, which means instead of using refined grains, we use the whole grain, allowing our products to be full of the wonderful nutrients naturally found in these grains.

How much is enough? According to the Dietary Guidelines for Americans, adults should eat at least 3-5 servings of whole grains every day. Even kids need 2-3 servings a day! One slice of our bread is the equivalent to one serving – just another reason to stack up that sandwich!

DID YOU KNOW?

Studies show that eating whole grains instead of refined grains lowers the risk of many chronic diseases, including type 2 diabetes, heart disease and obesity (source: Bell Institute, “Whole Grain and Health – Get the Whole Story”)

Have you seen this stamp on our packaging? We’ve partnered with the Whole Grains Council to make it easy to know where to get your daily servings of whole grains!

12 grams of other ingredients

16 grams of whole grain flour

1 ounce slice weighs 28g
HEALTHY IS ANYTHING BUT ANCIENT

Although ancient grains are, well, ancient - it wasn’t until recently that the name started buzzing around grocery stores across the country. So what’s the deal? Ancient grains are loaded with vitamins and minerals like iron, fiber, omegas and antioxidants. And the best part? They’re naturally gluten free!

GRAPH: GRAINS PURCHASED BY WEIGHT:

2014
2015
2016
2017

Can you name the seven ancient grains in our 7-Grain bread?

quinoa
brown rice
teff
sorghum
buckwheat
millet
amaranth
FREEDOM TO ‘MMM…’

We know that food allergies aren’t one size fits all, and for this reason, all Canyon Bakehouse products are free from seven top allergens: wheat/gluten, dairy, peanuts, tree nuts, soy, fish and shellfish, as well as casein, corn and sesame.

We believe in a zero-gluten standard, using only naturally gluten-free ingredients and testing both the ingredients that come into our facility and the final product. The best way to ensure that gluten is not in our products is to make sure it does not enter our building. We are Certified Gluten-Free through the Gluten Free Certification Organization (GFCO) which requires testing every lot of each product we produce down to 10 ppm (parts per million). Additionally, we send samples to an outside lab that is able to test down to 5 ppm. All of our testing, including what we send to the outside lab for verification, comes out “undetectable” (meaning 5 ppm or lower) for gluten.

Certified Gluten-Free Logo - This seal stands for the independent verification of quality, integrity, and purity of products. Products carrying this logo represent the unmatched reliability for meeting strict gluten-free standards. GFCO is one of the leading gluten-free certification programs in the world.

Our steps to allergy safety:
- Dedicated Gluten Free Facility
- Third-Party Testing
- Certifications
- Food & Allergy Safety Training

DID YOU KNOW?

According to the Centers for Disease Control and Prevention, food allergies affect one in thirteen children, roughly two kids per classroom (Source: FoodAllergy.org).
WORKPLACE SAFETY
OUR STANDARD FOR SAFETY

Safety is, and has always been, our top priority for all team members at Canyon Bakehouse. If a team member is involved in an incident, regardless of how minor, we require them to report and fully investigate the incident. This helps us take the correct steps to prevent further injury and improve our safety processes. Safety is a core value and we believe all incidents can be prevented when these safety practices are used. We strive to have a zero-harm environment and continue to provide the necessary education and training for our team.

Our team members spend more than 12 hours each year training to work safely and have a clear understanding of all potential health and safety risks related to their job. We also support the continued education and training of our safety and operations managers to ensure we are leveraging state of the art safety practices and procedures.

DID YOU KNOW?

Our team reduced the total recordable incident rate by 92% from 2016-17 (OSHA TRIR measurement)
SAFE QUALITY FOOD

In 2015 our bakery became SQF (Safe Quality Food) Certified, part of the Global Food Safety Initiative (GFSI), which means we maintain strict guidelines for safe manufacturing practices, including rigorous team member training, sanitation control, supplier verification, minimizing equipment hazards and ingredient traceability.
What I stand for is what I stand on.

Wendell Berry
We’re proud to live and play in the beautiful state of Colorado. Whether we’re skiing in the mountains or hiking in the foothills, we’re dedicated to preserving this beauty by reducing our company’s environmental footprint. In 2017 we tackled a variety of projects to make our bakery more sustainable, through energy efficiency, waste management, water conservation and more.

**Energy Efficiency**

Out with the old, in with the new! In 2017, our “Green Office” initiative included updating to high-efficiency appliances, replacing paper towels with energy-efficient hand dryers, and installing LED lighting throughout the entire bakery.

**DID YOU KNOW?**

LED bulbs last more than 25 times longer than traditional light bulbs and have a smaller environmental impact (Energy.gov)

**Energy Usage (kWh)**

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<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
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<tbody>
<tr>
<td>1.2 M</td>
<td>431,400</td>
<td>706,600</td>
<td>1,193,400</td>
<td>916,400</td>
<td>1,225,289</td>
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Our energy usage in 2017 increased 33% despite a production increase of 36%
WATER CONSERVATION

It covers 70% of the Earth, makes up 60% of our bodies, and is also a key ingredient in baking breads, which makes water a precious resource. Especially in the dry Colorado climate, we work hard to reduce the amount of water we use and make the most of every drop. While our production grew considerably over the past few years, we were able to keep our water usage consistent, even decreasing our usage from 2014-2017.

How far does our water go?

Pounds produced per 1 gallon of water used

<table>
<thead>
<tr>
<th>Year</th>
<th>Pounds Produced</th>
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<tbody>
<tr>
<td>2013</td>
<td>2</td>
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<tr>
<td>2014</td>
<td>3</td>
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<td>2015</td>
<td>4</td>
</tr>
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<td>2016</td>
<td>5</td>
</tr>
<tr>
<td>2017</td>
<td>6</td>
</tr>
</tbody>
</table>

Some new features in our Loveland, CO bakery:

- 100% recyclable packaging (back and quick lock!)
- Biodegradable “Green” Cleaners
- Improved material efficiency by 25%
- New high-pressure, low-volume pressure washers to reduce the amount of water needed to clean our facility, trucks and equipment
- Recycling metal drums, plastic totes, cardboard and pallets
- Began using steam to help clean and sanitize our equipment
- Reduced emissions by consolidating transportation
- Switched to laundered rags instead of paper towels
In 2016, Canyon Bakehouse was honored to be named a “Colorado Company to Watch”. The statewide award recognizes growing, second-stage companies that fuel the economic fire of the state. From more than 1,000 applicants, Canyon was chosen based on our economic, cultural and philanthropic contributions to our community, including job creation, innovation, sustainability and growth. Since then, we’ve continued to develop our Team Member benefits, increase our community giving, and build a culture centered around our company values.
GIVING BACK

We love that our products are able to help so many people with food allergies and we’re all about spreading the love with charities and organizations who share our mission and values. Below are just a few of the many groups we’re proud to support.

Celiac Kids Connection, Celiac Strong Camp, American Diabetes Association, Buddy Cruise, Camp Celiac, Larimer County Food Bank, YMCA, ROCK, Gluten Intolerance Group, National Multiple Sclerosis Society, Take Steps For Crohn’s and Colitis

2017 TOTAL GIVING: $70,000
+ 8,000 POUNDS OF FOOD DONATED!
WHEN GIVING GETS SOCIAL!

Our 2017 “Sammie Smackdown” campaign challenged five bloggers to create their best gluten-free “sammies,” each partnered with a charity of their choice and competing for a $10,000 donation from Canyon Bakehouse. For two weeks, followers voted for their favorite, ultimately selecting Council for Youth Empowerment as the winning charity, but with a surprise $500 donation to the other charities: Samaritan’s Purse, Operation Underground, and Gilda’s Club of Detroit.
MISSION & VALUES: 2018

LOVE BREAD AGAIN®

By Canyon Bakehouse Gluten Free | 2017
CanyonGlutenFree.com