

FAMILY BAKERY EXPANDS PRODUCTION, RETAINS WORKFORCE

ABOUT 5 GENERATIONS BAKERS. Based in McKees Rocks, a borough in Allegheny county, Pennsylvania, 5 Generations Bakers manufactures custom bakery products. Its speciality product is a cinnamon swirl bread, sold in more than four thousand locations across the United States. A family-owned business, 5 Generations Bakers has around 40 employees.

THE CHALLENGE. 5 Generations Bakers re-opened its doors as a specialty baker in 2009, and moved to a new location in 2015. While sales continued to grow by more than 10 percent each year, the company was struggling to meet the demands of the newly renovated facility. 5 Generations Bakers reached out to Catalyst Connection, part of the MEP National Network™, for assistance in getting the new facility up to speed.

MEP CENTER'S ROLE. Catalyst Connection worked with 5 Generations Bakers from the beginning of the process, both to prepare for the expansion and execute the expansion plans. "Catalyst Connection was instrumental in helping us acquire the necessary funds for additional equipment and working capital," explained Scott Baker, 5 Generations Bakers President.

The company invested in new technology and expanded production, adding new product lines to the business. With improved manufacturing processes and steady revenue, 5 Generations Bakers successfully retained its entire workforce and is looking forward to bringing its niche product to more customers across the country.

"Our niche bakery business has been successful in finding new customers and opportunities to keep revenue and production growing."

-Scott Baker, President

RESULTS



\$300,000 investment in new technology and facility improvements



Retained **40** jobs

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