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Brand Background

Powerfully Different

Introduced at the Portland Farmers Market in 2005, Dave's Killer Bread® (DKB) today is America's number one selling organic bread*. A pioneer in the seeded bread category, DKB delivers killer taste and texture and powerful nutrition in each slice. All products are certified USDA organic, Non-GMO Project Verified and loaded with the highest quality ingredients. Many varieties boast organic grains like quinoa, spelt, rye, millet, barley as well as high-protein organic hard wheat. Fans call DKB "the best bread in the universe," and are attracted to the brand's commitment to Second Chance Employment – hiring people with criminal backgrounds.

Rebel With A Heart, Built On Redemption

Fifteen years in prison is a hard way to find yourself. Co-founder and namesake Dave Dahl realized he was in the wrong game and knew he had more to offer. Dave left prison in 2005 and was given a second chance when his older brother Glenn welcomed him back to the family bakery. With the support of his family behind him, Dave threw himself into creating the best organic bread in the universe. Packed with seeds and grains, made with only the very best organic and non-GMO ingredients.

People Made For Greatness

Born from the belief that everyone is capable of greatness and inspired by the Dahl family legacy, DKB is a pioneering Second Chance Employer. DKB hires the best person for the job, regardless of criminal history and has witnessed first-hand that someone's past does not define their future. These individuals hold positions from entry level jobs to management roles responsible for hundreds of employees and critical bakery operations.

In 2015, DKB established the [Dave's Killer Bread Foundation](#), a nonprofit dedicated to expanding employment opportunities for people with criminal backgrounds and inspiring other businesses to become Second Chance Employers.

BreadHead Nation

A brand with heart, DKB has inspired a cult-like following. Its "BreadHead Nation" is one million strong and counting. From their morning toast to their midnight snack, BreadHeads are passionate about bread, buns and breakfast items, as long as it's DKB. They connect with DKB daily to share their latest toast toppers, vie for their favorite varieties, and share their own stories of redemption and second chances.

www.facebook.com/DavesKillerBread

www.instagram.com/daveskillerbread

www.twitter.com/killerbread

www.youtube.com/DavesKillerBread

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Company Milestones

- 2005 DKB launches at the Portland Farmers Market
- 2005 Introduces 21 Whole Grains and Seeds, the super-seeded superstar that will become the nation's best-selling organic bread variety
- 2014 Earns Non-GMO Project Verification of its entire line of killer organic breads
Sponsors the first Second Chance Summit to educate and inspire other businesses to become Second Chance Employers
Crosses the border, bringing its killer organic breads to Canada
DKB introduces its first thin-sliced varieties -smaller, lower calorie versions of its breads with the same great nutrition
- 2015 In honor of its 10th anniversary, establishes the Dave's Killer Bread Foundation to expand employment opportunities for people with criminal backgrounds
Flowers Foods (NYSE:FLO), an almost century-old baking company with the resources to boost DKB's strong growth trajectory, acquires DKB
- 2016 DKB expands to more than 9,000 new stores in the U.S., achieving broad national distribution
Redefines white bread with White Bread Done Right®, an organic take on the classic sandwich bread – loaded with whole grain nutrition.
- 2017 DKB breaks into the breakfast category with an all new line of organic bagels and cinnamon raisin bread
- 2019 DKB remixes English muffins with two varieties, Killer Classic™ and Rockin' Grains™
- 2020 DKB ups the grill game with new organic buns in two varieties, 21 Whole Grains and Seeds and Burger Buns Done Right™

Resources

Online: www.daveskillerbread.com

Images, recipes and nutrition information: www.daveskillerbread.com/media

For complete availability: www.daveskillerbread.com/locator

*IRI data ending 12/6/2020

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