

September 03, 2009.

Are your back-to-school lunches getting a failing grade? Take them from dull to delicious with ACE.

Your mother was wrong. What's on the outside does count. When it comes to sandwiches, most of us focus on fillings, but your sandwich's bread deserves just as much attention. Alternating varieties of bread is the fastest and easiest way to banish the brown bag blues, and ACE has dozens of premium artisan breads from which to choose. For example, add kick to that sandwich mainstay ham and cheese with ACE's Potato Chive Focaccia or our classic White Demi-Baguette. Give roasted chicken more wham by pairing it with ACE's Rosemary Focaccia. Whether you go with classic sandwich fillings or more sophisticated selections, ACE breads will elevate any sandwich from simple to sublime.

Lunches made with ACE breads are bound to ignite your taste buds, and you'll also never have to sacrifice flavour for nutrition. Unlike many breads with artificially added vitamins and fiber, all ACE products are made with the best all natural ingredients and contain no preservatives. Combining taste and nutrition has never been easier.

For a wholesome alternative to chips, why not try ACE Artisan Crisps? ACE Artisan Crisps come in a variety of flavours making them a perfect snack to include in your lunch bag. Try the savoury flavours of Olive Oil & Sea Salt, Rosemary & Sea Salt, Potato Chive & Black Pepper, Roasted Garlic, and Multigrain Crisps on their own or served with your favourite cheese or dip. For your sweet tooth, try Cranberry Raisin Crisps.

Whether it's at school or at work, ACE helps puts the café back into cafeteria.

One of North America's leading artisan bakeries, ACE Bakery's Baguettes and artisan breads are available at hundreds of restaurants, hotels, caterers, grocery, and gourmet food shops across Canada, the Midwest and east coast of the U.S.A., and as far away as the Bahamas. ACE Bakery opened in 1993 as an artisan bakery creating hand-made, European-style rustic breads.

Community involvement is an essential part of ACE's philosophy. The company donates a percentage of pre-tax profits to charitable organizations in the principal centres where ACE bakery products are sold. ACE's focus is on food and nutrition programs that assist low-income members of the community, financing culinary scholarships, and supporting organic farming initiatives.

ACE Bakery is recognized as one of 26 top Canadian brands of all time in *Ikonica: A Field Guide to Canada's Brandscape (2008)*.