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New book features ACE Bakery as one of the 26 greatest brands in Canada
*Co-founder Linda Haynes gives a candid account of ACE Bakery's brand development in *Ikonica: A Field Guide to Canada's Brandscape**

Toronto, July 29, 2008 – ACE Bakery is featured as one of the 26 greatest brands in Canada in the recent book release, *Ikonica: A Field Guide to Canada's Brandscape*. Authors Jeanette Hanna and Alan Middleton deconstruct what it takes to develop a recognizable brand revered beyond its borders.

Ikonica features ACE Bakery with other prominent companies from multiple sectors, underscoring that ACE has proved itself to be a leading food company.

ACE Bakery's co-founder, Linda Haynes, candidly shares her insights on what has propelled ACE to its status as Canada's pre-eminent artisan bakery. She offers her perspective on what it takes for Canadian brands to punch above their weight to achieve success in a highly competitive marketplace.

"*Ikonica* highlights that our rich and unique brandscape is globally relevant," comments Ms. Haynes.

In *Ikonica*, Haynes explains that from the very beginning, ACE Bakery's goal has been to create an enduring relationship and bond with its customers — whether it's a chef buying bread for a restaurant or a consumer buying a baguette at their local market. Some of the ways ACE has successfully created customer loyalty is through its commitment to using the highest-quality ingredients, an active product sampling program, creating innovative packaging and merchandising solutions and developing new products.

While the ACE co-founder and cookbook author would admit she wasn't thinking of creating an iconic brand when she co-founded ACE Bakery, she says, "We're quite simply very proud that what started as a family business in 1993 has been recognized as one of Canada's leading brands."

About ACE Bakery

One of North America's leading artisan bakeries, ACE Bakery's artisan breads are available at hundreds of restaurants, hotels, caterers, grocery, and gourmet food shops across Canada, the Midwest and the 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. The gentle shaping of each loaf, long fermentation periods, and a stone deck oven all work to create exceptionally flavourful products with a light, airy texture and crisp golden crust.

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 centers where ACE breads 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.

Media: for more information, to set up interviews or for photos of ACE Bakery products, please contact:

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