



Exhibit B-2 – Customer Service Factors 01520 – Fresh Bakery

Bidder Company: Bimbo Bakeries USA

Customer Service Factors (25 Points Total) Answers provided will be evaluated subjectively. All responses must be in 11 point font or less.

A. Product availability (5 points):

In a page or less:

Describe your current product offering (above and beyond the items specified in the Product Listing). Indicate if you can or will be able to supply any additional bakery items that might normally be requested by the types of customers described in this Competitive Solicitation, including political subdivisions.

Bimbo Bakeries USA has a vast portfolio of products available from bagels and muffins to sweet baked goods and bread. BBU is able and willing to supply additional bakery items. Below is a sampling of available products.

Barcel Snacks including Takis, Artisan chips and Hot Nuts.

Bimbo Sweet Baked Good including single serve Mantecadas, Conchas, Roles de Canela, Panques and Nitos.

Entenmann's Sweet Baked Goods including Little Bites, Minis (pies and cakes) and single serve items like Glazed Honey Buns, Danishes and Donuts.

Marinela Sweet Baked Goods including Gansitos, Canelitas, Sponch and Barritas.

Oroweat Premium Bread, Muffins and Rolls – Breads: Whole Wheat, Oat Nut, Buttermilk, Potato, Country White, 12 Grain; Muffins: Extra Crisp, Sourdough, Cinnamon Raisin, Whole Wheat; Rolls: Potato, Whole Wheat, White Crustini, Sesame Seeds

Sara Lee Artesano Bakery Breads and Rolls, 20oz – Bread: White, Wheat, Brioche, Potato; Rolls: sandwich, dinner and sausage rolls.

Thomas' English Muffins, 6 count and 20oz New York Style Bagels – Available Flavors - Original, Cinnamon Raisin, Everything (Bagel only) Whole Wheat, Seasonal

B. Customer Service: (10 points):

In 2 pages or less:

1. Describe routine customer services that will be provided to all customers supported under the proposed contract. Include any services that may add more value to this acquisition.

Each customer will have regular set delivery days and local sales contact information. For customers using our web order service, there will be a phone number posted online for any technical issues.

2. Describe your process of advising customers of backorders, not in stocks, substitutions and recalls.

Our product is baked fresh, so we do not have backorders or out of stocks. From time to time, we will have a shortage due to breakdowns at bakeries or mis-ships. Those will be communicated by the local route driver. In some instances, a substitution will be provided, or the route driver will arrange to deliver missing items the next day. Recalls will be communicated by the local sales team.

3. Detail how deviations from the original order, such as add-ons, and cancellations will be handled.

Our product is made fresh. We ask for order changes to be made at least 7 days out. In cases of emergencies, the local sales contact will work to accommodate requests.

4. Describe your plans to handle supplemental orders. Be sure to include not only how you will handle the orders, but also the upcharge, if any, that you will place on these "supplemental orders". Indicate your response time to a supplemental order.

We do not charge extra for supplemental orders. If the order is made prior to the order window closing, there is no change to how the order is placed. Outside of the normal order window will be handled on a case by case directly with the local sales contact.

5. Provide a logistics plan that addresses how the location of your firm's warehouse(s) will enable you to support the customers for the region(s) bid during normal deliveries as well as emergencies.

Bimbo Bakeries has sales centers throughout the state of Washington. This allows us to better service our customers.

6. Describe your firm's emergency preparedness plan which includes how you will be able to continue to service your customers.

Bimbo Bakeries USA has a dedicated Crisis Management Committee that oversees strategies and action plans in times of crisis. Our Business Continuity Plan outlines steps to take in the event of an emergency. It requires that the bakeries take a risk assessment first which considers all threats taking into account food safety, quality, safety, natural disasters. Once threats are identified, the facility would use the operation contingency plan that has been created. Drills are done at least once a year. These contingency plans include a list of alternate facilities to supplement product supply in the event of a product disruption. Each BBU sales center and distribution center also have an Emergency Action Plan (EAP). This plan allows for the sales centers

to identify the crisis and put the prepared action plan into place. All associates are trained on the EAP. The plans at both our bakeries, distribution and sales centers allows us to address emergencies with minimal disruption to our customers.

C. Quality Assurance (5 points)

In a page or less:

Supplier Selection and Quality Assurance Programs

1. Address your firm's procedures and policies for selecting quality raw material suppliers

Suppliers are selected through a combined effort of R & D and procurement-based on such criteria as functionality of ingredient, availability-on a national basis, service and pricing. once the ingredient and supplier are selected, QFS approves the supplier manufacturing location utilizing a 3rd party GFSI audit, a BBU food safety survey, among other documentation.

2. Discuss the processes utilized by your firm to provide products of consistent high quality with minimal variation on product appearance, grade, yield, taste, texture, etc.

Detailed specifications are developed for each ingredient with required testing to be conducted and results documented on COA's. Results can be regularly tabulated and viewed to discern trends. BBU also has a COA verification program. Additionally, BBU has a comprehensive attribute check system in place for all finished products as well as a scoring program to analyze finished product quality.

D. Cost Savings Suggestions (5 points)

In page or less:

Describe any suggestions for generating cost savings for customers. This might include changes to delivery schedules, or other supply chain management assistance. (The state recognizes that bidders may possess unique capabilities that distinguish one bidder from another and that the state may benefit from this knowledge). The proposed cost savings initiatives will be screened to determine potential of implementation and will be awarded points accordingly.

Bimbo Bakeries USA can help save the customer time (thereby money) with use of our online Web Ordering tool. The web ordering tool allows each customer location to input their own order online at the time that is convenient to them. This also prevents any misunderstanding on orders. If a customer receives the same order each week, they can input a standing order. This will populate each week and the customer only needs to input any changes or additional items for that week.

Bimbo Bakeries also has a frozen component. If the customer is interested in specialty items like pretzel buns, calabrese buns or even turnovers, they may be able to get these products from our frozen line. Our frozen food service information can be found online at <https://foodservice.bimbobakehouse.com>.