



Grupo Bimbo's Day

June 4, 2008





Jim Brennan
BBU – Senior VP of Sales





Our Vision

What can you do
today
to build
our future?

2010

We are:

The world leader in the baking industry and one of the best companies in the food industry.

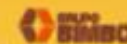
A Company with trustworthy, leading brands for our Consumers.

Our Customers' preferred supplier.

A strong and sound company for our Stakeholders.

A forward looking Company.

An extraordinary place to work.





Bimbo Bakeries USA at a Glance



Key Facts

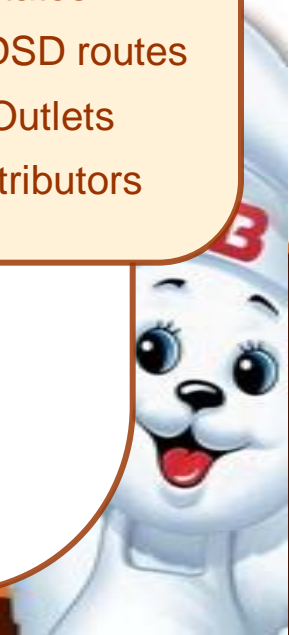
- ✓ \$1.46B in annual sales
- ✓ Serving 45 States
- ✓ Over 3,000 DSD routes
- ✓ 185 Bakery Outlets
- ✓ 9 Master Distributors

California and Intermountain Regions
 Key Brands:
Oroweat
Bimbo
Marinela

Texas Region
 Key Brands:
Mrs Baird's
Oroweat
Bimbo
Marinela

Midwest, Northeast and Mid Atlantic Regions
 Key Brands:
Bimbo
Marinela

Southeast Region (BMB Foods)
 Key Brands:
Bimbo
Marinela





Bimbo Bakeries USA at a Glance



America's #1 French Bread Brand



#1 Variety Bread Brand in the US



#1 Tradition Bread and Bun Brand in Texas



#1 Hispanic Bread and Sweet Good Brands



#1 Breakfast Brand in the US



America's #3 Sweet Good Brand

Bimbo Bakeries USA
has a broad brand portfolio and is the leader in many
Commercial Bread segments

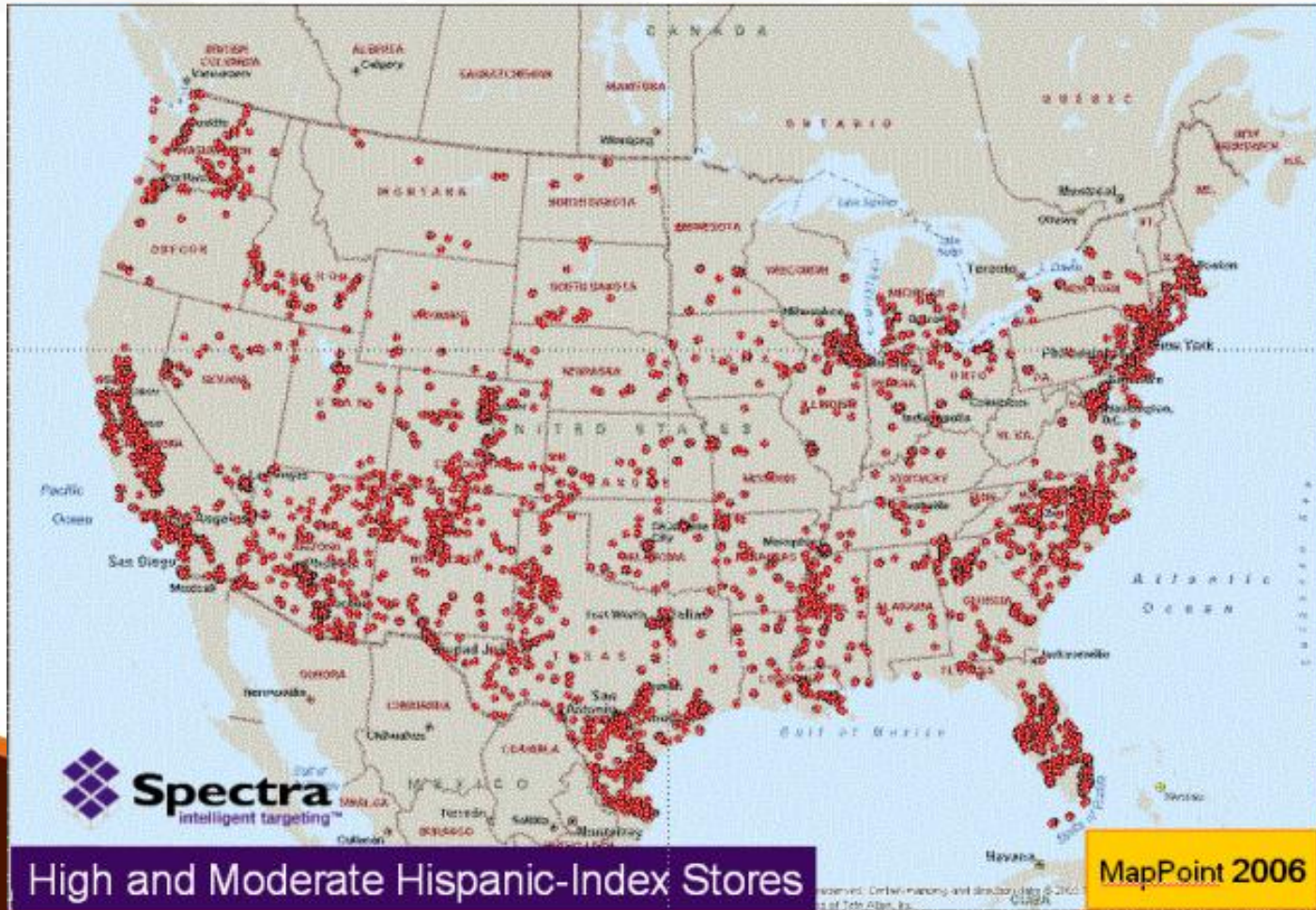
Other Top Selling Brands in the BBU portfolio





Bimbo Bakeries USA at a Glance

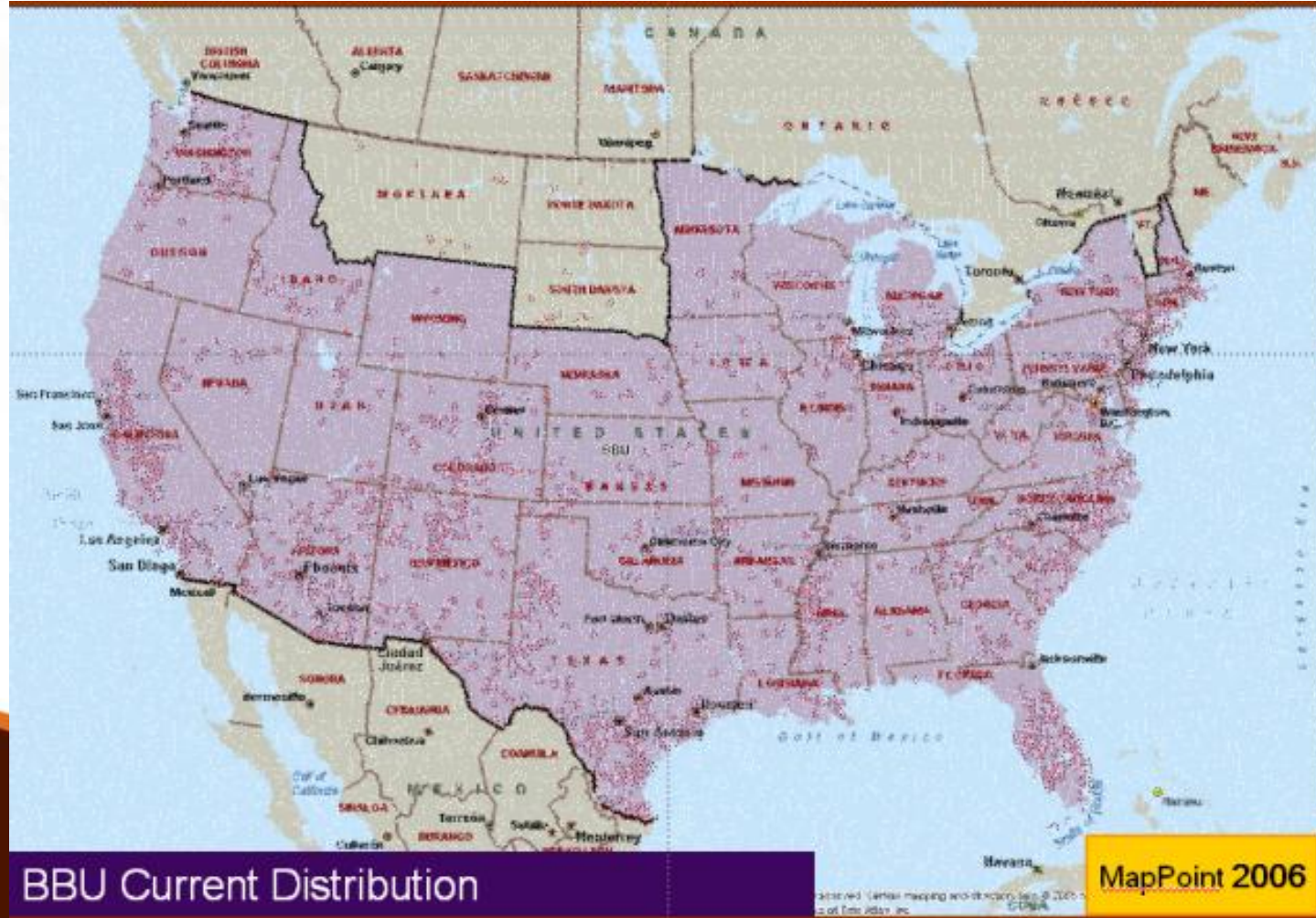
Hispanic Opportunity Index





Bimbo Bakeries USA at a Glance

Bimbo and Marinela Coverage







Delivering Sound Results

Sales Performance

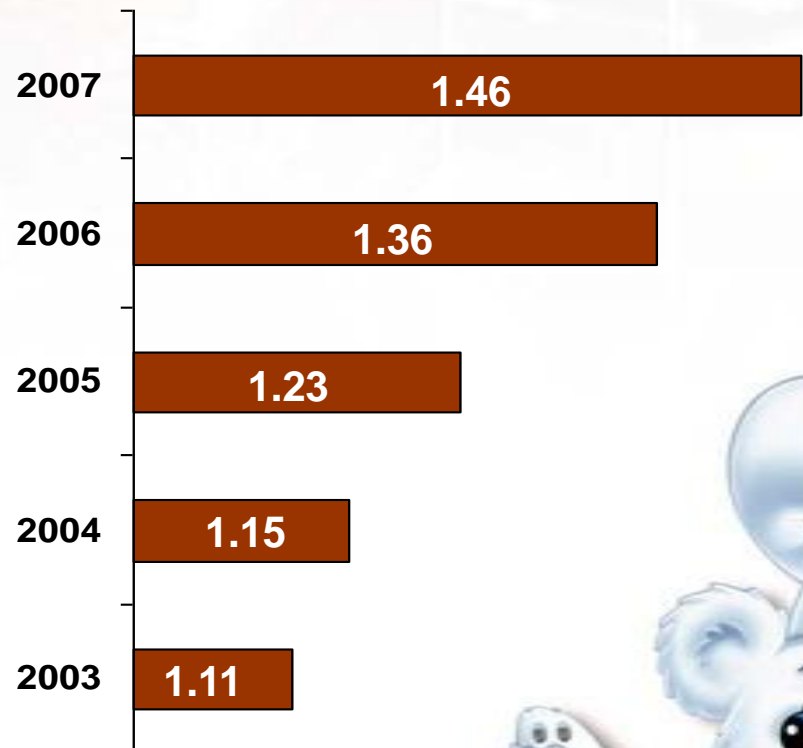
BBU has achieved
5 consecutive years of
substantial Sales Growth
+31.5% 2003 vs. 2007

+7% CAGR

Q1 2008 Results

\$387.6M Net Sales
+7.6% vs. YAG

Annual Net Sales Trends (\$B)



Figures according to U.S. GAAP



A Strong and Sound
Company for our Stakeholders.



Delivering Sound Results

Performance Indicators – Key Facts

Market Share	Key Accounts	Major Brands
<p>BBU is the Bread Dollar Share leader in 15 of 23 IRI markets in the Western US</p> <p>Bread Market Share 29.4% +1.4pp compared to previous year</p> <p>Source: IRI 13 weeks ending Mar. 23, 2008</p>	<p>BBU's Top 17 accounts are up \$25M or 12%</p> <p>The Top 17 accounts make up +50% of BBU's total sales volume</p> <p>Source: BBU Data Warehouse</p>	<p>BBU's Total Major Brands are up 8.4%</p> <p>Oroweat, BBU's largest selling brand, is up +10%</p> <p>Source: BBU Data Warehouse</p>

A Strong and Sound Company for our Stakeholders.

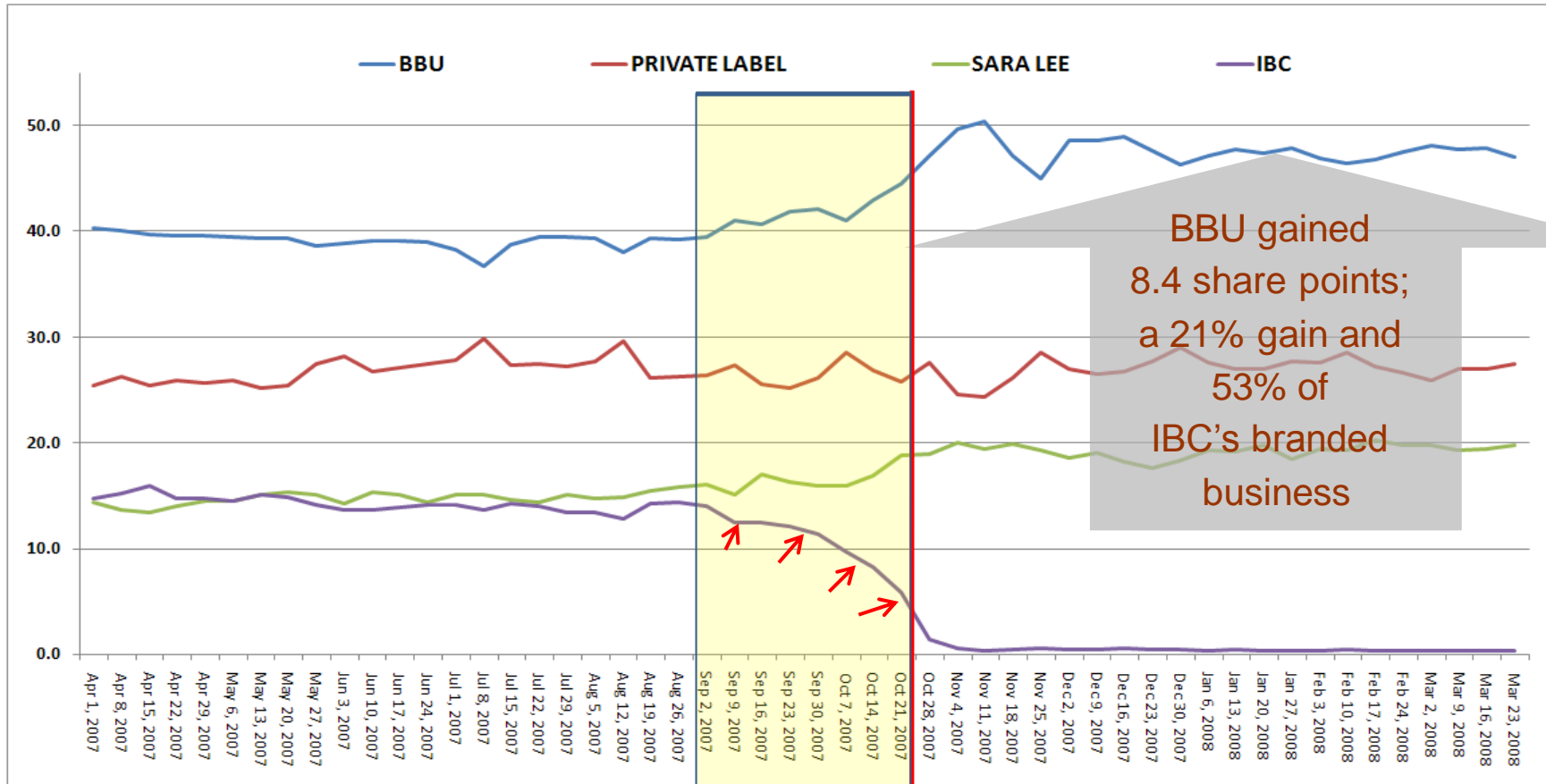




Delivering Sound Results

IBC exit from Southern California

IRI Weekly Bread Share for Southern California – 52 Weeks



BBU Average Share Pre Sept 2 = 39.1

IBC Begins Slow Pullout

BBU Average Share Post Oct 21 = 47.5

IBC Exit

BBU gained 8.4 share points; a 21% gain and 53% of IBC's branded business



Productivity Initiatives

1. SICOM



- Increased sales and reduced returns (shrink) while improving customer in-stock rate

2. Bakery Outlets



- Dramatic improvement in sales with higher revenue stream against fixed cost

3. Scan Based Trading



- Improves distribution costs
- Synchronized pricing, reducing short pays due to invoice discrepancies



A Strong and Sound
Company for our Stakeholders.



Winning with Brands

Health and Innovation

BBU continues to develop innovative products to meet the changing needs and interest of today's consumers



Bread Perfected

#1 of BBU's
total branded sales



A company with trustworthy,
leading brands for our Consumers.

Winning with Brands

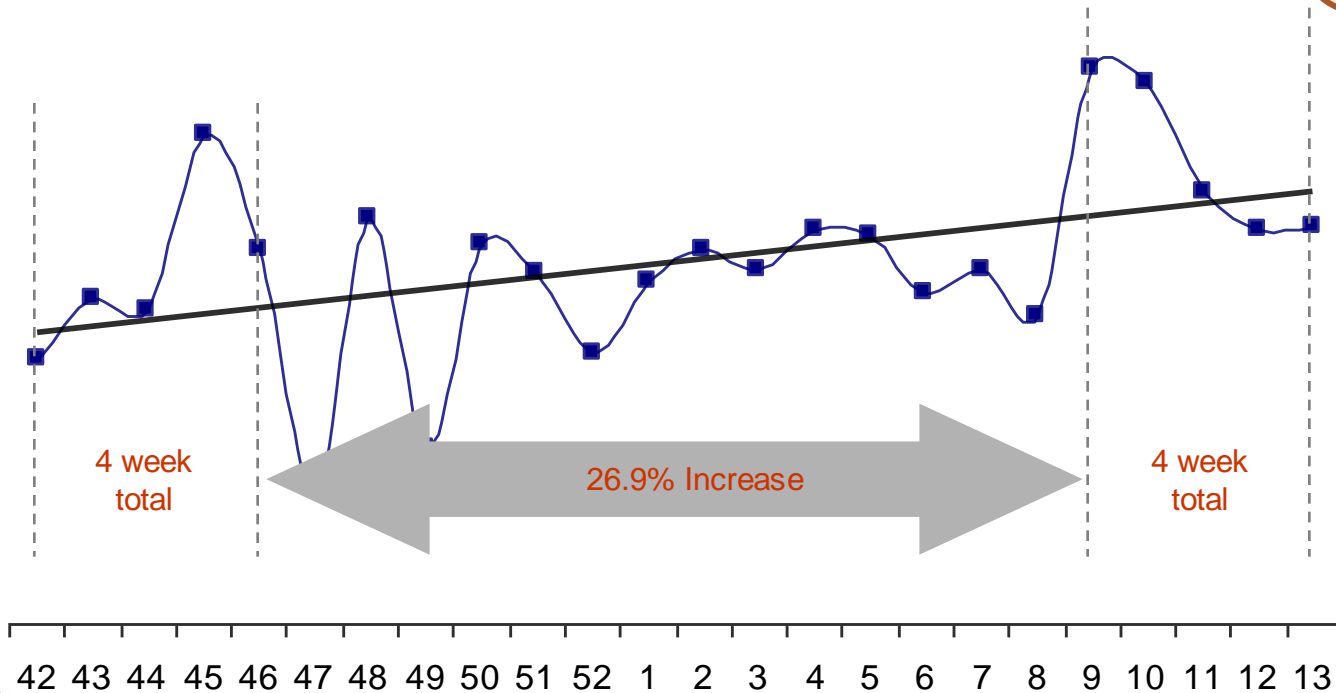
Proven Results



Key Facts

- ✓ Ranks #4 in Dollar Sales in the Oroweat brand

Oroweat Double Fiber Bread



The Road...

to Gold!

2008 BEIJING
TEAM SUPPLIER





Winning with Brands

Consumer/Trade Marketing Events



Oroweat showcases brand leadership as an Olympic Team Supplier

- Reinforces consumer values of nutrition, health and a winning spirit.
- Excellent Retailer participation and merchandising opportunities.
- Collaborate with other Olympic sponsors.
 - Coca Cola, Tyson, Kimberly Clark





Celebrating 100 Years

Making Fresh Traditions

MRS BAIRD'S



Winning with Brands

Making Fresh Traditions

Celebrating 100 Year Anniversary
with New Products

MRS BAIRD'S

Baked with Pride since 1908

**#3 of BBU's
total branded sales**



A company with trustworthy,
leading brands for our Consumers.



Winning with Brands

Making Fresh Traditions



Mrs Baird's Celebrates its 100 Year Anniversary by
"Giving back to the Community"

The screenshot shows the Mrs Baird's website interface. At the top, there are navigation links: "About The Program", "Participating Food Banks", "Get Involved", and "MrsBairds.com". On the left, a dark red box contains the "PASS THE BREAD PROGRAM" logo, which features two hands holding a slice of bread. The main content area has a blue header with the "MRS BAIRD'S MAKING FRESH TRADITIONS" logo and a background image of wheat stalks. A video player is embedded in the center, displaying the 100th anniversary logo. At the bottom of the screenshot, a yellow banner reads "Mrs Baird's, Donating 500,000 Loaves of Bread."

A company with trustworthy,
leading brands for our Consumers.



Winning with Brands

Consumer/Trade Marketing Events

Mrs Baird's Grilling Event



Texas State Fair

Skyway





Winning with Brands

Growing the Hispanic Tradition



“Con el cariño de siempre”
“With the same care as always”

#2 of BBU's
total branded sales

Bimbo introduces
3 New Variety Breads

Pan de Papa



Pan 7 Granos



Pan 100% Integral



A company with trustworthy,
leading brands for our Consumers.



Winning with Brands

Growing the Hispanic Tradition



New product introductions are enhancing Bimbo's Sweet Baked Goods portfolio



A company with trustworthy, leading brands for our Consumers.



Winning with Brands

Growing the Hispanic Tradition



Bimbo and Giovani Dos Santos Trading Card Promotion



A company with trustworthy,
leading brands for our Consumers.



Winning with Brands

Growing the Hispanic Tradition



Bimbo enters the bar segment with 90 Calorie Plus Vita Bars and expands its Cookie assortment



A company with trustworthy,
leading brands for our Consumers.



Winning with Brands

Growing the Hispanic Tradition

Marinela

Si los ves....Cómetelos!
If you see them... eat them!

#5 of BBU's
total branded sales

New product
introductions



A company with trustworthy,
leading brands for our Consumers.



Winning with Brands

Growing the Hispanic Tradition

Marinela Zumbatomic Promotion achieved a 42% lift in Net Dollars



A company with trustworthy,
leading brands for our Consumers.



Convenience Store Opportunity



Key Facts

Total US Convenience Channel

- ✓ Over 146,000 stores
- ✓ \$164B annual in-store Sales
- ✓ \$2.5B in annual Packaged Sweet Snacks

Current BBU Status

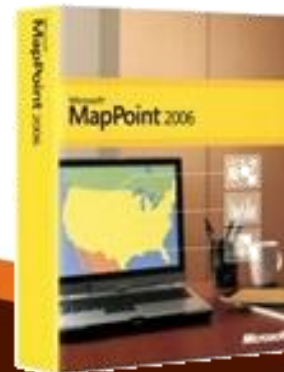
- ✓ Currently providing service to 14,600 stores
- ✓ Q1 2008 sales up +15% vs. LY

BBU Opportunity

- ✓ Utilizing technology to identify 30k High/Moderate Hispanic Stores in the US

A forward looking Company.

Identifies “best-fit” scenarios in terms of product and targeted demographics.



Identify opportunities OUTSIDE of current service areas

Maps potential route structures





Convenience Store Opportunity

Distribution Methods



Direct Store Delivery



PM Routes



Central Distribution Center

**Wholesalers and
Master Distributors**



A forward
looking Company.



Leveraging Technology

Utilizing technology to identify and develop **Efficient** and **Effective** Trade Marketing Opportunities

dunnhumby USA
essential customer genius

What other products are found in my consumers baskets?

Commodity Name	Number of Households Buying Product	Number of Buying Trips	Composite Significance Ranking
Peanut Butter Jelly Jams&Honey	22,100	26,330	1
Deli Meats	12,080	14,700	2
Refrigerated Dairy Case	10,180	16,430	3
Cheese	9,770	13,710	4
Yogurt	8,090	12,600	5
Milk By-Products	1,950	2,980	6
Salad Dressing&Sandwich Spreads	1,810	2,230	7
Dry Noodles & Pasta	1,290	1,900	8
Lunchmeat	1,480	1,650	9
Can Seafood - Shelf Stable	1,020	1,160	10

YTD week ending March 29, 2008



A forward looking Company.



International Preferred Supplier Team Project Scope

To improve upon each market area's level of Category and Account management expertise through the sharing of knowledge, the identification of best practices, and the utilization of available resources. To design a flexible management model that mirrors and fulfills the needs of our customers based on the dynamics of their unique market areas. To be recognized as the "Preferred Supplier".

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today
to build
our future?

2010

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Our Customers' preferred supplier.

A strong and sound company for our Stakeholders.

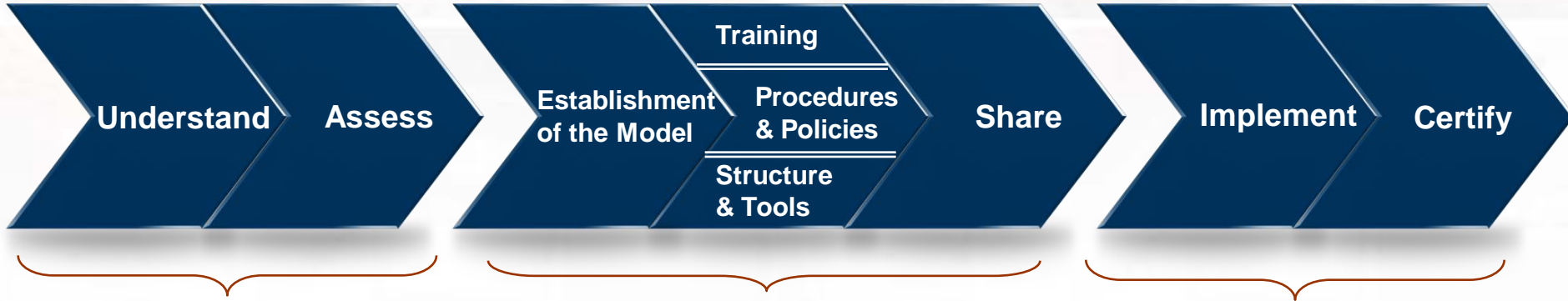
A forward looking Company.

An extraordinary place to work.





International Preferred Supplier Team Project Flow



Reviewed organization structure, available resources and competitive environment for each market.

Assessed the current performance for Category and Key Account Managers and identify opportunity gaps.

Establishment of the Model for Strategic Account Planning

Implement & Certify

Our Customers' preferred supplier.





Strategic Account Planning

IPST Core Output



“A **structured process** of account business planning, focused on **managing our resources** toward attaining **our goals** in the specific environment of a retailer.”

- ✓ Commission of the Partnering Group to build a customized strategic account planning platform.
- ✓ Customization of the model based on available information and tools in each market area.

Our Customers' preferred supplier.



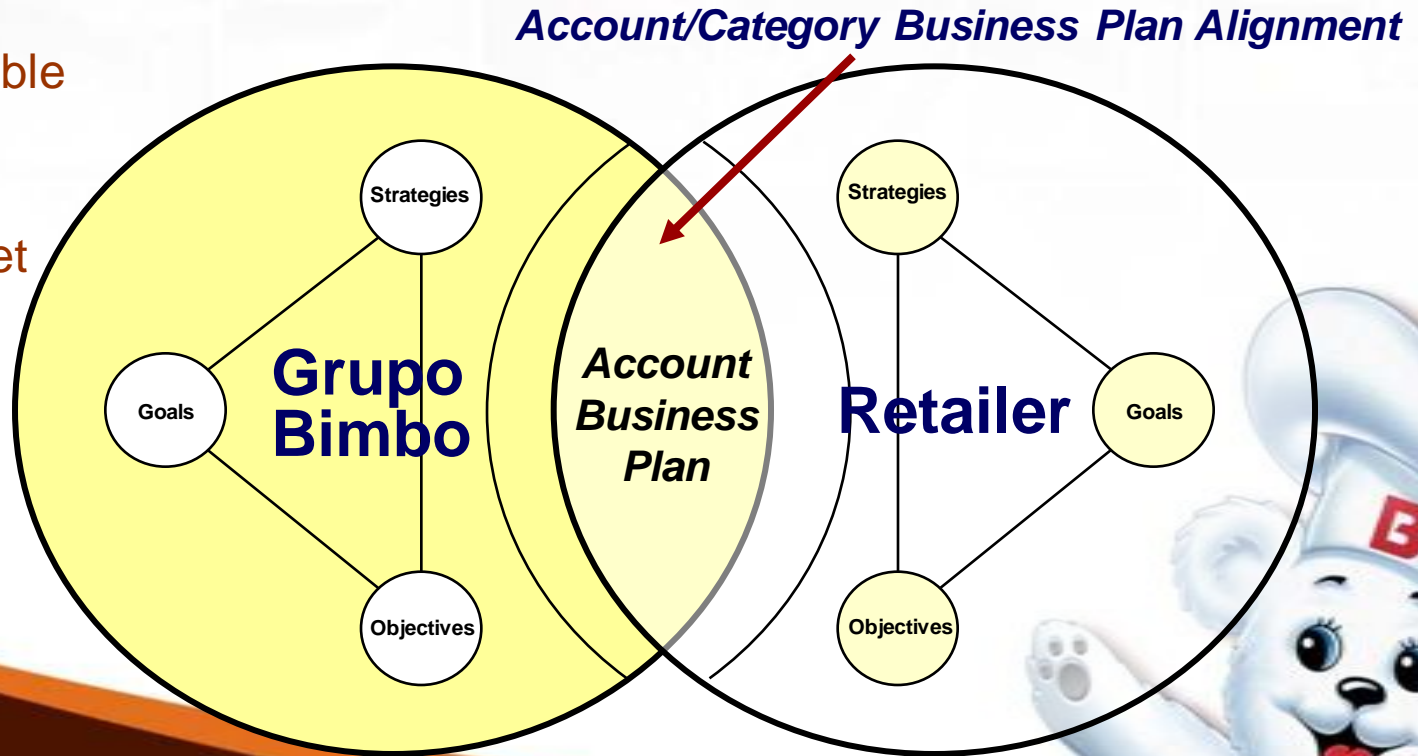


International Strategic Account Planning

Discovering Winning Opportunities

Leverage the power of Bimbo brands through the alignment of Grupo Bimbo and our Retailer's wants/needs

- Providing actionable insights
- Drive business growth and market share
- Build lasting competitive advantage



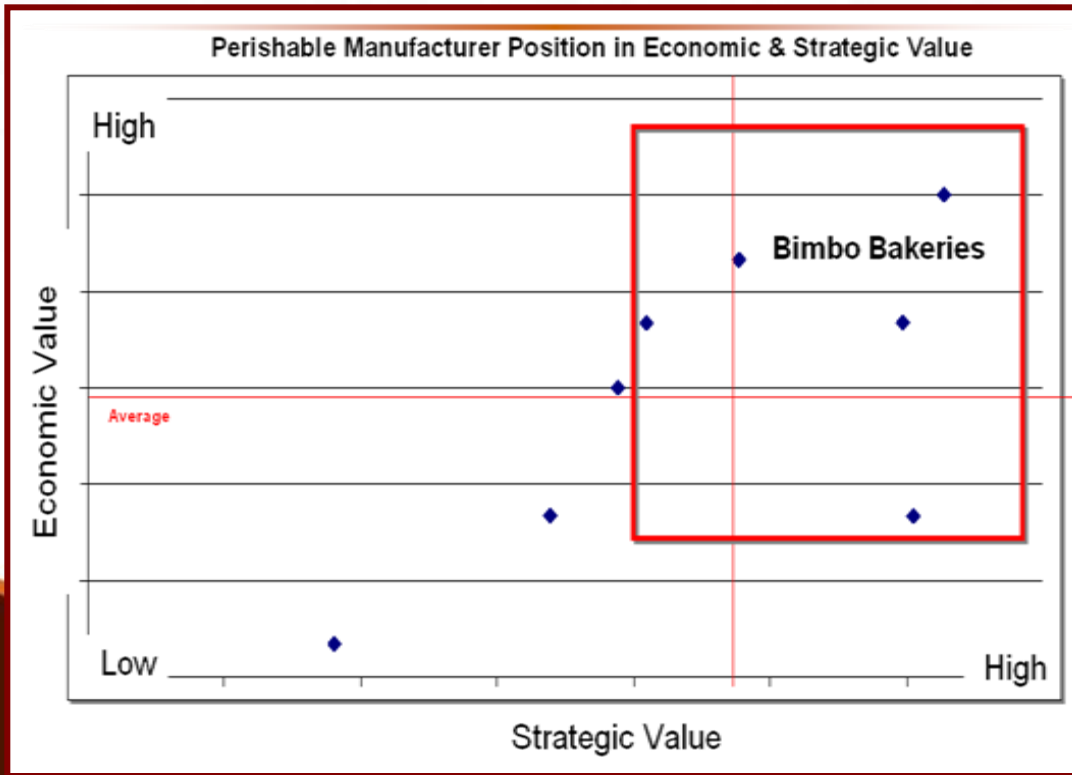
Our Customers' preferred supplier.





International Strategic Account Planning Results in Action

Bimbo Bakeries USA was 1 of 5 strategic partners selected by a National Key Retailer to develop a collaboration process for Joint Strategic Planning



Expected Benefits

- Collaborate to leverage mutual insights and capabilities.
- Maximize opportunities with shared consumers.
- Improve space and position on the shelf.
- Gain LONG-TERM competitive advantage.

Our Customers'
preferred supplier.





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