



## FOR IMMEDIATE RELEASE

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### Schwebel Baking Company Takes Home Best Bun Annual Award

September 14, 2009 – Chicago, IL – Independent bakery cooperative, The Long Company, awarded Schwebel Baking Company with *The Long Company's Best Premium Bun Gold Cup Annual Trophy*. Mike Elenz, Vice President Manufacturing accepted the trophy from Al Bachman, Director of Quality, Research and Development from The Long Company, at The Long Company's Annual Conference in Chicago on September 11<sup>th</sup>. This is the fourth year in a row Schwebel's has won the best bun award.

Over seventy participating wholesale bakeries send premium bread samples to The Long Company headquarters for scoring. The Long Company's Technical Services staff rates samples for qualities such as crust thickness and color, interior grain and uniformity of cell structure, flavor, aroma and general eating qualities. The annual winners receive a traveling trophy to display in their bakery for one year.

The annual winner has the highest average score of one year worth of product. Schwebel's Hebron, OH, scored 95.89 points out of a possible 100 points in the bun category. Schwebel's Youngstown, OH, plant and also scored third with a score of 95.05. Results of the top 14 bread and bun winners are available on The Long Company's Website, [www.thelongco.com](http://www.thelongco.com).

More

*Established in 1900, The Long Company is a bakery cooperative serving the independent baker. Long, owners of the federally- registered Holsum trademark, which has been in production since 1909, has a highly qualified staff of professionals who are governed by a board of directors composed of bakery owners and general management executives. The Long Company offers a full-range of bakery consulting services, including manufacturing, engineering, sanitation, purchasing, and more. Long's consultants are industry experts that have the unique advantage of observing firsthand industry wide technical developments, and have the experience to determine what is working and what is not.*

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