



Gonnella Baking Company
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FOR IMMEDIATE RELEASE

Gonnella's New Signature Look Resonates with Shoppers & Brand Legacy

Gonnella Legacy Gets a Fresh, New Look

(SCHAUMBURG, IL) MAY 16, 2024 – Gonnella Baking Company introduces a new look for their line of retail sliced breads. “As the first redesign in nearly a decade, we knew it was time to evolve the look,” said Dave Gonnella, VP of Sales. “We liked many of the designs, but ultimately, we needed to find out what resonated best with shoppers.”

Ready to make a bold change, Gonnella increased appetite appeal with fresh, new photography to inspire culinary creations, while reminding customers of Gonnella's trusted brand quality and heritage. A total of 4 new designs were tested against existing packaging with feedback from over 1,100 shoppers in a recent Nielsen Bases Study, revealing what consumers value most about the Gonnella brand and a clear preference for the new look. The selected design received an 81% score for high shopper appeal with attractive packaging and 76% of shoppers agreed it would capture their attention in-store. Gonnella's brand purchase intent increased to 79% across c-store shoppers with 76% of Gen Z and Millennial shoppers signaling they are likely to purchase. Shoppers rated “quality/taste perception” as the dominant factor in bread purchasing decisions, followed by price and freshness.

The new signature packages for Gonnella White Bread, Wheat Bread, Hamburger Buns, Hot Dog Buns, Ciabatta and Italian Rolls are expected to hit retail shelves in July and will be on display at the IDDBA (International Dairy Deli & Bakery Association) show June 9-11, 2024. “The new design brings gratification that we are honoring our tradition while introducing our trusted, signature quality to new groups of consumers,” said Dave Gonnella, VP Sales for Gonnella.

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About Gonnella Baking Company

Founded in Chicago in 1886, Gonnella Baking Company is a nationwide, high-quality supplier for retail, in-store bakery and foodservice industries. The name “Gonnella” conjures up visions of freshly baked, aromatic, crisp-cruled breads. Connoisseurs and grocery shoppers alike know this name stands for true hearth-baked products that are baked fresh every day of the year. Today, Gonnella offers several product lines within the fresh baked frozen and frozen dough categories.

Gonnella continues to be family-operated carrying on the tradition and dedication of quality bread and dough making that was established by Alessandro Gonnella in 1886.

The Gonnella Baking Company produces over four million pounds of product weekly, in four modern facilities in Chicago, Aurora, Schaumburg, IL and Hazle Township, PA. For more information, visit www.gonnella.com.

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