

Bread Vendor Comparison

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Project Summary

The purchasing department in UCSD Foodservice has been exploring various bread vendors. The vendor currently used by UCSD is Bimbo Bakeries which provides the breads, bagels, and muffins for the hospital. The competitor examined in this project is Lang's Bakery. Lang's is a local bakery that offers kosher bread and baked goods. Before bringing in Lang's for a taste testing, I researched the prices of both bakeries for their similar products. I then compared the prices to consider whether Lang's was a contender financially.

The comparison showed that while the majority of Lang's breads were more prices than Bimbos products, their bagels were cheaper and their muffins were comparable in price. Once this price comparison was completed, Lang's was contacted for a taste testing. Although the bagels were the highest consideration, a variety of their products were brought in.

The results from the taste test found the bagels to be a desirable replacement for the current Bimbo product. The bagels were larger, more appetizing in appearance, and the taste and texture far exceeded that of Bimbo's. The other products did not hold up as well to comparison. The breads were dry and the bagels heavy and dry as well.

Management decided to proceed with the process of getting a purchasing order going for Lang's bagels while continuing for the present to use Bimbo for all other baked goods.