

BRIDOR invests \$200M to expand its Vineland baking site

By
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Eric Juillet de Saint Lager, CEO, BRIDOR North America, Philippe Morin, CEO, BRIDOR Worldwide and Anthony Fanucci, Mayor of the City of Vineland join together for an event celebrating company's long-term investment strategy in North America. – BRIDOR

Vineland-based **BRIDOR** (part of **LE DUFF Group**), a leading producer of premium bakery products and Viennese pastries sold in more than 100 countries, has invested \$200 million in a new Viennese Pastries line, a new warehouse, research and development center, culinary academy, baking center and an automated bread line.

The expansion at Vineland will double the bakery's production capabilities and is part of a multibillion-dollar investment strategy BRIDOR has committed to in the United States over the next several years.

The Vineland expansion project, which broke ground in the fall of 2024, included constructing a 51,000-square-foot building to house a newly acquired high-speed, automated Viennese pastry production line, as well as installing a state-of-the-art industrial refrigeration system.

"This expansion reflects our commitment to growing closer to our customers and responding quickly to the needs of the U.S. market," said Eric Julliet de Saint Lager, CEO of BRIDOR North America.

"By strengthening our Vineland production capabilities, we're able to scale efficiently while preserving the craftsmanship, quality and consistency that define BRIDOR. Vineland plays a critical role in our growth today and well into the future."

The new pastry line has been operational since summer 2025 and is now producing premium Viennese pastries for professional foodservice and retail partners across the United States and beyond.

"North America is a strategic priority for BRIDOR, and these investments demonstrate our long-term vision for the region," said Philippe Morin, CEO of BRIDOR Worldwide.

"Expanding our production footprint allows us to combine French baking expertise with local manufacturing excellence, ensuring we can deliver premium products at scale while remaining deeply connected to our customers."

In addition to the facility expansion, BRIDOR has invested in a new high-speed, automated bread production line that will replace the existing line within the current building. This upgrade will further enhance the Vineland site's versatility, efficiency and output, with the bread line expected to be operational in the second quarter of 2026.

BRIDOR hosted a celebration at the Vineland plant on Jan. 28 to commemorate the milestone as part of the company's long-term investment strategy in North America.

"BRIDOR's continued investment in Vineland is a meaningful win for our community. This expansion brings advanced manufacturing capabilities, supports local jobs and reinforces Vineland's role as a hub for high-quality food production," said Anthony R. Fanucci, mayor of Vineland.

"We're proud to partner with a global company that is committed to long-term growth in our city." This major investment underscores BRIDOR's commitment to re-localizing production in the U.S. while continuing to deliver authentic French bakery products at scale.