



CYBROS IN THE NEWS

Excerpted from
M: Milwaukee's Lifestyle Magazine,
December 2010.

Eat Local

Milwaukee Restaurants , Shops Embrace the Local Food Movement

... When it comes to making dough, James and Jenny Marino are tops in their game. Their Waukesha-based Cybros Sprouted Grain Breads are called the "epitome of pure, healthy, whole grain eating." The company was founded in 1969 and purchased by the Marinos in 2009.

Only a couple of years ago, Jenny was a two-kid stay-at-home mother with a marketing background and James worked in hedge funds, commuting daily to Chicago from their home in Bayside. With the financial world in the dumpster, they sought a local business to purchase in order to "have ultimate control over our destiny," James Marino chuckles.

One evening in 2008, they had a dinner of turkey burgers, served on Cybros Sprouted Seven-Grain buns. That first taste was enough: and it had turned out that Marino had just read a prospectus on the firm, since its owners wanted to sell. Soon afterwards, the couple made arrangements to purchase Cybros. It was first-class serendipity.

Marino explains that the grains are soaked for 24 hours. "They can then sprout and be used as the primary

ingredient for doughs that have no trans fats and preservatives," he notes. These sprouted grain breads are naturally high in protein and fiber and low in unwelcome calories, carbohydrates, fat, sugar and sodium, thus making it a great health product, according to Marino.

For Cybros, the future is like their marvelous bread, on the rise. The Marinos now produce nine varieties of breads and seven types of buns and rolls, dramatically increasing their sales and market share in the artisan bread field since they took over the company. As the

couple proudly says, each item is "all-natural, healthy and delicious." The bread is sold at Sendik's outlets, Outpost Natural Foods and other retail outlets, as well as served at such fine dining establishments as Cornerstone Restaurant in Genesee Depot and the Ozaukee Country Club...



Tel: 262.547.1821 • 800.876.2253 • Fax: 262.547.8946 • PO Box 851 • Waukesha, WI 53187-0851

Find Cybros on:  Cybros, Inc.  @healthybakery  cybrosfans.wordpress.com  Cybros Bakery

cybrosbakery.com