

## HE IS MORE THAN JUST A BAKER

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Consolidated Biscuit Company  
Jim Appold, President  
McComb, Ohio

When you walk into the Consolidated Biscuit Company in McComb, Ohio, you immediately smell thousands of cookies, figs, and crackers baking in ovens that are almost 100 yards long. As you walk the lines, you see mini-sandwich cookies, and numerous other cookies and cheese crackers. It is an impressive sight!

“Our unique ovens allow us to make about 12,000 mini-cracker sandwiches per minute, seven million animal crackers in eight hours, or a 220-mile fig bar in one shift,” said Jim Appold, President of Consolidated Biscuit Company. “We are more than just bakers. We are engineers who design and build our own ovens and machinery.”

Consolidated Biscuit Company employs more than 3,000 people and has numerous plants throughout the country. One of his major customers is Nabisco™.



“In 1982 I answered an ad in the paper for a bakery engineer,” said Jim. “I interviewed with the owner for the job. Later, he called and offered me the general manager position. I accepted it and asked him why he hired me. He said that he had interviewed 78 people for the general manager’s job and all they were concerned about was their salaries, their offices and the location of the nearest country club. I only talked about the mechanics of the plant, and how I could help.”

Jim purchased the Consolidated Biscuit Company from the owner in 1992. Today, annual sales have grown to more than \$250 million. “I got my work motto from John Savage. He once told me, ‘A successful person only works half a day—that’s 12 hours.’”

Jim said he first met John because their sons played basketball on the same team. “We became friends, and when I bought the company, the bank required a sizable insurance policy,” said Jim. “I called John and purchased the policy from him. Later, I met his brother, Bob, who now handles my insurance and is my financial advisor. I like working with him because he is very involved in the community, and he truly cares about the city of Toledo.”

When Jim isn’t at his plant, you may find him at his Maumee Bay Brewing Co. Located in the historic Oliver House in downtown Toledo on the Maumee River, Maumee Bay Brewing offers eclectic dining along with handcrafted specialty beers.

“My wife asked me for a unique present one Christmas,” said Jim. “She wanted the Old Oliver House that was scheduled to be torn down. I bought the building in 1994, and we built a brew pub and a restaurant. This continues to be an expensive gift, but my wife still appreciates it, and the redevelopment has helped spark more interest in downtown Toledo.”

