

Crouton Factory Getting New Owner?

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The future of La Crosse's downtown crouton factory is unclear, now that a big bread company is buying some bakery holdings from Sara Lee.

The deal between Sara Lee and Grupo Bimbo, worth nearly a billion dollars, was announced yesterday. Sara Lee is the latest owner of the bakery that has operated on Cass Street for decades. Tim Kabat of Downtown Mainstreet Incorporated is happy to have the factory in the central city, although its location next to Cameron Park may not please everyone.

Grupo Bimbo is based in Mexico, and already makes familiar American products such as Thomas's English Muffins. Bimbo reportedly is interested in expanding its U-S operations.