

Bringing Mixes to the Masses

Chelsea Milling Co. expands into foodservice industry

From corn muffin to pancake to cake mix,

“JIFFY” mixes have been a well-known name in American homes for over 90 years.

Now, parent company Chelsea Milling Co., headquartered in Chelsea, Michigan, has expanded to bring mixes to the masses through its foodservice arm.

“Our foodservice business was really birthed from an opportunity of ‘what’s next?’” says Howard Holmes II, president of Chelsea Milling Co. “Considering our retail brand is so well known, it was an obvious natural next step to expand baking mixes on a larger scale.”

Launched in 2007, “JIFFY” Foodservice products include everything from basic muffin mix and corn muffin mix to fudge brownie mix, cookie base mix, sweet cream pancake mix and more, sold in various pack sizes that allow the flexibility operators need, based on the size of their facility.

The company first targeted noncommercial facilities –



Chelsea Milling Co. has expanded into complete baking mixes, specifically formulated for the foodservice industry.

a big part of foodservice in the U.S. – and now sells to restaurants, bakeries, colleges and universities, healthcare facilities, K-12 schools, hospitality businesses and more.

The complete baking mixes are formulated with ingredients like egg and oil already in the mix – allowing operators to simply add water – saving them time and money.

“Within the first five or six years, we realized this was a viable part of the future of our business,”

Holmes says. “We expanded capacity and built a six-story mixing and packaging facility

to help support.”

As a local Michigan company, Holmes adds that “JIFFY’s” foodservice mixes have the same dedication to locally sourced products that the retail line does.

The main ingredients for the mixes are 100% locally sourced. The mixes are also kosher and halal, allowing the company to reach a wider breadth of customers.

“The core attributes of our company that made us who we are on the retail side are very much alive and well on the foodservice side,” Holmes says. “We’re excited about the future.”

[Find more online](#)

For more information about “JIFFY” Foodservice, visit jiffyfoodservice.com.

