

Carlos Bazanella

Doce d'ocê



“ I saw an opportunity to streamline the bakery supply process. ”

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| COUNTRY | Brazil |
| INDUSTRY | Consumer |
| EMPLOYEES | 89 |
| YEAR SELECTED | 2011 |
| PARTNER | Noeli Bazanella |
| WEBSITE | www.docedoce.ind.br |

COMPANY SNAPSHOT

This self-made couple, each with just a middle school education, has put the small Brazilian state of Rio Grande do Sul on the map. Founded in 2000 by husband-and-wife team Carlos and Noeli Bazanella, Doce D'ocê provides bakery outsourcing services to suppliers of all sizes—from corner bakeries to some of the country's largest supermarket chains—across southern Brazil. Through the use of ultra-freezing technology and agreements with equipment suppliers, Doce D'ocê has helped boost the revenues of hundreds of stores.