



Baking Through Generations

How Lehi Roller Mills has maintained popularity and longevity for almost a century

It's a familiar scene: a pale yellow Volkswagen bug drives through a dark warehouse, coming to a hard stop. The camera closes in on an angsty teenager, cigarette in hand, behind the wheel. He pulls a cassette tape from the jockey box, jams it into the tape deck, and punches the 'play' button on the dashboard. The iconic "Footloose" scene of Kevin Bacon breaking town rules and dancing might be the first introduction most consumers in the United States had to Lehi Roller Mills, the site of filming.

Located just beyond the point of the mountain in Lehi, Utah, Lehi Roller Mills was built in 1906 as a cooperative by local farmers. Four years later, George G. Robinson purchased the mill and eventually passed it on to his son, Sherman Robinson, and then his grandson, R. Sherm Robinson. In 2012, the mill was acquired by Ken Brailsford. George's grandson, Sherm, continued to run Lehi Roller Mills until his passing in May 2021. Lehi Mills continues to this day as a family-run business through the children of Ken Brailsford who strive to uphold the legacy of quality the Robinson family instilled more than a century ago.

Since 1906, Lehi Roller Mills has purchased wheat from local, multi-generational family farms. Buying wheat directly from farmers within a 250-mile radius of the mill is one way in which the Robinson and Brailsford families preserve the integrity established by the Lehi cooperative mill at the turn of the twentieth century. Today, Lehi Roller Mills purchases, on average, 500,000 bushels of wheat each year for their Lehi Roller Mills branded bread flour, cake flour, all-purpose flour, and whole wheat flour. In addition to their flour line, Lehi Roller Mills uses their flour in custom-made pancake, waffle, muffin, cookie, cake, scone, and hot cereal mixes. Their bakery products are sought out by home bakers and shipped to retailers all over the United States.

Because Lehi Roller Mills owns the mill and production side of their branded baking mixes, the company can be very particular about what wheat is accepted and the quality of flour produced. "We've been known to turn trucks away if we feel the wheat doesn't meet high standards," said a Lehi Roller Mills spokesperson.



"After all, the first ingredient included in all our products and mixes will always be quality."

There is a lot of history wrapped in Lehi Roller Mills and yet, for more than a century the brand has been able to maintain integrity and trust in the quality of Lehi Roller Mills flours and mixes. "For over 100 years, we've been trusted by parents, bakeries, and restaurants for a single reason – better quality products," said the company spokesperson.

In 2021, Lehi Roller Mills went through a rebranding that changed labeling design and modernized the products, replacing artificial flavors with all natural ingredients. The company also recently upgraded its pneumatic system that moves wheat and flour through the mill, which will reduce blow-outs that force the mill to shut down. Balancing the historical value of the mill and keeping up with modern practices through innovation and technology is a priority for the sustainability of Lehi Roller Mills.

Locally sourced grains, small batch runs, hand-selected wheat, and a difference you can taste are the factors to which Lehi Roller Mills contributes its success and longevity in the milling and baking mix industries. "We are also fortunate to have a loyal customer base that spans multiple generations," the company said. "Our customers have come to know the quality they can expect from our products, and we are committed to delivering on that expectation for many years to come." ■