



## BREAD 41 Monthly Newsletter

Every month we hope to keep you informed of everything going on at Bread 41. We can appreciate that as we grow we need to keep all employees better informed. It will contain a mix of company information, product information and other significant info worth sharing.

## WHATS NEWS & GOING ON AT **BREAD 41** **COMPANY NEWSLETTER**

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# GOOD NEWS FRIDAY

Some Great reviews online over the past month a summary as per below.



4.5 Google Rating. 1,364 Google reviews

Last Week

12  5\* Reviews & 1  4\* Review

**Patrick Olden**

Only issue is that I don't live close enough to this place. Awesome selection of pastries and great tasting coffee .

**Sanmile Medeiros**

Highly recommend the croissant Benedict, it might be the best eggs Benedict I have ever had! And do not leave without tasting the amazing raspberry and white chocolate pastry!!

**Yaroslav Osadchy**

Undoubtedly the best bakery in Dublin.

LEAN IS SIMPLY

# 2 SECOND IMPROVEMENTS

## Latest 2 second improvement

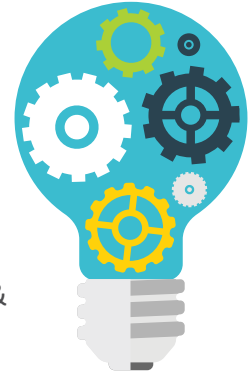
From last Wednesday we have been pre folding all napkins and wrapping all cutlery the day before to help improve efficiencies in the setup in the eatery for the following day.

At the end of every daily standup any 2 second improvements that you might have are gratefully appreciated and please ensure we will implement where possible.

Every month we will have a €25 voucher for the best suggested 2 second improvement implemented.

## LEAN WHAT IS IT ?

In a nutshell, 2 second lean is a commitment to daily improvement (Kaizen) of at least 2 seconds. Lets look to make improvements every day to make your job easier & less stressful.



**It's effective because everyone can do it and, therefore, everyone can participate. Lets "fix what bugs you."**

## 2 Second Lean involves

- Have a daily meeting
- Teach everyone to see waste & see improvements.
- Question everything simply ask why?
- Take before and after pictures/videos and share.
- Always be tour ready.

# OUR VALUES

## WHY THEY ARE IMPORTANT

### BREAD 41 VALUES

- To care for each other
- To care for our customers
- To care for everything we make
- To be creative
- To care for the community
- To care for our suppliers
- To care about sustainability

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."



### Value : Caring for our Suppliers

#### Dan from Banner Berries 30-Aug 2022

Super grateful to Bread 41 for their support and business. It makes all the difference to small growers to have this support.

**Behaviour.** Supporting local suppliers is vital.

### Value : Customer Care Example

#### Abubaker Aljailani - 30-Aug 2022

Excellent Bread and delicious pastries nice coffee and **above all excellent service friendly staff.**

**Behaviour.** Good example of looking after our customers.

Our 'Move to Zero' journey is well and truly underway. We're following a B-Corp framework that makes it about so much more than just waste, it's about creating a sustainable environment for you our team, our community, along with the environment through all the Environmental Management Systems (EMS) we're putting in place.



The bio digester will be installed this month, banishing all our organic food waste and all bin waste is now being regularly monitored with reduction goals set around contaminated waste, alien waste, plastic generation and how many compostable cups we're using. A big thank you to the focus you guys have been putting on the keeping the bins right – last month we finally had zero contaminated waste so let's keep it up! More on where we're at is that we'll be monitoring water usage, we've found a sustainable alternative to greaseproof paper (big win for the lab) and are going to be cutting down on chemicals used in cleaning along with moving towards plastic-free by each department. Additionally, we're going to make complaint mechanisms better, install a youth/outreach programme and will be setting up a diversity & inclusion committee (anyone who'd like to be involved let us know!). You'll be able to achieve more information on company ethics and useful documentation on CSR reports etc. via this newsletter – it's important to us that you guys feel connected to this element of our journey, and we always want to know what you think. Finally, our current big focus is prepping for Food on the Edge in October where we'll be talking about our Move to Zero journey with 50 of the worlds best chefs and hosting a pop-up bakery at the event which you guys will be involved in- exciting things in the pipeline.

## OUR 90 DAY FOCUS OKR'S

- Induction for new hires implemented and reviewed **1st October.**
- Processes clearly defined and documented across all departments **1st October.**
- Improve communication company wide. Daily Standups. **Ongoing**
- 2 Second lean improvements and always be tour read. **Ongoing**
- Greystones Project Planned Mapped. Pursue Other opportunities in Dublin area. **Ongoing**
- Continue with 1st Wednesday creativity hackathon with both the bread and Pastry teams. **Ongoing**
- To Drive Move to Zero campaign across the business. **Ongoing**
- Drive 500 fans per month across Instagram. **Ongoing**
- Align on B Corp assessment. **31st October & Ongoing.**
- TikTok- achieve 8000 followers, 75k total profile likes and a video with 500k plays. **Ongoing.**



**B** Corps are a new kind of business, balancing profit with people and the planet. We believe we can build an inclusive and sustainable business that works for everyone including staff, our suppliers, our customers and the environment.

## DELIGHTED TO ANNOUNCE LOTS OF NEW BREAD 41 TEAM MEMBERS.

As we look to grow our business and team we hope to bring on many new exceptionally talented people to join us. Did you know that at the last count Bread 41 had people from 13 different countries as part of the team. Super thankful to have such a diverse bunch of creative thinkers in the team.

## NEW HIRES

The best gift we can give to you is an

# A-Hire

## All About Kombucha

### NEW SUPPLIER



It's All About's belief that giving back is the small price to pay in exchange for doing business on this planet. All about Kombucha donate 10% of our brewery profits annually towards the planting of Native Irish Trees and the support of Regenerative Agriculture across the country

## EXCITED TO ANNOUNCE THE WINNER OF THIS MONTHS SAWUBONA AWARD

## SAWUBONA AWARD

We have decided to introduce the Sawubona award for staff. This is a monthly award to an individual for making an above and beyond effort in seeing and helping both each other and our customers. The meaning of Sawubona... This Zulu greeting, literally means "I see you." More than words of politeness, sawubona carries the importance of recognising the worth and dignity of each and every person.

# €25



And the winner is



## Oisin

Well done & big thanks



## CHARITABLE ENTERPRISES WE SUPPORT

Bread 41 are delighted to announce they will be supporting givedish an Irish charity concept launched out of Trinity College. givedish will empower Bread 41 to have a tangible impact in the fight to mitigate food poverty as part of our commitment to align with the UN Sustainable development goals notably SDG 2. Starting today for every meal sold at the Bread 41 eatery, we will donate a meal with givedish to someone in need, helping us fight hunger one dish at a time.



## Marketing Update

### Marketing:



- We recently reached over 56k followers on Instagram and 64k likes on TikTok with over 5000 followers, with standout video views at 1.1m, 420k, and many between 30-60k!

- Recent wins include a terrific response to the launch of our very first book where all author proceeds went to direct provision charities, high engagement on new ASMR style videos, and utilising it to successful hire many of our lovely new employees!

- Love to get the whole team involved so if you've taken a video or a pic, don't hesitate to bounce it over and a big thanks to all who've helped out! Email [community@bread41.ie](mailto:community@bread41.ie)

# GROWTH PLAN 3 BAKERIES IN THE NEXT 3 - 5 YEARS

Greystones is our next project and we are moving forward with the planning application.



Join us on our  
**journey**



**BREAD 41**

**LET US KNOW YOUR THOUGHTS**

**EMAIL : [operations@bread41.ie](mailto:operations@bread41.ie)**

**OUR VISION.**

We aim to create a movement that reaches into every community throughout the island of Ireland.

Our purpose is we “want everyone to get back to eating real bread and to appreciate real hand crafted pastries, amazing seasonal food and to drive exceptional hospitality in a sustainable way. ”

- Real bread
- Hand crafted pastries
- Seasonal & local food
- Signature warmth and hospitality
- Focused on sustainability

Quote worth pondering. "Fairy tales are great, not because they tell us that dragons exist, but because they tell us dragons can be beaten"

From Caroline by Neil Gaiman.