



## 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 SATURDAY

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



4.5 Google Rating. 1,424 Google reviews

Last Week

14  5\* Reviews & 2  4\* Review

**Thilo Schnitzer**

Best bakery in the area! Make a reservation for brunch! Super tasty Egg Benedict!!!

**Sandra**

This place had some of the best food and service experienced in all of Dublin.

**Francis Hogan**

The sourdough bread is exceptional. I also tried the chocolate Croissant which were substantial and delicious.

## GIVEDISH & MARYS MEALS.

Bread 41 are delighted to announce that the new programme launched on the 15th September will as a result donate 705 meals through Marys Meals in the developing world. We are super excited to further grow this programme with givedish moving forward.



**NEWS FLASH** With a view to also doing something locally Sarah and Walsh and our advisor Karol Keane are working to launch a Bread 41 Breakfast/Community Club Support program aptly titled 'Feeding Hungry Minds'

This program will provide real bread products to pre-school breakfast clubs and after school community support clubs in the communities where our bakeries are.

Food poverty is a real and enduring issue for many children in Ireland, particularly in low-income areas like inner-city Dublin. Breakfast clubs provide children living in food poverty with a nutritional, healthy and delicious breakfast and ensure they do not go to school hungry. These programs are really positive early intervention initiatives and studies show that breakfast clubs improve attendance, punctuality, and engagement as well as having a positive impact on student attention and behaviour. It also serves as a learning opportunity about how to eat nutritionally for students with dietary and obesity issues.

The aim of this initiative is to support the food programming of these clubs locally and enhance the existing offering. Bread 41 will donate bread and baked products for free, helping participating clubs save money, while providing an enhanced offering.

Initially this program will run from Nov – Dec with a more permanent rollout in January.

This program is rooted in SDG Goal 2: Zero Hunger

### Programme Objectives:

- To feed hungry minds!
- To enhance existing food offerings
- To support local initiatives
- To provide real bread and enhance the nutritional profile of food offerings

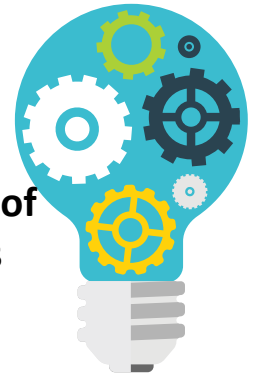


# LEAN !

FIX WHAT BUGS YOU.

This month we had NO 2 Second improvement suggestions implemented. Come on everyone a simple suggestion at every meeting can lead to IMPROVEMENTS all round. Every month we will have a €25 voucher for the best suggested 2 second improvement implemented.

**LEAN WHAT IS IT ?**  
**2 second lean is a commitment to daily improvement (Kaizen) of at least 2 seconds. 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.
- Suggest an improvement via management or via the suggestion box.
- Always be tour ready.

# OUR VALUES

## WHY THEY ARE IMPORTANT

- 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

### Value : Caring about sustainability

The decongesters are in and training next Monday super excited about delivery on our zero waste initiative

**"Great things in business are never done by one person. They're done by a team of people."**

### Value : To care for everything we make

Great reviews on our breads this week. Super important that our breads are consistently good so we can deliver on our vision and growth plans. Exceptional quality and consistency required.



**B** Corp. The main premise of bcorp is that business should be used as a force for good and not just about shareholder value. More to come on this in the months ahead.

Our BCorp journey has started and last week we had a really good session which will over time improve how we operate the business for the good of all. This months key updates.

Question : How will Bread 41 integrate social and environmental performance into decision-making? Moving forward.

- Employee training on environmental issues material to our company.
- Manager roles will receive updated job descriptions that explicitly incorporate social and environmental performance.
- Board of Directors will review our social and environmental performance.
- We as a business will be measuring our individual and collective efforts towards sustainability.

This month our focus is on the waste side of this and our environmental management systems;

1637kg of organic biodegradable		196kg glass		1414kg mixed
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Let's really work together to look and identify what is going into each bin in each department – this identification is the first step before we reduce. Excitingly, the biogester is in and there will be training for that Monday 10th at 9am. Big focus on plastic reduction/elimination from all departments. UN SDG 12

Last week we were also featured in the Irish Times 'Eco Warriors' alongside industry leaders Patagonia and Human Collective.

We are aware of the numerous closures in the restaurant/cafe businesses that have been announced in the past few weeks while we are also aware of the challenges business are facing in lieu of everything going on.

Our Commitment  
to **EACH** and  
everyone of you

We as a business are committed to retaining every single one of our current employees who wish to join us on our journey of growth. We are looking for like minded people who can adhere to the Bread 41 values and behaviours. We will commit to looking those who are in or join our team regardless as to what comes down the line from a business perspective. This is our commitment to you.

**DELIGHTED 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



**David Shalvey**

**Well done & big thanks**  
For always asking where he can lend a hand outside of his own role, we are very grateful.

## A GROWTH MINDSET IS REQUIRED TO GROW WITH BREAD 41



People with a fixed mindset do not believe that they or others can change their intelligence, abilities, and talents whereas people with a growth mindset believe their intelligence and talents can be improved through effort and actions.

### PURE CLASS



This month we attended a number of schools to share the benefits of eating real bread and the importance of provenance of real food while we also hosted others at Bread 41 to inspire them to think about careers in food.

Thanks to all the Bread 41 employees who actively engaged with these students.



**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.