



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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IT'S FRIDAY

A bit of a mixed bag on reviews this week so lets go all out to nail the customer experience
We respond to every review but need to take valid feedback on the chin



4.6 Google Rating. 1,656 Google reviews

Last Week

18



5



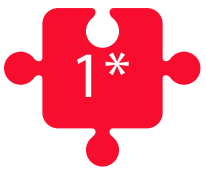
3



2



3



Takaharu Ogasa

We loved the pastries so much and visited 5 mornings out of 7 days visit in Dublin with my wife. Couldn't resist!

Response : Thank you so much greatly appreciate your business and kind words.

Tania Miller email received.

Hi! I just wanted to give a shout out of great deeds by one of your servers in the Eatery this morning. She is tall, blonde short hair, sorry I'm horrible with remembering people's names. I wanted to let you she is absolutely fabulous!!!! She took great care of our large group and that's not an easy thing to do. So please thank her for us...

Well done Thea.

X.XX

The baked goods are absolutely delicious!!! Unfortunately the prices are nowhere to be found. Went here again for breakfast...very disappointing - bad coffee, dingy tables. My recommendation ... Only to go

Sustainability

SINGLE USE CUPS GONE FOR GOOD AND THE GOOD.

On the 1st of February we stopped selling single use cups entirely in Bread 41. Given our real world experience in one month we believe in any given year we will save over 31,165 cups going to landfill. It is an extraordinary amount for one business, and we are so grateful for our wonderful customers support and staff.



SDG 12 : Responsible consumption

Syria Earthquake appeal

On the 18th of February we donated all bread sales to the Turkey and Syrian Earthquake appeal and then Bread 41 matched those sales with a comparable donation. We donated €2308.60 to Goal as a result.

Dear Bread 41,

Within hours and days of the disaster, we were so heartened by the enormous outpouring of generosity to support GOAL's emergency response. This includes the generous and immediate support that came from Bread 41 and we are writing to once again say a sincere and heartfelt thank you.



Marys Meals.



This initiative is aligned with SDG 2

This month the eatery donated 1459 meals to Marys Meals. Mary's Meals is helping communities affected by last months devastating earthquake in Syria & Turkey. They have been working hard in the city of Aleppo with their local partner Dorcas, where they serve nutritious meals to those in need – many of whom are experiencing trauma caused by more than a decade of civil war on top of this recent disaster. For every meal purchased in our eatery we donate a meal.

LEAN !

FIX WHAT BUGS YOU.

2 second is a commitment to daily improvement (Kaizen) of at least 2 seconds.

Maeve wins this months 2 second improvement with walkie talkie at back door for deliveries. Every month we will have a €25 voucher for the best suggested 2 second improvement implemented. Well done to Maeve.



- Communication is key. Dailys standups a must.
- Process is everything. It is not about the product it is about the process.
- Small simple improvements
- Stop | Call | Wait. Everyone must hold the line on quality and call it out.
- Mistakes can happen once but should not happen twice.

OUR 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

Value : We care for everything we make. Nothing can go out front or to a wholesale customer if it is not at the level we expect. Every employee needs to call this out. Well done to Tom weeks ago for saying enough is enough. These baguettes are not good enough.



Ask Why 5 times and get to the root of the issue and fix it once and for all.

Work Reminder : Please remember no phones allowed while working



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.

Last month three of our team became B-Leaders, Lauren Mckenna (our B-Corp advisor), Karol Keane (consultant and Board member) and Sarah Walsh. They embarked on a two-day intensive workshop with other Impact business leaders. There was an incredible energy and enthusiasm in the room to bring the B Corp movement to life in Ireland.

One of our commitments to you is to help setup and contribute to a pension programme for our employees. If you have not done this please contact Ivan Soroka Financial Planning Advisor | AIB M: 087 312 8830 E: ivan.x.soroka@aib.ie . It is easy so just do it.

Our waste stats this month are as follows,

1150 kg of organic biodegradable up 111kg on January



102.2kg glass down 4.0kg on Jan
We will expect to see further decreases this month as our kombucha supplier All about kombucha are switching to using cans.

Big focus now on final plastic elimination from all departments.



Last week we were delighted to welcome Pippa Hackett to Bread 41 last week, she is the Minister of State for Land Use and Biodiversity and green party Senator. We spoke about our journey towards being a zero waste business and our drive to use only organic flour.

Community

We are delighted to have welcomed our three TY students from Assumption college, Eva Pion, Lily Biggs and Neeve Bataan. Thanks to all staff members for their time and commitment to our future leaders of the food industry.



NEW STAFF

Thank you for joining Bread 41

We would like to extend our welcome to five new staff members, Yuli Ben Arie, Nanami Shinotsuka, Nina Foltin, Richard Rodrigues and Isabel Barbosa da Costa.

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



Tom Wennberg

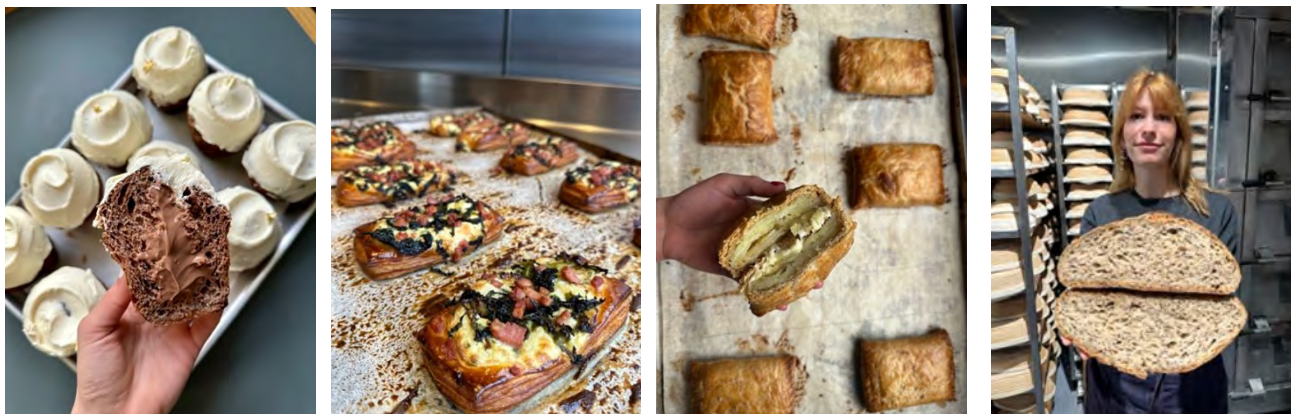
Well done & big thanks

For so many quality attributes. showed such care and consideration for team members, came to me to offer to swap his regular schedule around so that another team member could have a chance to work in his section, and has covered and swapped shifts for a few different team members in the last few weeks.

Also big shout out to Sarah Walsh who collated all this great info and much of the community committments we have made, big achievements all round so well done.

SPECIALS THIS MONTH

This month our very talented Lab team have curated and designed a pastry range based on Irish favourites for Paddy's day. We are launching The Chocolate Guinness Cruffin, The Bacon and Cabbage Danish and The Pocket Pies. We have two flavours of pocket pies; the salt & vinegar pocket and the cheese & onion pocket. These pocket pies are inspired by a bag of Tayto crisps, and we believe we have crafted the perfect pastry to elicit the Tayto flavours. We reached out to Mr Tayto to see if he would like to come in to our bakery to taste our Pocket pie.



Our bread special this month is a flaxseed sourdough (Leinsamen Saurteig-Brot) This recipe was taken and adapted from the knead peace project. A percentage of our sales will be donated to the bake for Ukraine initiative. During the ongoing invasion, bakeries in Ukraine play a crucial role in providing affordable basic food to local communities. We want to maintain an awareness that help is still very much needed. We nominated Ursa Minor bakehouse, a bakery located In the UK to join us in this fundraising initiative. Thanks to Arina for doing an amazing video for Instagram!



On the 8th of March, we honoured the incredible women of Bread 41. We celebrated the multi-faceted experience of our talented team and embraced this year's theme of equity. We are so grateful for our women who are committed to keeping food's age old traditions alive with innovation and sustainability, and have a strong desire to involve our surrounding community

While we welcome new team members, we must also thank those who our no longer with us. Best of luck to Dave Shanahan as he embarks on his travels and next adventure!





BREAD 41

LET US KNOW YOUR THOUGHTS

EMAIL : 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

There are no passengers on spaceship earth - we are all a crew – Marshall McLuhan