



From the President...

Spring is here...How I love the green hills and wildflowers. Robin Williams said it best... "Spring is nature's way of saying, let's party". As House of Bread, we have had our share of parties lately. We sort of stumbled upon a good revenue stream of baking class parties. Students in our traditional baking class have asked us if we would host their special occasion. I find it a bit ironic as I was the person who threw my high school graduation party, college graduation party and law school graduation party. Now, as a bakery owner, I am back hosting parties. I have to admit, I really have as much fun as the students. There is something enjoyable about seeing people get excited about their own baking creations. We have had business groups, birthday parties, and sports teams come for the two hour class.

Remember the movie Bad News Bears? I like to call the traditional media outlets Bad News Bearers. If we aren't hearing about the latest terrorist attack to the downward spiraling economy, we are treated to the uplifting gossip story that features under weight teenage girls. I pondered starting my own uplifting real news business. This is just how I started House of Bread thirteen years ago. I had a need for really good tasting healthy bread that I wasn't able to buy. After a bit

of research, I discovered www.goodnewsnetwork.org. You can subscribe to their free email newsletter. There are other good news outlets available too. I guess I will stick to franchising House of Bread and not building a positive media empire.

A good news business story is that today has the best opportunities for starting your own business. The Small Business Administration, hereinafter SBA, is a federal program that guarantees the vast majority of the business loans made by local banks to budding entrepreneurs. This provides much less risk for the local banker and thereby increases the likelihood of bank financing. The downside to an SBA backed loan was the higher loan fees that can cost the borrower

thousands. Now, under the stimulus package, the fees are being waived.

Just after I knock the traditional news outlets, they write a story about the best cinnamon rolls in the country. Of course, House of Bread made the list as well as a bakery in Chicago and another in New York. Apparently, the Oprah Winfrey show sent a reporter to investigate why the cinnamon rolls are so good at the New York bakery. What makes our cinnamon rolls so good...they are scratch made every morning with high protein all natural flour and real butter. Incidentally, I'd bet that House of Bread's cinnamon rolls are lower in calories as they are low in fat. The story can be found at <http://www.digitalcity.com/2009/03/25/best-breakfast-lists-cinnamon-rolls-for-the-sweet-tooth/>





Summer Time at House of Bread...

With the longer days and warmer weather, barbequing and picnics come to mind. We are an easy stop for picnic box lunch of chips, drinks, and a deli sandwich made with the highest quality meats, cheeses and of course-bread.

For the barbeque, I am a big fan of taking the basil parmesan or the jalapeño jack, cutting it length-wise and grilling each side for a few minutes. The cheese softens up a bit and the flavor comes alive. My Husband likes to make open face hamburgers with the cheese breads as the bottom. If you aren't a barbeque fan, the next best thing is just popping one of the cheese breads in the toaster.

If you prefer the traditional hamburger or hot dog bun shape, please call the bakery and we can make most of our breads shaped to your request. We have even done a nine pound challah for a Jewish wedding. We pride ourselves in our efforts to say "yes" to our customer requests. For without the customer, I'd have to bake bread myself at home.

Sheila McCann

fresh baked breads. There isn't anything fresh about sticking frozen dough into an oven. The loaves are mostly air, because they use dough conditioners to whip enzymes into the dough to make the bread appear bigger and eliminate the rising period-saving them time and money.

Sheila McCann



Jalapeno Jack Loaf

SLO Bakery Moving Update...

We have a tentative moving month for our flagship bakery in San Luis Obispo to June. We are enjoying creating new menu items for the new bakery café. We will be introducing more grab and go menu items that people will find easy to consume in the car. The industry trends are that more people are engaging in mobile eating. Look for granola and yogurt cups, cinnamon twists (an easier to eat while driving version of our cinnamon rolls), and mini-quiches that will all start your day off right.

For our lunch offerings, we will start with the best meats and cheese from Boar's Head. Well, I should stay we will start with the best bread and add gourmet meats and cheese. I have to comment on all the fast food sandwich chains bragging about their



For Franchise Information
or a Location Nearest You

Call: 800.545.5146

Web: www.houseofbread.com

E-mail: bread@houseofbread.com

Address: House of Bread
858 Higuera St.

San Luis Obispo, CA 93401