



#InGlutenWeTrust

Keeping Your Bakery Business Lively

Instructor: Solveig Tofte

September 8-9, 2018

8 am–5 pm both days

General Mills

One General Mills Blvd., Minneapolis, MN 55426

Skill Level: Intermediate to Advanced/Professional

You've been running (or working at) a successful bakery for a few years, have some great bakers and a bunch of customers who love what you're doing – but now what?

After some years in business, when things were starting to get *too* routine, we discovered there are only so many freshly baked breads and pastries we can sell in a day. So we created a pizza night, increased our farmer's market participation, and started a line of packaged goods. These projects have increased revenue, given us greater scheduling flexibility, and have kept us all engaged and challenged.

We'll talk about things like packaging and labeling, ways to partner with people in your community, and generally how to have fun after the thrill of survival has worn off.

But mostly we're going to do a lot of baking: three kinds of whole grain crackers with different flavor profiles and techniques (Svalbard Seed Crackers, Scandinavian Cracking Bread, Barley Beer Crackers), two kinds of crunchy cookies (Brown Sugar Pecan Cookies, very versatile Vanilla & Chocolate Cut-outs), two kinds of chewy cookies (Blondies, Chocolate Almond Macaroons), and we'll make our beloved granola (no stirring needed!). We'll also make an American-style pizza dough for the Guildhall Gathering on Saturday night.



Guild Members \$ 375

Non-Members \$ 460*

(*includes 12-month Guild membership)

Registration deadline: August 23

Solveig Tofte is the owner of Sun Street Breads, an award-winning bakery café in Minneapolis, MN. Before opening her own business, she was head baker at Turtle Bread Company in Minneapolis for 10 years. She was captain of the Bread Bakers Guild Team USA that competed at the 2008 Coupe du Monde de la Boulangerie in Paris, and served on The Guild's Board of Directors for six years. She is co-founder of the Intergalactic Bakers Federation, has been a juror for the Louis Lesaffre Cup, and continues to support The Guild's mission while serving on the Certification Committee.

General Mills is one of the world's largest food companies. The Gold Medal Flour brand dates back to 1880 and remains the No. 1 selling flour in the United States. Their mission is "Nourishing Lives," and the General Mills Foundation supports nonprofit organizations on the community level. Visit www.generalmills.com

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