

FOODSERVICE



THE ARTISAN DIFFERENCE

TASTE. TEXTURE. FLAVOR. VERSATILITY.





THE BAKING PROCESS

Artisan baking is the dedication to a standard made up of ingredients, processes and techniques that result in bread with attributes not realized in general commercial baking practices

It takes up to 24 hours to make a loaf of La Brea Bakery bread.



STARTER

Starter made from wild yeast, water and flour. It provides the depth of flavor, texture and other artisan characteristics.

La Brea Bakery has been using the same starter in all our breads since 1989 which provides consistency and creates a flavor profile unique to us.

INGREDIENTS

Superior ingredient specifications deliver enhanced flavor development, texture, and crust without utilizing preservatives or additives. Our ingredients support clean label demands, and deliver consistency across our portfolio of breads.

We use Extra Virgin Olive Oil, high-protein flour milled to our specifications, and regional-specific inclusions like seeds, fruit cheese and honey.

MIXING

The art of bringing all the ingredients together into a dough to also build strength in the dough for fermentation.

We use spiral mixing system to control dough temperature and preserve internal dough structure which leads to a better crumb and cell structure development.

1ST FERMENTATION

Fermentation is where all the critical flavor development comes from. It allows the bread to rise to give it volume and open interior structure.

Our sourdough breads go through a two-step, 10-hour fermentation process. This allows the complex sourdough flavors to fully develop.

SHAPING

This determines what shape the bread will become. Shaping forms the bread and allows for development of interior and exterior characteristics.

Our bread lines utilize multiple forms for shaping – die cut, rollers, and rounders. This provides structure for the crust to crumb ratio of the finished bread.

SCORING

Scoring is when the bread is cut on the exterior of the dough piece. It establishes where you want the bread to expand when baking in the oven.

We use a mix of both hand scoring and auto scoring. Scoring is the mark of quality Artisan bread.

BAKING

Baking is the art of setting the final characteristics of the bread. Baking sets the flavor characteristics, crust and interior structure of the breads by applying high heat and steam to the proofed pieces of bread.

We bake on a hearth oven that allows for baking all on sides. The final bake in your oven adds deep color to the bread. Color is flavor.

FREEZING

Freezing is how to preserve and ship the breads without using additives.

Our freezing process maximizes the amount of ambient shelf life

FOODSERVICE BENEFITS

Our La Brea Bakery breads are made with operators in mind...the highest quality breads requiring the least amount of labor.

BAKE AS NEEDED

All our breads arrive frozen. Operators can bake off only what they need. No more waste or shortages.

EASE OF USE

No need to be thawed before baking. In a pinch, you can have bread on the table or ready for sandwiches in 15 minutes with minimal labor.

FLEXIBLE FORMATS

Many of our breads can be thawed and served for a softer eating experience. You can bake them off for a deep colored, crispier crust if desired.

CONSISTENTLY ARTISAN

A consistent size and shape that operators can count on. Our breads deliver the artisan look consumers are looking for.

VARIETY

With over 80 items, we are uniquely positioned to solve all your operator needs.

BRAND MATTERS

93% of consumers surveyed said that if a restaurant advertised their baked goods as being from La Brea Bakery, it would influence their decision on where to dine.⁵

OVER 30 YEARS OF ARTISAN BREAD CRAFTSMANSHIP!

TOP PERFORMING BREADS² IN FOODSERVICE

Sourdough, French Baguette and Ciabatta

FASTEST GROWING BREADS² IN FOODSERVICE

Brioche, Parisian and Sourdough

GROWTH

15.8% growth in artisan bread on menus¹

TASTE AND VALUE

89% of operators feel taste and value are the most important attributes in bread³

CONVENIENCE

45% of operators are looking for formats that will save time and labor⁴

TOP 3 ATTRIBUTES

The top three attributes operators look for in bread are high quality, customer preference and appearance⁴

1: Technomic: SupplyTrack, December 2021 2: Technomic: U.S. Dessert Consumer Trend Report 3: Dataessential: Omnibus Survey, October 2021 4: Technomic: Away from Home Bakery Products, 2021 5: La Brea Bakery Nielsen Spectra Priority Study

OUR COMMITMENT TO NON-GMO & VEGAN

La Brea Bakery is the first Non-GMO artisan bakery with foods available across North America.





THREE DAYS. THREE WAYS.

Use our breads across the menu and dayparts to reduce waste, maximize profits and satisfy customers. Helps reduce SKU complexity and storage.

DAY ONE

Sandwiches
Bread Service
Grilled Accompaniment

DAY TWO

Crostini
Toasted Tartines
Baked Egg Boats

DAY THREE

Garlic Bread Chips
Baked Pizza Crisps
Bread Pudding

BAGUETTES



Sandwiches
Breakfast Sandwiches
Burger Bun

Garlic Bread
Paninis
Grilled Cheese Batons

Crispy Wedges for Dip
Monkey Bread
Egg in a Hole

SANDWICH ROLLS



Bread Service
Slider Buns
Toasted Open-Faced Spreads

Stuffed with Breakfast Items
Mini Pizza
French Toast

Deep Fried Croutons
Pull Apart Garlic Rolls
Mini Bread Bowls for Soup

ROLLS



Scan for great recipes

For more information, contact your La Brea Bakery Representative or call 1-844-99ASPIRE
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