



Editorial
FOR IMMEDIATE RELEASE
August 2009

COBS baker keen to preserve the art of baking

Baking is possibly the only retail experience where you start and finish the day's trade with empty shelves only to do it all over again the next day. A baking business requires passion and commitment – it's definitely not for the faint-hearted!

Yet the art of baking, the passion of bakers and the dedication required to excel in the industry is often little understood by most of us as we tuck into our morning toast or sandwich at lunchtime.

Rising in the early hours of the morning and arriving at an empty bakery with the task to create the day's stock would be daunting for most, but for an enthusiastic baker committed to his trade, the early starts are just part of the job.

As technical baker for COBS Bread, Andrew Gunn says dedication is the key to becoming a successful baker.

"The early mornings can put a lot of people off, so it's the ones who stay true to their passion that really make it work and become masters of their craft,' explains Andrew.

Andrew did not have his career path mapped out, but had always had a love for cooking. "I'd had many different jobs in varying roles but had never been passionate about the work. Baking was different. I really enjoyed the hands-on approach and the skills required to make the perfect loaf," explains Andrew.

Over 10 years on, Andrew is keen to pass on his experience to help other young apprentices and bakers.

At COBS Bread, Andrew and his team are responsible for baking all of the fresh products in-store using time-honoured 'scratch baking' methods, so their 'fresh is best' approach is very important. All ingredients are carefully added one by one to create the freshest, tastiest breads you can find.

"We ensure our products are free from preservatives and contain no added colour or dairy so they're healthier for you and your family. We start and finish each day with empty shelves, but that's how we ensure everything we sell is fresh and of the highest quality," explains Andrew. "At the end of each day, all unsold bread is donated to local charities across all COBS bakeries in Canada."

"It's just a great environment to work in. Not only do I get to assist customers with selecting some of the healthiest breads on the market, I also know that at the end of each day I'm helping those less fortunate," explains Andrew.

“Our grain breads contain a high content of grains and seeds providing everyone with a range of nutritious components needed to maintain a healthy diet and lifestyle,” says Andrew. “Our popular Cape Seed loaf contains 8 grains and seeds including sesame, poppy, sunflower, and flaxseeds and our Country Grain traditional loaves contain 7 grains and seeds.”

“In addition to our grain breads, we carry a new Higher Fibre Low GI loaf and roll that contains 3 times the amount of fibre found in a COBS Bread regular white loaf and almost a quarter of the required 25g of daily fibre needed in just two slices. The best part about it is that it tastes and looks just like an ordinary regular white loaf,” says Andrew.

Since opening the first location in North Vancouver in 2003, COBS Bread has grown to 57 bakeries throughout BC, Alberta, Ontario and USA including four locations throughout Victoria. COBS Bread carries a wide variety of breads to suit all of its customers needs. Whether you're shopping white and whole wheat sandwich breads or crusty Italian and Sour Dough Breads to entertain your guests, COBS carries them including a wide range of sweet and savoury bread products, perfect for a morning snack or dessert.

Visit your nearest COBS Bread to speak to your local baker about the healthiest products for you and your family.