




Voyageurs
BAKEHOUSE

The journey of building a
Bakehouse

 Voyageurs Bakehouse

“The bigger the **WHY**
The easier the **HOW**”

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The organic journey

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Part 1: The Experiment

July 2018 - September 2018

- Product Highlight: The Country Loaf
- Starting out at Farmers Markets
- Experiment questions:
 - Is there a need, desire, or opportunity for sourdough in Green Bay at this time?



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Part 1: The Experiment

July 2018 - September 2018

- The Launch of Home Delivery
- Experiment questions:
 - How can we make it as easy as possible to get this product into homes in Green Bay?



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Part 2: Gaining Traction

October 2018 - April 2019

- Product Highlight: Cinnamon Maple Raisin
- Beginning to diversify our products to create repeat purchases from existing customers



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Part 2: Gaining Traction

October 2018 - April 2019

- First Media Appearance
- Grow, grow, grow

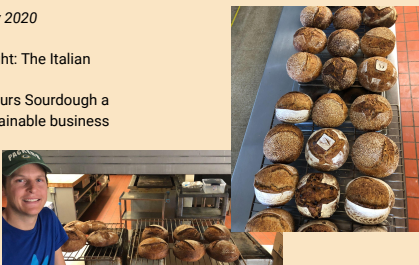


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Part 3: The Bakehouse Project

May 2019 - February 2020

- Product Highlight: The Italian
- Making Voyageurs Sourdough a viable and sustainable business



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Part 3: The Bakehouse Project

May 2019 - February 2020

- Kickstarter Campaign:
The Bakehouse Project
<https://www.kickstarter.com/projects/voyageurs/voyageurs-sourdough-bakehouse>



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Part 3: The Bakehouse Project

May 2019 - February 2020

- Creative funding & first
time buildout of a Bakery



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Part 4: Voyageurs Bakehouse Grand Opening

March 2020 - October 2020

- Product Feature:
Sourdough Cinnamon Roll



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Part 4: Voyageurs Bakehouse Grand Opening

March 2020 - October 2020

- Navigating a pandemic and testing the resilience of our home delivery
- Leaning into our core levers of the business



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Part 4: Voyageurs Bakehouse

March 2020 - October 2020

- Product launches & Rapid Product turnover : The Baker's Series



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Part 5: The Holiday Hustle & Product Overload

November & December 2020

- Product Feature: Rosemary Shortbread
- Marketing through Storytelling



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Part 5: The Holiday Hustle & Product Overload

November & December 2020

- Product Overload
- Importance of logistics & team

Part 6: Simplify to Amplify

January 2021 - June 2021

- Product Feature: Croissant
- Post-Holiday & 2020 Learnings - Simplify, But how?

Part 6: Simplify to Amplify

January 2021 - June 2021

- Laminated Pastry
- Investing in equipment to scale

Part 7: Bakehouse #2

July 2021 - Present

- Scaling Up & Hiring Up during a historically challenging time
- Navigating opening #2 while experiencing higher volumes and largest team to date
- Trusting the process



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Our 3 drivers to **Success**

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Product

Quality
Ingredients
Relationships
Customer Service
Standard of excellence

Company Values

Culture
Community
Transparency
Energy

Storytelling

The Why
The Background
The Who

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