

# Muddy's Bake Shop: 2019 in Numbers

## FUN FACTS FROM THE KITCHEN

If you've never seen our kitchen at work, we invite you to sign up for one of our Saturday morning Kitchen Tours! We are so proud of what we create and we're especially proud to share our goodies with you. We bake fresh, from scratch and do most of our baking by hand.

*Some of our favorite stats from 2019...*

- 261,687 cupcakes for the bakery case (not including pre-orders)
- 124,517 cookies for the bakery case (not including pre-orders)
- 9,249 customer pre-orders
- 32,256 pounds of butter
- 3,861 gallons milk (most is organic whole milk)
- 72,612 pounds powdered sugar
- 82,080 free range eggs
- 30,680 pounds of flour

## ENVIRONMENTAL STEWARDSHIP

We've recycled since opening in 2008 and began composting in 2010. We are PGF certified and late this year transitioned our compost to Compost Fairy, which we estimate will allow us to more than double the compost numbers below for 2020.

*In 2019, we recycled 5.08 metric tons of cardboard and 23,487 gallons mixed recycling (glass & plastics). We sent 4,300 gallons to be composted for local gardens.*

## LOCAL ECONOMIC SUPPORT

We make it a priority to source as much produce as we can locally, feature local vendors on our retail shelves, and use local service businesses for many of our business purchases.

*In 2019, we spent a total of \$457,036 with over 100 Midsouth businesses & organizations (not including taxes, our own payroll, licenses, or donations). Some favorites include...*

- Buster's
- Champion Awards & Tees
- Church Health Center
- Clean Sweep
- Dodson Farms/ Carolyn Dodson
- Dr. Bean's Coffee Emporium
- Elliot Lawns
- Falcon Ridge Farm
- Frase Protection Service
- Deaton Bee Farm
- Get Green RecycleWorks
- IMEC Printing
- J Brooks Coffee Roasters
- Lit Restaurant Supply
- Marmilu Farm
- Mary Carter Cake Supply
- Passione Food Group
- Perpetual Motion
- Planet Packaging
- St. Columba
- Thistle & Bee
- Vice & Virtue Coffee Roasters

## **WORKFORCE DEVELOPMENT**

We invest a lot of resources in classroom training for our staff. We teach job skills, but also leadership & life skills because we believe investing in our future neighbors, suppliers, even competitors is the best investment a local, independent business can make to contribute to the long term vitality of our community. By “graduating” a steady stream of thoughtful, non-anxious leaders we are spreading a contagious culture of kindness in Memphis that benefits us all!

These fine folks learn excellent service skills, how to give feedback effectively, business finance basics, continuous improvement best practices, how to draft a vision for success, and more.

*In 2019, we offered 22 staff workshops (9 different classes)—  
a total of 199 hours of employee education (employees are paid for their time),  
not including individual coaching or internships.*

## **COMMUNITY INITIATIVES**

### **REFILL OUR COMMUNITY WITH POSITIVE CHANGE JAR (fundraising)**

“The Jar” has been a Muddy’s fixture since opening day in 2008. We don’t charge for drip coffee refills, but invite folks to drop some “refill change” into the jar. All collected change goes to that month’s featured non-profit. Our wonderful customers are the power behind this awesome program!

*In 2019 we raised \$16,800 for local nonprofits.  
We estimate that since opening in 2008, we’ve raised over \$120,000.*

### **MUDDY’S WORK/LIFE (programming)**

We share the training workshops we teach to our own team. Some clients pay a modest fee, some are donated. Our workshops are designed to equip front-line leaders with training and skills that create healthy cultures at work and positive results in their lives. We serve non-profits, schools, faith communities, medical organizations, and for-profit businesses.

*In 2019 we provided 402 hours of external classroom training in our community:  
7 organizations, 134 individuals, approximately 3 hours per session.*

### **DONATIONS, etc**

Of course, we donate lots of products, gift cards, and time too. Our “volunteer rewards” program for our staff earn them points with rewards attached at tiers of service. Our gnomies volunteer at Urban Bicycle Ministry, Refugee Empowerment, Carpenter Art Garden, and more.

*In 2019, we donated labor & product to 68 local nonprofits’ fundraising events, \$1,232 in gift cards, and over 1,000 products to other organizations including Memphis Botanic Garden, Rhodes College RAB, 2019 Walk MS, Lena’s House, and American Cancer Society.*

THANK Y’ ALL FOR ANOTHER INCREDIBLE YEAR! ✨, Kat & the gnomies