



Impact Report

2022 - 2023



Our annual Impact Report is a great way to reflect on the previous year, realise and celebrate what has been achieved and look forward to the coming year with optimism.

We ended our financial year of 2022 with our highest ever sales and a strong profit to support. This has enabled us to take on all of the units at our bakery's home in Hatters Lane and develop them to build a bakery fit for the future. The year that has followed has been more challenging, as it has for so many people. Thanks to the great collaboration of our teams we have much to celebrate. We have made great progress at reducing our plastics, and increasing our recycling. As the needs of our community have grown we have been able to support so many amazing charities to help feed those in need locally, working primarily with holiday hunger projects.

We are looking forward to baking in our new bakery this year with the hope it will create a better and lower impact environment. As we expect the needs of our community to be greater than ever we will continue to be guided by our purpose in all that we do; *to nourish our customers, people and communities for generations to come.*



Positive Impact

Bakery Expansion

The grand expansion of our bakery is a huge focus for us right now, adapting our current bakery in the heart of Chipping Sodbury to serve more people with great bread. Read more on page 10.

Charity Work

As the cost of living crisis hits, we have worked with local charities more than ever to help fight food poverty. We now share over 200 loaves with local charities each week, as well as many other charitable donations over the course of the year. Read more on page 16.

Awards

We had a very good year for awards, it was fantastic to be recognised not only for our great products but also for our sustainability, inclusivity and heritage. Read more on page 24.

B Corp

We have enjoyed being a part of our local B Corp community, working with fellow B Corps as well as meeting with companies who are considering applying. This year we will recertify with a hope to improve our score. Read more on page 25.



Reducing Our Impact

We have saved plastic by using bags made with reduced plastic content. We also changed our cake packaging to keep them fresher and reduce the single use plastic. Read the details on page 18.

We have worked with our customers to reduce the amount of bread being wrapped in single use plastic;

Better Food Company have led the way by receiving all their bread unwrapped.

Boston Tea Party have been able to reduce the chance of having left over waste by baking off our frozen pastries in house.

We worked with the National Trust to introduce the wasteless sourdough for their sandwiches and toasties: an extra-large sourdough with just the right size slices and only two small crusts wasted at either end. This year we are experimenting with using those crusts in our new treacle tart.

We took the dairy out of our Ultimate Burger Buns reducing the carbon.

As a traditional bakery some of our family recipes had vegetable fats that contained sustainable palm oil, we have now changed our recipes to remove the palm oil from many of our products and our aim is to find alternative ingredients for any remaining products that still contain palm oil.

Targets

Green: (where we wanted to be) Amber: (partially done) Red: (starter)



Plastic

We aimed to bring our levels of wrapped products sold down. Our trialling of a lower micron plastic in our bags went well and we have rolled this out to some of our key lines saving 18% of plastic by weight. We now offer recycling directly in our shops. We are still trialling compostable bags.

🕒 In 2023 we aim to have trialled compostable bags, continue to look at getting recycled content into our bags and continue to eliminate single use plastic film.

Read more on page 18.



Healthy Soil

We have set a target to ensure all our flour comes from healthy soil by 2032.

We also set a goal to increase our use of regenerative and organic flour. We are finalising some new products using different flours.

🕒 We aim to have three new products that we know are sourced directly from grain grown in healthier soil.

🕒 To start to measure the percentage included in our products.

Read more on page 26.



Green Energy

2022-2023
Green electricity contracts 48%
Offset electricity by 10%
Offset gas by 100%

Our shops have increased the percentage of green energy used to 70%.

🕒 In 2023 our aim is to install solar panels at our main bakery.

We have decided not to offset this year as we heavily invest in our new bakery.

Read more on page 21.



Local

As we grow we will ensure that over 50% of our suppliers are based within a 50 mile radius of our main bakery and ideally based within 25 miles of us. We actively look to work with local suppliers in our shops and bakeries and measure the percentage of ingredients purchased locally, this also helps us to reduce our carbon footprint.

Read more on page 14.



Real Living Wage

Last year we further increased the percentage paid of the Real Living Wage by 10% taking us to 81%, and set our aim to get this to 100% by 2025.

This year we are 79% of the way to our target of ensuring every employee is paid The Real Living Wage by 2025. This has gone down slightly on last year. Our Annual Pay Review in April will take into consideration the current cost of living crisis and will help us to continue to reach our long term target.

Read more on page 8.



Carbon Footprint

Our Carbon reduction targets remain unchanged at:

2025 - 25% reduction
2030 - 50% reduction
2035 - Carbon Neutral

🕒 In 2023 we aim to remeasure our Footprint for the second time, getting a realistic picture as our business establishes the new normal after Covid.

In 2024 we will take a deep dive into life cycle analysis with a couple of key lines and introduce an EMS (Environmental Management System).

Read more on page 21.

Share Loaf

Every week we share over 200 loaves with local charities for those who need it most.



Certified



Corporation

Born and *Bread*

For five generations our business has thrived from being at the heart of our communities, building relationships and helping one another.

An amazing 72% of our staff live within 5 miles of their place of work with the majority cycling or walking.

We now have ten vans that deliver fresh bread to our local customers daily.

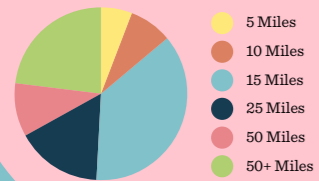
Each of our five shops work to provide for their local community, being at the heart of their town, delivering exceptional customer service and supporting local groups and charities.

51% of our supplies come from local and independent companies.

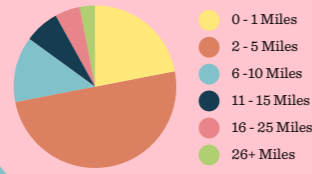
41% of our main ingredients come from Shipton Mill, our local flour supplier.



Local Customers



Local Staff



51% of suppliers are local and independent.

The Story of The Mill

Lunch at Tom's place 'the Long Table' with my friend Peter was followed by a walk along the Stroud Canal. As we walked and talked, I noticed on the other side of the canal a stone flour mill. It looked rather forlorn and out of place as it squatted in the portico of an industrial building. The mill itself was wooden and old fashioned, standing about a metre high and 750mm square. I asked Tom whether he knew it was there. He didn't. He gave me a lead. There had been a small bakery in the building complex, owned by a man called Mark who ran Velo Bakery, that closed down at the start of the pandemic. A few phone calls established that he had to vacate the building and that the new tenants had pushed the mill outside. He was happy to sell the mill and we settled on £180.

Once we got it back to the farm, I stripped it down, cleaned the stones and replaced the fan belt. It is approx. 30 years old and was made in Austria by a company called Osttiroler.

Fifty years ago I bought my first flour mill from Denmark, this used to run in the bakery as we baked and produced beautiful wholemeal bread using all English grain. So does this new mill have a part to play in a modern bakery? The answer is probably not as a source of flour, but more for understanding how we as a company fit in with the resurgence of interest in heritage grains and the drive towards healthier soils.

It is great to see how simple the process of milling is, and to experience the joy of working with freshly milled flour. I am currently making sourdough wholemeal bread using an English blend of wheat that is based on an heritage grain called Maris Widgeon.

By Trevor Herbert, Chairman



Family

Our apprenticeship programme has been a resounding success, providing significant benefits to our employees and contributing to the success and sustainability of the business. We are incredibly proud of our colleagues who have worked extremely hard to successfully complete their Accounting Level 4 and we have three employees that are due to undertake their Baker Level 2 end point assessments with the aim to graduate soon. To have the opportunity to continue to grow and expand our apprenticeship programmes has been amazing and we are proud to have signed up an additional eight employees to various programmes which include Content Creator Level 3, Retail Level 2, Baker Level 2 and Food & Operations Level 2.

Hobbs House Bakery is proud to share the success of our training and apprenticeship programmes, aimed at promoting the growth and development of our employees. Our focus on health and safety and food safety has helped to ensure that our employees are well-prepared to meet the challenges of the industry. 61.3% of all staff have completed essential training programmes, including Fire Safety, Manual Handling, and Stress Management and 66% of all staff have completed their Health and Safety and Food Safety Level 2/3 training, with a target of 100% completion, showing the commitment of Hobbs House Bakery to promoting safe food handling practices and maintaining a safe work environment for our employees.

We continue to strive to look at ways to develop our employees through learning new skills, knowledge and confidence by giving them the opportunities to enrol on various training programmes like Leadership Programmes Level 2/3, Forklift, Scissor Boom, First Aid, Mental Health First Aid and many more.



New Team Benefits for 2022



Team Discount
Raised from 20% to 40%.



Long Leave
An extra days holiday after 3,6,9,12,15 years capped at 5 days (will be due from the following 1st April).



Big Birthday
Celebrate a new decade with cake.



Paternity & Maternity Leave
2 weeks full pay paternity and 3 months full pay maternity.



IVF
One week paid leave.

The Real Living Wage

We are 79% of the way to our target of ensuring every employee is paid The Real Living Wage by 2025. This has gone down slightly on last year. In the next couple of months we will be reviewing our teams pay again taking into consideration the current cost of living crisis, this should help us in our continued long term target.

We are really happy to be able to offer employment within our bakery and shops to lovely people that had fled from Ukraine. We have also been able to help support with English lessons. We took on six team members, in our bakery and shops. We matched our customers donations for 'Cook For Ukraine' raising a total of £3,078.



The Next Generation

We're passing down our baking knowledge to our 6th generation of family bakers. Milo Herbert and Owen (2nd generation).



Existing Team Benefits

- Extra days holiday for your birthday
- Company Sick Pay up to 6 weeks at 75%
- Baby Hamper & Wedding Vouchers
- Daily Bread
- Bonus & Annual Pay Review
- Family Tickets for Local Attractions
- Compassionate Leave
- Lunch and Hot Drinks provided
- Matched Giving of up to £250 on charity events
- Staff Newsletter
- Dedicated Wellbeing Team
- Paid day each year to volunteer for chosen charity
- Bike to Work & Tech Scheme
- Opportunities to gain work experience in other departments.

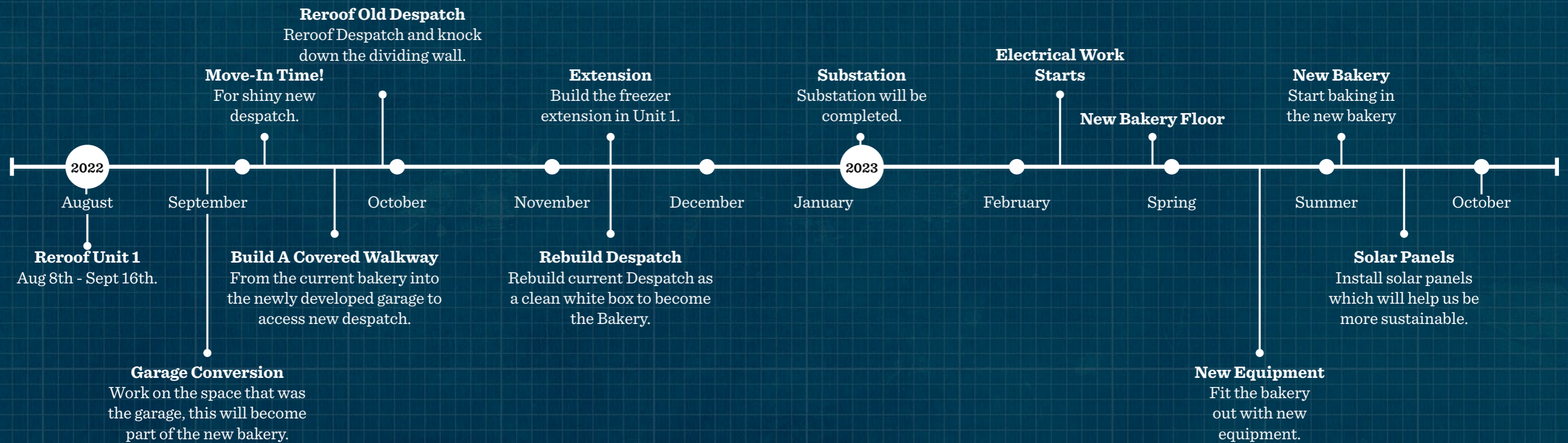
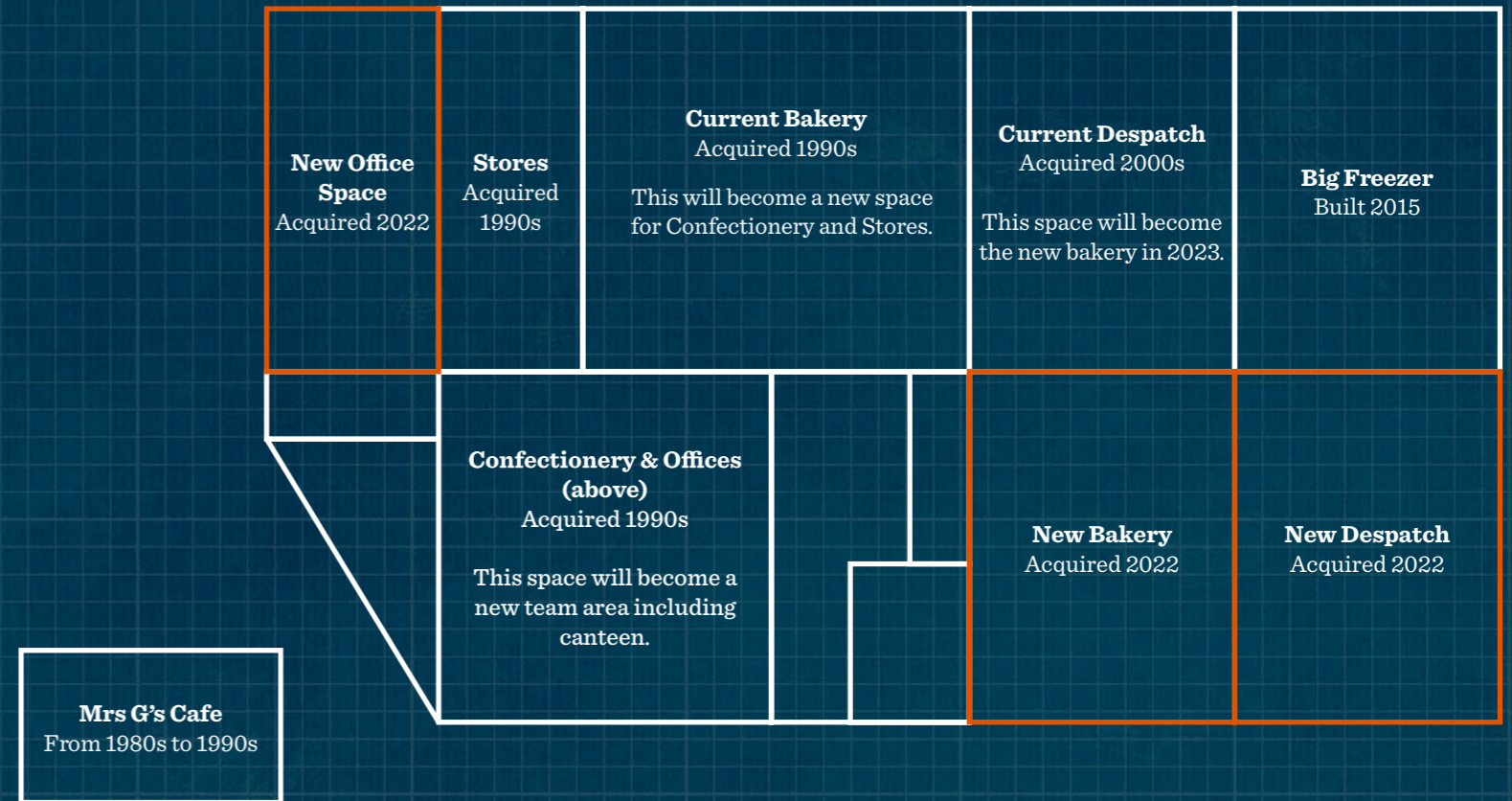


Tracy celebrated her 20th year at Hobbs this year. We are so grateful to have so many loyal team members. We have 53 employees who have been with us over 5 years, 26 of those have been here for over 10 years and 6 of those have worked for us for over 20 years.

Building a Bakery For The Future

Our family started baking 100 years ago, but it wasn't until the 1980s that we started our humble wholesale beginnings working from what is now Mrs G's Cafe (shown in the bottom left of this floor plan of our site). Eventually we outgrew the space in the early 90s and have been gradually developing and expanding ever since.

In the present day, we're beginning the next exciting chapter of our journey, acquiring the spaces shown in orange. Our plans to rework the entire bakery are underway which will enable us to massively increase our production on completion in 2023.



Say Hello to New *Despatch*

This year we have finally taken on the lease for almost all the Hatters Lane estate, this means we have been working to develop the site to a modern purpose-built bakery. This project has been led by Andy Wiseman our Operations Director, he spends his spare time rock climbing, there have been some surprising moments during the project where this skill has come in useful. We had a chat with Andy to see how he's found the project so far.

Tell us about the challenges you faced during the expansion and the most exciting features of the new bakery?

The main challenges have been – lead time for materials as the world moved out of Covid. Increased costs and running a business whilst

doing improvements to the fabric of the building whilst not compromising on safety or quality.

We are particularly excited about the new bakery creating a hygienic, energy efficient and bright clean working environment.

Can you give a quick summary of the environmental wins from the expansion?

Fully insulated buildings, the heating systems have been removed and air conditioning has been replaced by evaporative cooling which only uses 15% of the energy. New roofs will support solar arrays which in time will supply 25% and then 40% of our electricity usage.



Insulated

The transformation has allowed us to build a properly insulated building which is ready for solar arrays which in time will supply 25% and then 40% of our electricity.

Energy Efficiency

We took the air conditioning out and replaced it with the evaporative cooling. As this area is fully insulated and with the ovens running in the next room it is anticipated we won't require heating. When running as a cooling system it only uses 15% of the energy compared to air conditioning.



Pallet Wrapper

We have installed a new machine to wrap pallets, ready to go out to our wholesale customers, helping our teams by cutting out a laborious manual task.



New Loading Bay

Gives our drivers a smart, clean and dry area to store packaging and load their vans every morning

New Offices

We have new purpose-built offices which are a fantastic upgrade on the previous facilities.



Substation

We have upgraded our substation to handle our power needs for our growing bakery. The challenge is managing the higher electric rates as we move over.





Our Super Suppliers

Shipton Mill

Our most important ingredient; flour, comes from Shipton Mill, 22 miles away from the bakery. Our friendship with Shipton Mill spans four decades. They mill flour that is unsurpassed in texture and flavour and have built a well-earned reputation among bakers all over the country. It is important to us to work with others who share our values of provenance, sustainability and quality.



Bako Western

We have been buying everything delicious that goes into our cakes and pastries from Bako Western for over 20 years. They are run as a Co-operative to serve its members and works to reduce their environmental impact.



Edme

Edme have been supplying the malted wheat for our much loved Harvest Loaf for 7 years. They work to reduce their environmental impact, hire local people and apprentices and aim to source their grain locally.

Smart Packaging

These supply the important cardboard boxes to keep our precious cargo safe. They are a local business that we have been working with for over 20 years. They are FSC certified which means all their products are sustainable.



Pearce Bros

Pearce Bros are a local family-run business located right around the corner from our HQ. Their team help us to manage our fleet of delivery vehicles. We're working with a company on our doorstep which helps us keep local people in employment.

Extract Coffee

We have worked with Extract Coffee for 10 years to supply our shops with the finest coffee. Extract have helped to train our teams with great barista skills. Extract have a strong focus on making coffee better for coffee growers and through their Grounds Up charity collective they support their local community through volunteering, mentorship and fundraising.



Charity

This year our charitable focus was to support food poverty. We do this primarily by providing products to local charities and community groups, where this isn't possible, we support financially.

Under-served population

In all the locations where our bakeries are there are pockets of deprivation, we work in all these areas to help support our local community. Primarily this is through sharing bread with local charities for distribution to those that need it most.

Too Good To Go

We now sell over 250 bags a month over our 5 shops via Too Good To Go, we've found this a great way to help prevent good things going to waste.

Since we introduced Too Good To Go into our shops we have sold over 3000 bags through Too Good To Go, saving over 7 tonnes of CO².

Grace Network

We support the Grace Network monthly, where our brother Tom founded The Long Table.

Ifakara Bakery

For seven years we have supported the Ifakara bakery in Tanzania, we do this through a donation on our GiFt Gluten Free loaves, this year we donated the equivalent of over 4572 loaves providing 36,576 portions of daily bread.



The Mathew Tree

For many years we have supported the work of The Matthew Tree in Bristol, it broke our heart when they ran out of funding. We have donated funds to them to help them get back up and running and serving the community of Filwood when they are most in need.

Our Cookery School

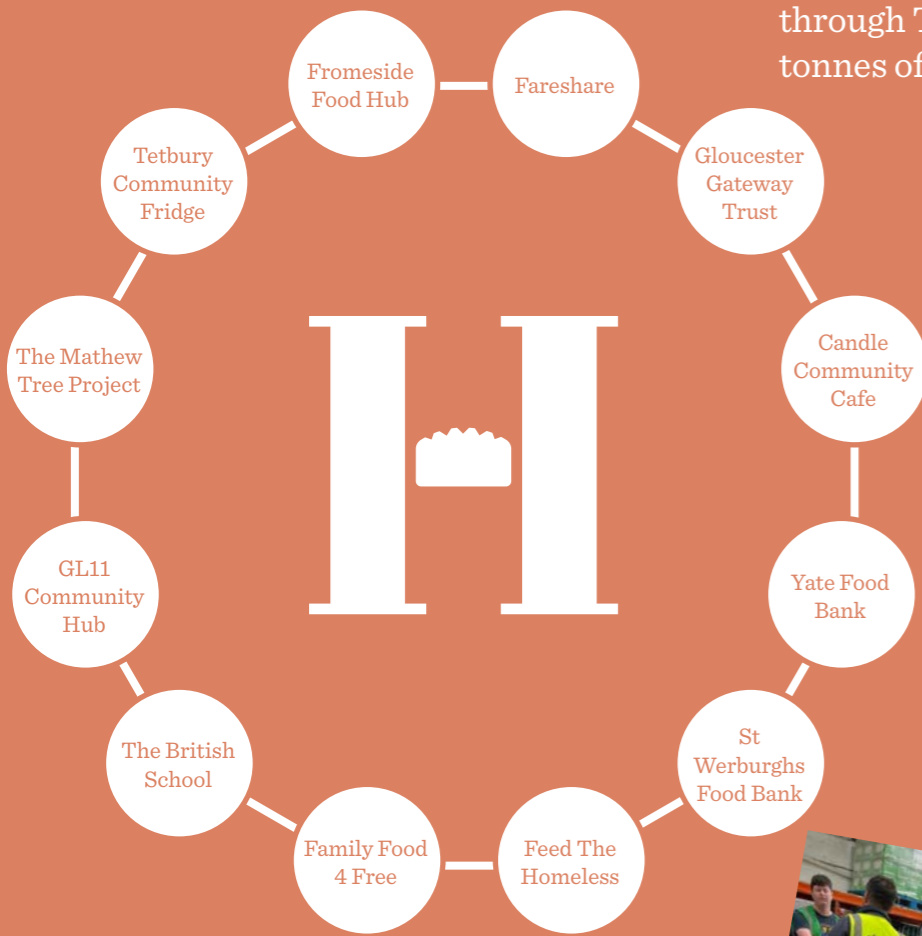
We use our Cookery School to provide a space and education for local groups.

Ukraine

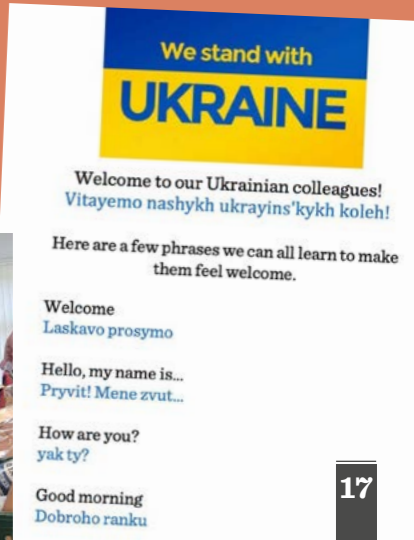
We all felt so deeply saddened by the war in Ukraine and did all we could to support the response.

We donated to the charity Little Bit of Love. Our Uncle Marcus worked with them bringing Ukrainian families back to Bristol, our MD George has Olga and her family living with them.

We supported Anna to fund raise £13k in her local community for the Red Cross. We matched our online and retail customer's generous donations and raised £1.5k. We employed six Ukrainians, see more on Page 8.



200+ Loaves Shared With Local Charities Each Week



Plastic

Recyclable

This year we looked at all our packaging and discovered it is all recyclable except for our silicone baking paper.

Thinner Bags = Less Plastic



We've made our bags thinner, reducing their micron thickness by 18% in all new lines of plastic packaging.

Reducing Wrapped



The demand for wrapped bread had gone up since Covid and it has been challenging to reduce this number. This year what have we done? We have seen 15% overall reduction in wrapped products.

Less Single-Use



We have cut our single-use plastic by 17% by reducing the amount of plastic in our packaging and changing our packing methods.

Recycled Hairnets

We have recycled 10kg hairnets so far that will be made into garden furniture.

New Cake Box

This year we looked into ways to remove the plastic from our cake packaging to wholesale customers. With the help of our local supplier Smart Packaging we found a sustainable card solution which is also much more robust, keeping your precious cargo safe!



Featured Recipe

Sourdough Porridge Loaf

We are all about finding new ways to cut down on food waste, that's one of the reasons we love this Sourdough Porridge Loaf recipe from our expert Cookery School Teacher Jane Grafton. You can bake this loaf using leftover bread to make the porridge used in this loaf. The result is a nutritious and delicious sourdough.

For the levain

45g sourdough starter
90g water
150g bread flour

For the dough

All the levain
545g water
795g strong white flour
20g sea salt

For the porridge

90g left over bread
300g water
75g toasted sunflower seeds
3g sea salt



1. Firstly make the stiff levain – mix the starter, flour and water together. Pop in the fridge overnight and then remove in the morning and leave at room temperature for about 4 hours.

2. Make the porridge – if your bread is particularly stale, cut into chunks and allow to soak in the water to soften. I put in crusts and all for extra texture. Toast the sunflower seeds for extra flavour. Heat the water together with the bread and the salt and continue to stir over the heat for about five minutes until all the water is absorbed and it looks like porridge. Add the sunflower seeds and allow to cool.

3. At lunchtime make the dough. Ideally you are looking to achieve a dough temperature of about 27C. So take the temperature of the levain and adjust the temperature of the water accordingly. Mix the stiff levain into the water and then add the flour and salt. Mix together and leave for about 30 minutes.

4. Next add the porridge to the dough, making sure it has cooled sufficiently. At this point I tend to knead the dough for about 5 minutes, by hand.

5. Leave the dough to prove, covered, for about 3 hours with 3 stretches and folds.

6. Then turn out and divide the dough into two and pre-shape.

7. Leave to rest and then do the final shape and place into proving baskets.

8. Leave at room temperature for another hour or so, depending on your routine, then pop in the fridge overnight.

9. In the morning have a look at the dough. If you feel it could have a bit longer proving then remove from the fridge and leave at room temperature for a little longer. When your dough is ready, pre heat the oven to about 250C.

10. Turn out, score, and bake with steam. A loaf this size will probably take about 40 minutes.

11. If it is colouring too quickly turn the oven down and bake until your desired finish is achieved.



One Bun To Rule Them All

Now 100% vegan,
Our Ultimate Burger Bun is the
best bun for *any* burger!



Bursting with flavour
Soft, glazed & slightly sweet

Kinder to the environment
Lower CO2 impact

Holds its form
Robust enough to tame even the juiciest burger

Green Energy

We are committed to our goals on using green energy and reducing our carbon footprint. This year we'll measure our footprint for the second time, getting a realistic picture as a business, establishing the new-normal after Covid.

Electric Vans

We are looking at using electric vans for our deliveries and have trialled options that cover the range we need. The main issue we are currently facing is availability of the vans themselves. We plan to replace our current vans with electric vans over time.

Improvement to site

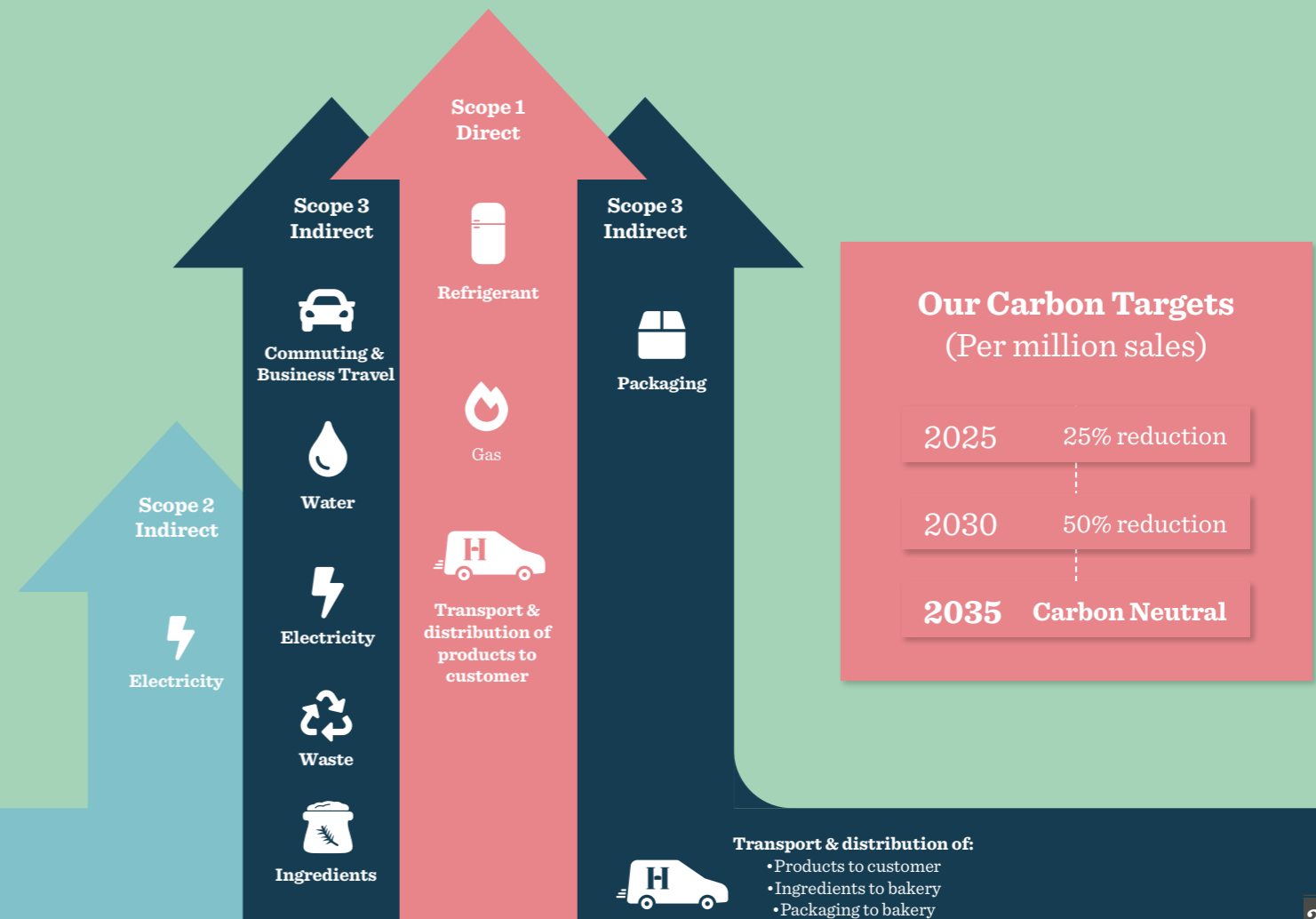
Old heating systems have been removed from our main bakery – air conditioning has been replaced by evaporative cooling which only uses 15% of the energy. We have plans to fit solar panels in March 2024 which we hope will provide 25% of our electricity.

Recycle/reuse

Our target was 60% recycled to 40% landfill in 2022. We are still working our way to this target but are pleased to say that we have made a positive change of 8% moving to 48% recycled to 52% landfill.

Be Better Butter

This year we have worked towards more plant-based products to help our carbon impact. We made our Ultimate Burger Bun plant based, and have gradually been introducing Be Better Butter into our products, the great thing about this is that it is palm free, where lots of alternatives are not. We have used it to bake our first vegan pastry, our Chocolate and Hazelnut Croissant.



Fresh From The Oven...



Vegan Croissant

In January 2023, we launched our first ever Vegan Croissant. We really wanted to not compromise on what you would expect from a Hobbs House Bakery croissant and we challenge you to test us on it! We have lots of love for our new Chocolate & Hazelnut croissant.

Sourdough Baguette

Our community has been calling out for us to bake a Sourdough Baguette for some time. Using our heritage 67 year old Sourdough Starter, sold freshly baked in our shops over the summer.



Organic Malted Oat

Meet our latest loaf the Organic Malted Oat; a family friendly, Organic, sliced loaf. This delicious loaf has a creamy texture from the oats, and benefits from whole grain goodness. This is the perfect and healthier choice for your family's sandwiches.



Ultimate Burger Bun

How do you make an Ultimate Burger Bun more... Ultimate? You make it the best bun for ANY burger of course! For years now we have been working on different variations of a vegan burger bun recipe and now we have finally rolled all of that experience into a bun we're proud to give the 'Ultimate' crown to.



Introducing the...

Cotswold CRUST

Gold Winner in the British Bread Awards 2022.

A high-hydration Sourdough with the perfect crust and a moist centre.



Baz the baker has worked with us for over **26 years**, he started off as a driver and then learnt to bake. He now leads our night shift, Baz has always taken an interest in developing new products and more recently he's worked on our sourdough range, often inspired from participating in our annual Sourdough Champion competition. This year Baz challenged himself to see how high hydration water content he could get in his sourdough. We were rather delighted with the results (ninety five percent) and Baz thought

it was worth an entry into last year's World Bread Awards. We spent the day wandering around London bakeries including enjoying bagels on Brick Lane before the award ceremony. We were delighted to walk away with two awards, a runner up and silver for our beloved Sherston and an amazing gold on Baz's new sourdough named Cotswold Crust. You will find small batches of the Cotswold Crust in our shops at weekends.



2022 Achievements

It's already three years since we first certified as a B Corp. We have now resubmitted for accreditation. This process gave us time to reflect on where we have moved forward and how we have made our business better. This highlighted to us how "local" our business is, in B Corp terms it's where we gain our Impact Business Model points. To us it means we can be at the heart of communities and nourish our people and our communities.



We were delighted to win the Sustainable and Environmental business award.



We won SoGlos Heritage Business of the year.



B Corp Community

We have loved getting to know our B Corp community more, meeting with other businesses on their journey and celebrating the milestone of 1000 UK B Corps.

Earlier this year we hosted our friends from the Bristol and Bath B Corp hive and baked bread Bs together to celebrate last year's B Corp month, this year we look forward to drawing inspiration from their campaign and using it as a tool to tell all our customers why we go beyond!



Visiting Tracklements, a local B Corp we work with.

Inclusivity Works



We were recognized by Inclusivity Works as one of Gloucestershire's Inclusive Employers.

World Bread Awards 2022

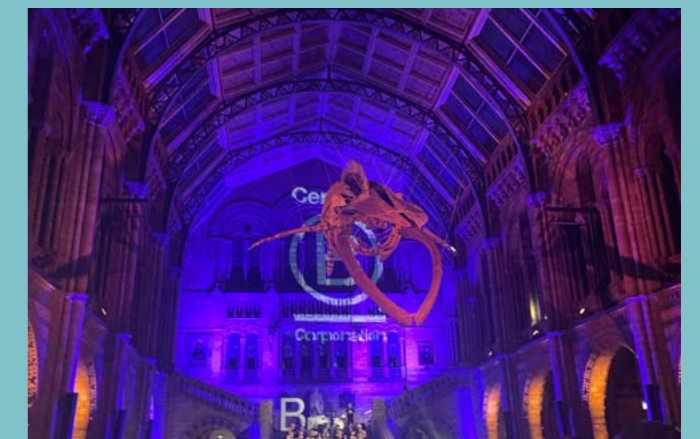


Our new Cotswold Crust Sourdough won Gold place at the World Bread Awards and our Sherston got a fantastic second place in the White Bread category.

Becoming a B Corp

On the subject of the B Corp community, we love working with local businesses who are interested in becoming a B corp, helping to advise and share our experiences in the journey.

We've felt proud to see local businesses achieve B corp status, such as The Jolly Hog and Pieminister, and have been helping Marshfield Ice Cream on their road to becoming certified.



Exploring Healthier Soils

Regenerative:

A way of farming that regenerates the soil, using less inputs making the soil healthier, increasing biodiversity and carbon sequestration.

Heritage Grain:

A grain with a heritage from over 100 years ago. These grow well in the UK with little input and suit regenerative farming methods.

Trevor, Sam, George, Henry, and Anna met to talk about what's important for Hobbs' future. Our priority is how we react to the climate emergency.

The bakery needs grain for flour, we need to know our farmers and use flour from grain that is well farmed and not damaging the soil it is grown in. It's been predicted that if we carry on farming the same way, there will only be 60 harvests left, radical change is needed!

We've been exploring this topic by meeting local farmers, joining local grain networks, looking again at organic, learning about regenerative agriculture, and working with millers. We have set ourselves a target of sourcing 95% of our flour from healthier soils in ten years.

We have started trialling recipes made with better local grains whilst learning the impact this will have on our processes, recipes, and products. In time this will lead us to better tasting products that are not only good for our planet but our communities and bellies too.

Last year we wrote in our impact report:

"...we will also increase our regenerative and organic ingredients this year". We have started the journey and our ambition remains the same, "to ensure all our flour comes from healthy soil."

This year we have launched head-first into local grain networks, Grain Lab, getting to know local farmers and challenging our millers. We have trialled different grains, flours and recipes, and Trevor's even bought a new mill! (page 7)

We now have three clear routes to sourcing flour from "healthy soils" that haven't been sprayed. We look forward to sharing some new products we have coming soon.

Local Mills

who can tell us exactly where the flour has come from & how it has been farmed.

Direct

working with local farmers to find a way to buy grain directly from them.

Wild Farmed

a disruptor into a new market of regenerative flours.

72% of our Flour Now British

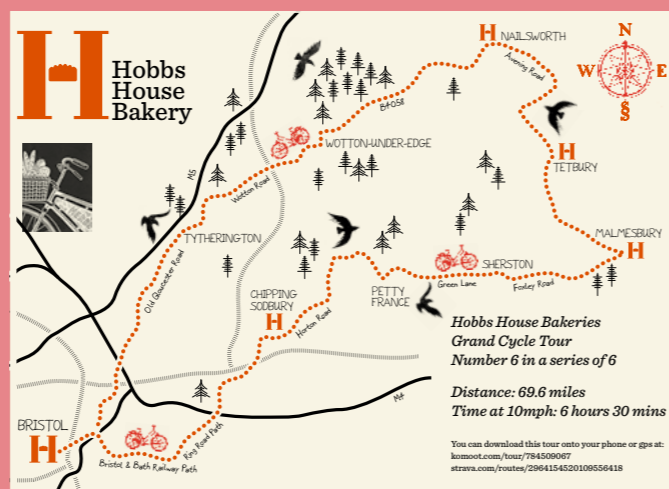
Whilst we work on our long-term goal of grain from healthier soils, we have changed the main flours we source from Shipton Mill to British grown, this means 72% are now British grown.

At the moment lots of our organic flours are not British, they come from Eastern Europe where higher volumes of farmers are growing organically.

Community



2022 was most definitely the year of the Queen, a true inspiration to us all. We loved coming up with an array of new and nostalgic products to celebrate her jubilee in June. Of course, our absolute highlight was when she pulled a slice of Sherston out of her handbag live on TV with Paddington Bear by her side, because after all what great woman doesn't carry an emergency slice of bread in their handbag.



We love getting on our bikes and exploring our local area, we worked with a friend to create six bike routes that include a well-deserved stop at our shops, there is one grand route that includes all our shops. Our team cycled this in September to fundraise for our defibrillator

The routes are on Strava and Komoot, to make them easy to follow. We also developed a great new traybake to fuel us, our Riders Bar has become one of our best sellers.

Sponsorship helped towards the £1500 needed for the defibrillator that we keep at our bakery for the community.



Introducing the GEM Scone Project... Six participants were given the opportunity to take part in a 'Limited Edition' course in collaboration with; Gloucestershire Gateway Trust, Gloucester Services, the GEM Project, and Hobbs House Bakery.

The GEM Project was delivered to the participants by a local social enterprise, The Engine Room. They taught them real industry practices like; the understanding and importance of product research and product development, alongside transferable soft skills like teamwork and confidence. The project was designed to give people struggling with disabilities, mental health challenges and unemployment the opportunity to learn new business skills and create a real product for sale.

They developed a few different products and presented these to a panel of judges, who then chose the winning 'GEM Scones'. The winning product was a cheese and apple scone made with locally produced apples and Double Gloucester Cheese. This was then baked by Hobbs House Bakery and launched on Thursday 10th November 2022 at Gloucester Services.

The scones were such a great hit that we have decided to change our current cheese scones at Hobbs House Bakery to the new cheese & apple scone recipe and have renamed them GEM Scones.

Hobbs House Open Day

On the 6th of September we hosted two open days for our wholesale customers. It was a pleasure to welcome them into the original Hobbs House and Cookery School on Chipping Sodbury High Street, which is located just above the shop. When the customers started to arrive, they were warmly welcomed by Henry, George, and Anna Herbert in the garden along with some freshly baked pastries, tea, and coffee.

As the day went on, our customers had the opportunity to meet the Sales team and Ed, our Acting Sales Manager, gave a talk introducing a new online ordering system. This now gives customers the opportunity to be more independent and have flexibility with their orders.

A little later, Anna gave a talk about a sustainable future and what has also been going on behind the scenes with the expansion of the bakery and offices. We are hoping to have the new bakery operating by Spring 2023.

As we wanted to share our Christmas range with everyone, Bex, our NPD Manager, spoke about the new products and had lots of testers throughout the day to give everyone the chance to try them, along with some of our classics and bestsellers from the last few years.

For lunch we went outside to the garden and offered everyone freshly baked pizzas and slow-roasted pulled pork on the barbecues.

It was such a wonderful opportunity to finally meet some of our wholesale customers who have been working with us for many years. In fact, it was a real highlight to present Frome Wholefoods with their 30 Years customer board.

To end the day everyone received goodie bags with some of our classic All Butter Mince Pies, our signature Sherston loaf and some other little goodies.



Have you ever made sourdough at home before?

Well, we set up a mission to find the country's best sourdough baker to be crowned Sourdough Champion.

Seven finalists from all over the country were carefully selected to come and join us in the Cookery School which is in the original Hobbs House on Chipping Sodbury High Street. The selection process was based on the overall look of the loaf and when it was cut to see the crumb and texture of the inside.

We firstly started the day off with an introduction to Hobbs House Bakery and some freshly baked pastries. Afterwards, we gathered in the Cookery School around a large table and our expert bakers, Jane and Baz, talked about their new creations and their process of making sourdough. At Hobbs House Bakery we have a sourdough starter which had its 67th birthday this year... Impressive!

One of Jane's new creations was a Sourdough Porridge loaf. This delicious sourdough loaf is made with porridge and is perfect for using leftover bread. Try it for yourself on page 19.

In addition to Jane's new sourdough loaf, Baz created a 72-hour fermentation and 95% hydration sourdough loaf which was packed full of flavour - The Cotswold Crust.

Then the fellow contestants presented their marvellous sourdough bakes, one at a time, passing tasters around the table for everyone to try. They then had a delicious lunch with each other's sourdough whilst the experts judged each of the entries.

When the decision was made everyone gathered back in the Cookery School where they announced the winner!

The winning sourdough was a Turmeric loaf with cranberries & poppyseeds made by Karen. She received a bundle from Brook Food, including bannetons, lames, couch cloth, dough boards, silicone mats and scales. In addition, she also won a free Cookery Course at Hobbs House Bakery.





Sodbury Slog

Every year we look forward to taking part in our local 'Sodbury Slog', a 10 mile run through some of South Gloucestershire's most stunning countryside, inevitably getting covered head to toe in mud!

This year we gave away a whopping 1200 Hiker Bars to runners, what better motivation to help you around the circuit?



Combine Fire

At the end of last Summer one of our local farmers lost their crop and their combine harvester to a fire. They wanted to thank their local community for their support with a BBQ. So they came to their local bakery with a bag of their grain. Trevor got his mill going and milled it. Here's Johnny with one of our Ultimate Burger Buns made with his flour ready for their BBQ.



If you've made it this far... Great work! You deserve a coffee

As bakers the first coffee of the day has always been essential, whether that's at the crack of dawn, the beginning of a night shift, or for our drivers who leave the bakery with full vans. In the early nineties it was our grandparents who lived above our bakery shop in Chipping Sodbury that introduced us as teenagers to great coffee. They would go to Cirencester to buy coffee beans so they could make the freshest of coffee at home, it was this taste of freshly brewed coffee that got us hooked. For the last ten years we have worked with Bristol based Extract Coffee Roasters. With their beans we can make brilliant coffee, to power your day.

E EXTRACT
COFFEE
ROASTERS



TRUESTART
FEEL GOOD COFFEE

Speaking of great coffee...
We recently began working with fellow B Corp True Start Coffee to provide a fantastic quality coffee to our bakery teams.

