

# Sour Flour Essentials

## Mission Statement:

Sour Flour is a bakery dedicated to building community through bread by:

- **Providing** the community channels of production and distribution of nutritious bread.
- **Educating** the community about the art and science of baking.
- **Empowering** the community with the means to bake bread.

## Areas of Focus

**Bagel Monday** - “Start your week off right with Bagel Monday.”

Bagel Monday is the production and distribution of free bagels for the community.

Internal purpose of Bagel Monday: serves as a training tool for mass production (bagels are easier to produce given current capacity than bread) and teaches lessons on quality control of large numbers as well as methods of distribution of large quantities of product.

External: Bagels serve as a means of reaching large numbers of people, establishing a connection with each person that eats a Bagel Monday bagel. Each individual should be logged as a future client, collaborator, baker, etc. A bagel eaten represents one more thread in the Sour Flour web.

Goals: To promote Sour Flour by reaching the greatest number of people. This is done by maximizing the number of bagels baked, maximizing the number of people eating Bagel Monday bagels, and maximizing the number of home bakers baking Bagel Monday bagels.

**Bread Training** – “Creating educated bread consumers, bakers and collaborators.”

Bread Trainings teach the art and science of baking bread.

Goals: To promote the Sour Flour method, philosophy and formulas. To expand the community of home bakers, while imparting to them the value of home baked bread. Sour Flour Bread Trainings serve as a means to train future employees.

**Communications** – Transparent communication is the key to Sour Flour’s vision becoming reality.

External Communication: Focuses on recruitment into the Sour Flour community, and retention of recruits by connecting them to that aspect of Sour Flour that most meets each individual’s/organization’s needs, while meeting the needs of Sour Flour.

Internal Communication: Focuses on improving the efficiency of the organization by coordinating amongst individuals and departments to delegate tasks specific to Sour Flour goals, areas of focus, projects, and action items, through proper communication. Creating an environment of open and effective communication is key to maximizing the potential of each individual who works with Sour Flour.

**Improvement** – Sour Flour is constantly improving and perfecting baking skills, methods and formulas.

This is achieved through rigorous research, experimentation, practice, documentation, and through sharing knowledge with Sour Flour home bakers and seeking feedback from Sour Flour consumers. The Sour Flour method and taste is shared with the community through bread trainings, the Sour Flour Training Manual and by the consumption of Sour Flour breads.