

BREAD & BUTTER



A TASTE OF THE GOOD LIFE
 THE APPLEDORE BAKERY
 Artisan Bread



Teamwork

From there, the business just grew. After making a conscious decision to minimise their wholesale to a specific few, they still sell their amazing bread at Johns of Appledore, Ashford Farm Shop, Braunton, Orchard's Farm Shop, Barnstaple and The Whole Jar, Torrington, but most people come to the source; **The Appledore Bakery** in Bideford.

A year after setting up the bakery they opened up 'Bread', a café next door. Here they not only provide great food but work with **Croyde Coffee** to ensure the best coffee in the most relaxed of atmospheres. They are also blessed with a great team (Emms, Lucy, Henry, Millie, Aimee and Reuben) who know exactly how to make people feel welcome. With the bread, and also bagels and pizzas, the business is moving along nicely. Kat has also opened '**Butter**', a shop selling exciting vintage, retro and local art and crafts straight opposite the café. Exciting times lay ahead.



If you can, try to wander through the stalls of the farmers market on the first weekend of each month in Churchfields car park, where you might be lucky enough to have a chat with Joe and Kat of **The Appledore Bakery**, and better still, get to sample their superb sourdough bread. Their enthusiasm and dedication is clear to see. After finding a gap in the market, they've established a great quality product that has become a firm favourite.

Origins

It all started back in 2019 when Kat had the idea of encouraging Joe's talent of baking in general, to set-up a new venture. She knew he had something special developing with his first attempts at sourdough bread which tasted "SOO GOOD" but needed to look great too. So, she gave over their kitchen at home for him to perfect the process and get a more polished product. Joe became obsessed with developing the correct techniques, the main focus of which was developing the loaves with a soft and creamy inside for the perfect 'eureka loaf'!

Then along came the UK's lockdown and a short while later they started to launch the business via social media. After a relatively short period of time, the orders started to come in thanks to the locals of Appledore sharing the news via word of mouth. By the end of 2020 they were baking all day from home and had reached the maximum capacity of

production. Plus, Kat was starting to find it hard to see Joe through the billowing flour that was enveloping their kitchen!

Appledore being as compact as it is meant sadly there wasn't the perfect establishment for their newly formed business, hence why Bideford became the next obvious stepping-stone to get the bakery to expand professionally.

Taking the bread out of Appledore

Kat and Joe are proud of starting the venture in Appledore and make sure that the starter 'Betty' (named after Joe's Grandma) makes regular visits back to the village to ensure that it is exposed to and grows with the salty, sea air. They often say "You can take the bread out of Appledore, but you can't take Appledore out of the bread." The obvious thing was to keep the name of **The Appledore Bakery** even though they'd drifted up the estuary to Allhalland Street.

"Everything we do is sourdough. There's a big myth that sourdough is a particular taste and look, but it's not, it is so versatile and not just for bread. Our mantra is that - Sourdough is a process and not a flavour".

It was a year after selling their first loaf in Appledore that the new bakery began. What had taken all day to produce back at home was suddenly possible to speed up significantly within their freshly renovated bespoke bakery, with several ovens on the go. Shortly after this they met a fantastic baker, Luke and with the premises up and running it was a perfect time to start working together. Luke is now a long-standing and valued member of the team due to his hard work, patience and all-round talent.

They also run excellent regular **sourdough courses** which originally took off at Appledore Book Festival.

Check the facebook page for details of the next course



- theappledorebakery@gmail.com
- theappledorebakery
- theappledorebakery
- the_bread_cafe