



A bakers best friend

Celebrating the
secret ingredient in
baking : community.

simply
bread.

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bread.™





What do film cameras and sourdough have in common?
More than you'd think.

Stijn Vanorbeek's first major venture had little to do with bread. A computer engineer and film school nerd, Stijn began his career designing robotic camera control systems for the film industry. His technology graced the sets of major Hollywood productions such as Harry Potter and James Bond. The company earned great success, and was even Under Consideration for an Oscar.



INTRODUCING
STIJN VANORBEEK,
OUR FEARLESS
FOUNDER

But by early 2020, something still felt missing for Stijn. His upbringing in a small agricultural town in Belgium had planted the seed of another love early on in his life: a love for food. As the pandemic hit, a renewed interest in baking rose around the country as people sought solace, creativity, and connection within their homes. We were all reminded what baking could really be – or rather, what it always had been: not just a hobby, but a therapeutic outlet – a way to find comfort and joy amidst uncertainty, and above all, a timeless way to bring communities together.

Marrying traditional baking techniques with cutting-edge technology, Simply Bread is the embodiment of Stijn's return to his roots: a foodie's lifelong love for breadmaking, paired with a tinkerer's relentless drive for innovation. It's through that unique lens that we're proud to power the next generation of breadmakers.

B's Sourdough

River Islands, CA

Like many home bakers, Cierra Zapata took the brave leap into baking in the midst of quarantine 2020. Unlike many home bakers, Cierra has taken it way beyond that first leap – to the creation of her own fast-growing bread brand, B's Sourdough.

"After my first loaf, I became obsessed," said Cierra. "I made countless loaves and was giving them away to friends and neighbors. I was making so many because I wanted to practice and get better."

Then, like the feel-good montage in a movie, word of Cierra's bread spread like wildfire when a neighbor shared their love for her bread on social media. Loaves began flying off Cierra's (actual) shelves. Encouraged by the overwhelming response, Cierra applied for a cottage food permit and began selling online.

The routine was no joke—using just two Dutch ovens, Cierra had to set her alarm at 4 AM to ensure her loaves were fresh and ready for the day's deliveries and pickups. After doing this for months, Cierra was approached about selling her loaves at the local farmer's market. "As much as I wanted to join, I had to decline because I did not have the means."

One small ingredient was missing: an oven. "And that's when my search began," said Cierra. One night, while down a rabbit hole in a Facebook group for sourdough bread, she came across a comment that directed her toward Simply Bread. That same night, Cierra put down a refundable deposit, and less than a year later she received her Simply Bread oven and never looked back.

"The Simply Bread team has amazing customer support and was extremely helpful in getting me dialed in with my settings. I would present an issue I was having with my bake and they gave me a solution," said Cierra.

"The amount of dough I'm prepping and baking has dramatically increased but it is far easier than baking in my regular oven. As someone who has never used a deck oven before, I can say this is dummy-proof, and the capabilities this oven has make it far superior to its competitors; I'm so happy I saw that comment on Facebook." Cierra said.

Cierra is currently in her second season of selling her bread at the Lathrop, CA farmer's market, and takes orders on her B's Sourdough website.

"My life is just easier with the Simply Bread oven, I have more time to play with my now 4-year-old daughter, I have an amazing customer base, and have made many new friends along the way!"

Needless to say, the future holds endless possibilities for Cierra. We can't wait to see where her story goes next.



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Crust & Crackle Bakery

Sauble Beach, Ontario

I knew my recipes were pretty good. Strictly out of curiosity I put a post on Facebook “Hey, I have fresh bread if anyone is interested...” and it just completely exploded from there.

Katy Stroud is the founder of Crust & Crackle, a micro artisan bakery. Like so many others in the community, Katy's lifelong love of baking turned into selling a few loaves to some neighbors, which turned into a full-fledged business venture.

This is Katy's account of how her food is strongly influenced by where she lives, and the rewards of building a business by hand.

Ah, Sauble Beach, Ontario – a sort of haven of rustic charm. My husband Matt grew up here, and I moved here 15 years ago. I was born in Bancroft, and despite its tranquil lakes and rolling landscapes, many of my early days here were spent indoors, in the kitchen, cooking alongside my mom. Our house hummed with life as we raised our own livestock – two steadfast cows each year, and a throng of 80 to 100 chickens. Everyone in the family hunted. And my mom canned everything. There was an old marina on the property, and in the summer we ran it as a convenience store. My mom sold pies and sticky buns and ice cream – all sorts of stuff – out of it. Sauble Beach has a myriad of small makers in the



WATCH OUR
INTERVIEW WITH
CRUST & CRACKLE

community – plus, new ones sprouting up all the time like wildflowers. It's an amazing ecosystem. We've recently partnered with Stone Bridge Flour; the owner and her husband grow their own soft red wheat, and so in our pastry flour we use a mix of Stone Bridge grains along with a few other grains. It's hard to explain, but food that comes from a community like that really does taste better.

Crust & Crackle grew out of my and my husband's love for baking. I knew my recipes were pretty good – strictly out of curiosity I put a post on Facebook "Hey, I have fresh bread if anyone is interested..." and it just completely exploded from there.

With everything that we grow, the idea is to preserve it and can it down for the winter so that we can use it for breads. This week's focaccia is roasted red peppers with feta and herbs from the garden. Looking at the Simply Bread oven, I love that we can go through the program on it: I can see what temperature each of the decks is sitting at, we can change the settings mid stride if something isn't working for us and see results pretty much instantly. I couldn't imagine having to go in half way through and shuffle loaves around or even take that extra five minutes just to spray loaves before closing the door. It gave us back time in our day; I'm no longer standing and slaving at a home oven baking eight loaves at a time in about an hour, hour and fifteen. Now I'm doing 15 loaves in just over a half an hour. Our bakes became a lot more efficient. Now we can bake everything off early in the morning, which means we're able to get the product to our customers much earlier in the day.

Most of all, seeing the inspiration and influence on our kids is pretty amazing. Building any business is not easy; ours has certainly taken time. You have to work at it. You just gotta keep pushing to get your name out there. But there's no greater reward in the world.



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Food was a family affair for Katy growing up.



Kevin Grenz

San Francisco, CA

There are few better places for a baking story to begin than in San Francisco, the city that once advertised itself as “like heaven, with better restaurants.” It was in San Francisco that Kevin Grenz’ fascination with the magic of breadmaking was really sparked: working in restaurants here, alongside some of the world’s best, was almost like attending a sort-of-Hogwarts for breadmakers. It was other-worldly; Kevin learned the ropes, his fascination grew, and slowly but surely, he too started to become one of those flour-tossing wizards.

During quarantine, like so many other bakers, Kevin baked. And he baked, and he baked, and he baked. His kitchen became a little haven for culinary experimentation, and sure enough he started sharing what he made with friends and family. Gradually, he took the leap and started selling his bread – hand-delivering loaves three times a week.

The final turning point was making the operation more scalable. Kevin found Simply Bread on Instagram, and pretty much right away knew that was the key to unlock the next chapter. “The Simply Bread oven definitely changed the amount of time and energy that I was putting in,” he says.

Kevin moved out of the cottage bakery setup, got a processed food permit, and has now fully transitioned to a commercial kitchen. He has three market days per week – Thursday, Saturday, and Sunday – and sells at grocery stores on Saturday. He is currently baking around 300 loaves per week. With the Simply Bread oven, Kevin was able to increase his production, and the whole process became much more streamlined.

What’s next? His story might be heading back towards where it began: “I would love to have a small bakery, moving to a brick and mortar is the next step in the next few years.”

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More than just an oven

At Simply Bread, we know that starting and running your own bakery is hard work. Really hard work. But don't forget, you are not alone. Beyond the products we build, that's the real reason we started our company: to be here for bakers like you, every step of the way. Simply Bread helps the businesses that help their communities by producing locally. That's why all our ovens are handmade with love here in the USA. Each oven comes with expert support from our U.S.-based baking specialists, who can guide you through the process of using your oven with confidence — whether you're a novice or an experienced baker. You're not just getting a great oven, you're also getting the support and advice you need to be successful.



Bake more bread. Earn more dough.

Just as effective at baking delicious bread as your Dutch oven, but with a large 50.8 x 50.8 cm baking surface. The Simply Bread Oven allows you to bake up to 15 loaves at a time.

A perfect crust every time.

The integrated programmable steam generation and manual steam release allow you to bake perfect loaves with a beautiful golden color and a delicious crust, every single time.

Innovative & Efficient.

The Simply Bread Oven lets you bake at precisely controlled temperatures across decks, so you don't have to shuffle. And it's insulated and heat-retentive, so you'll save on air conditioning costs.

Simply Smarter.

Our Oven connects to the internet, so you can keep it up-to-date. This allows for future updates, including analyzing baking data, checking maintenance schedules, and viewing insights about the bread you've baked.

Watch the magic happen.

The large viewing window lets you keep a close eye on your bread, so you can make sure it turns out perfect every time.

Questions? Or just want to chat?

At Simply Bread we want to make the journey from home baker to bakery owner easy. Whatever stage you're at, we are here to help.

info@simply-bread.co

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/ Let's bake something special / Questions? We're so happy to help. Call us at +32 (4) 268 40 18 or drop us a message - info@simply-bread.co