



## PRESS RELEASE

### **BLOOM BAKERY UNVEILS NEW MENU, ADDS STAFF AND PARTNERS** *New talent, partners expand Bloom's reach in Cleveland*

**October 26, 2018 - CLEVELAND-** Bloom Bakery, a social venture of Towards Employment, has launched a new menu and added new talent and partners, which expands the bakery's reach throughout Cleveland.

"We are very excited about all that's new at Bloom Bakery this fall," says Jill Rizika, Executive Director for Towards Employment. "In our third year of operation, we are expanding Bloom's menu with new fresh products and broadening our reach in the community with new partnerships. We remain committed to Bloom's mission of producing delicious food while providing fellow Clevelanders with an opportunity for meaningful employment and connections to a career – and all of Cleveland prospers when Bloom employees succeed."

A new head baker, Jason Cannon, has been hired and brings thirty years of artisan baking experience to Bloom. Former owner of the Dover, Ohio hotspot *Bread Head Bakery*, Jason leads baking training and production for all product items in retail, catering and wholesale. Kristina Clark, formerly Bloom's sales manager, will move into a new role as general manager, overseeing general operations and sales for retail, catering and wholesale.

Bloom Bakery's [in-house](#) and [catering](#) menus feature new items, including pepperoni rolls, biscuits and gravy, and giant soft pretzels – selected with customer input – which are all perfect options for welcoming the fall season. Bloom's signature cookies, croissants and breads will all continue to be baked fresh from scratch daily. Salads and sandwiches are prepared with greens from Green City Growers, quality produce from Cleveland neighborhoods.

Bloom Bakery products also can be found in new places starting this fall and winter thanks to a number of new business partnerships. Bloom Bakery items are now offered at the following locations: Chef Jose Andrés' Beefsteak at the Crile Food Emporium (Cleveland Clinic), DigitalC's MidTown Tech Hive, Lot 15 Brewery in Akron, and University Hospitals' cafeteria. Also new this fall, Bloom Bakery delivers catering orders on Saturday so more weekend events can feature Bloom.

To top off these exciting developments, Bloom Bakery has enjoyed some exposure outside of Cleveland recently. A partnership with Jim Beam and Maker's Mark featured Bloom bread at events in Denver, Houston and Chicago; Bloom products were also featured at the 2018 Autism Speaks and James Beard Foundation Cleveland Rocks events in New York.

Launched in 2016, Bloom Bakery exists to prepare individuals who have faced barriers to employment for a career in culinary arts; to produce exceptional handcrafted baked goods; and to create meaningful career opportunities for individuals beyond Bloom so the Greater Cleveland community can prosper.

“While the employment model for Bloom Bakery is transitional – to provide open spots for the next Towards Employment graduate when a Bloom staff member steps up into a new position in the Cleveland community – we continue to hear about great customer service experiences,” said Tom Lang, Bloom Bakery board president.

In November, Bloom Bakery will launch a new monthly newsletter that feature staff stories and their recommended specials. The first issue will highlight the [Bloom HolidayShop](#) with great items to gift or share at the holidays. For more information or to sign up, visit [bloombakery.com](http://bloombakery.com).

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About Bloom Bakery: Launched in 2016, Bloom Bakery, a Towards Employment social venture, exists to prepare individuals who have faced barriers to employment for a career in culinary arts; to produce exceptional handcrafted baked goods; and to create meaningful career opportunities for individuals beyond Bloom so the Greater Cleveland community can prosper. Download our full café and catering menus on our website, [www.bloombakery.com](http://www.bloombakery.com).

About Towards Employment: Our mission is to empower individuals to achieve and maintain self-sufficiency through employment. Towards Employment is a proven leader in workforce development that connects people to careers, which changes people’s lives, advances businesses, and strengthens community in Northeast Ohio. Learn more about our work at [www.towardsemployment.org](http://www.towardsemployment.org).