

Funky Brick Bakery

Business Plan

Release 1 - Feb. 25, 2009

Christine Celsor, Owner

Mark Celsor, Strategist

Funky Brick Bakery LLC

christine@celsor.com

mark@celsor.com

Executive Summary

Funky Brick Bakery will bring a unique lunchtime experience to downtown Cincinnati. The vision is to create an upscale, quick-serve restaurant with a focus on gourmet pizzas and decadent sweets. The recipes and inspiration come from successful, cutting edge restaurants in San Francisco. These restaurants took advantage of strong trends among consumers who wanted healthy and delicious foods.

There's strong evidence that these trends are emerging in Cincinnati. Large retailers like Whole Foods are moving into the area to meet this demand in the grocery store. Funky Brick Bakery will offer delicious, natural food in a quick, lunch time restaurant convenient for downtown office workers.

Our downtown location is crucial because young downtown workers are our primary demographic. Thousands of downtown workers will be able to walk to the restaurant. By focusing on a dense, downtown location, we are able to do highly targeted marketing. Months before opening we have already built a fan base of several hundred people who are eager to try our food. (See Appendices F and G)

The Funky Brick Bakery's location, vision, products, processes and marketing will all be tightly integrated. We are encouraging members of our target demographic to follow our business development process through our web site, highlighting developing relationships with local farmers and natural food vendors, our search for a location and recipe development to build personal relationships with our customers.

Owner Christine Celsor has extensive experience working in the field of urban planning and development, that gives her a unique expertise to start and run the business. She will use these skills to constantly measure results and do analysis that will allow us to quickly adapt to market conditions. Strategist Mark Celsor has over a decade of experience working in internet advertising and technology fields developing marketing plans and process systems for Fortune 500 companies and will use this expertise to make the Funky Brick Bakery efficient and highly visible. Both Christine and Mark have also developed extensive networks of contacts in a variety of fields that will be invaluable to the Funky Brick Bakery's success.

Company Overview

The Funky Brick Bakery business philosophy is to offer healthy and delicious food served quickly in a distinctive, entertaining environment. Our food will use high quality, local ingredients, like fresh vegetables, sourdough crust, olive oil, herbs, and artisan cheeses. Our highly focused menu driven by these seasonal ingredients will allow for an efficient, high quality alternative to existing downtown fast food and sit down restaurants.

Customers will learn about Funky Brick Bakery by passing its downtown location during their daily commute, through word of mouth, and from online or print advertising. The day's specials will be clearly posted outside the door and online. The environment inside will be lively, with upbeat music and bold, modern interior design. Customers will join a fast moving line that allows them to clearly see a simple menu board and takes them past a self serve drink cooler and a small retail item display with items complementary to the food offerings (coffee beans, t-shirts, jams, etc.). Once at the counter the customer will be greeted by energetic, eclectic staff, order, pay and receive their food quickly (less than one minute for the entire transaction). Customers can then take their food to a table or take it with them in simple packaging. Customers can call ahead or go online to place larger catering orders. There will be a large focus on connecting with customers online, creating a web environment that mirrors the physical bakery, encouraging customers to return frequently. (See Appendices E, F, and G)

Core Product Offerings

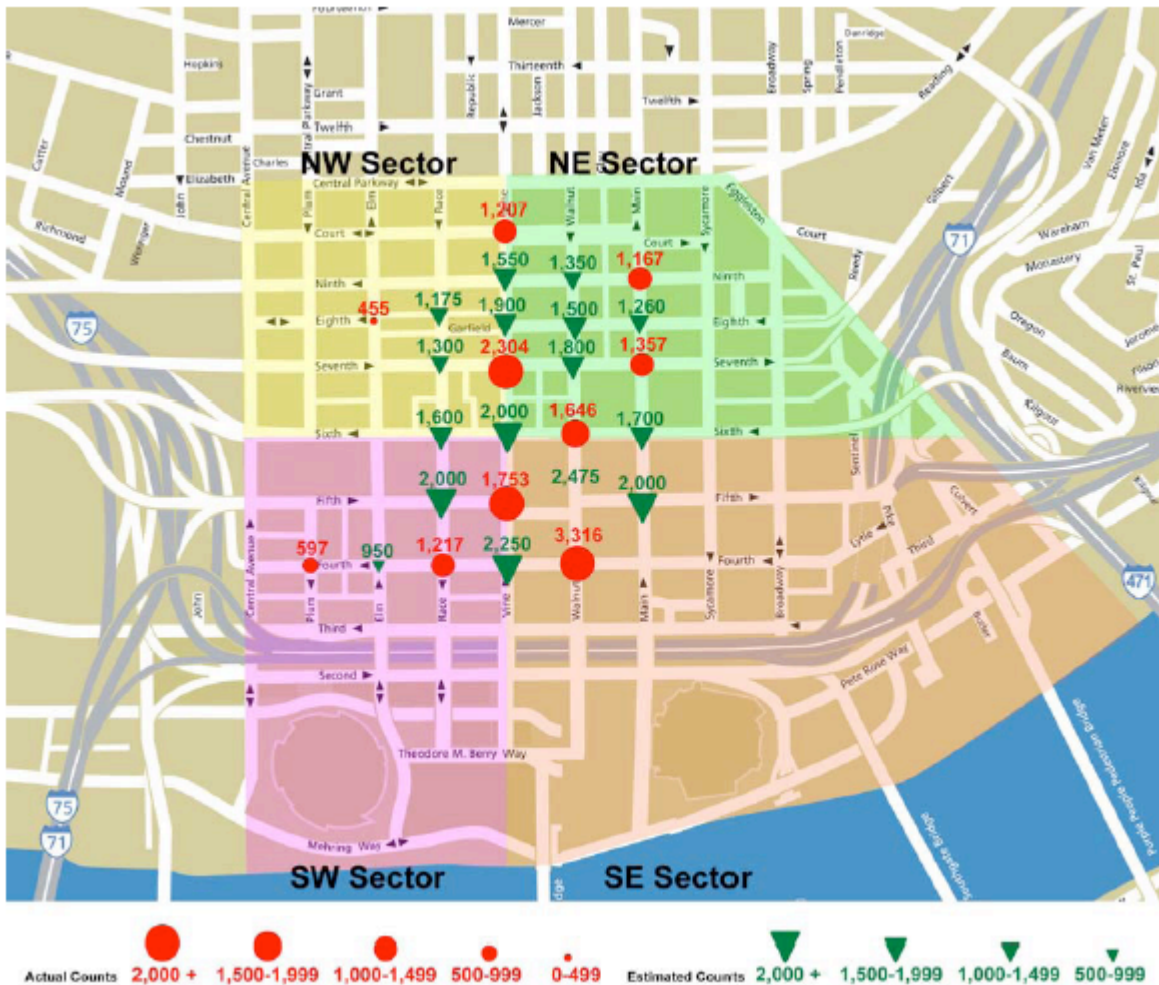
- **Pizzas** (by the slice or whole): California style gourmet pizzas featuring different seasonal, fresh, organic ingredients each day
- **Sweet Baked Goods**: High quality cookies, brownies and special items available as desserts or as treats throughout the day
- **Breakfast Pastries**: Rotating selection of traditionally crafted, freshly baked muffins, scones, croissants and danishes
- **Beverages**: Freshly brewed gourmet coffee and natural bottled drinks (fruit sodas, bottled water, iced tea)

Marketing

Market Research

Downtown Cincinnati is a vibrant place at lunch time. There are approximately 83,000 workers downtown, representing the customer base for Funky Brick Bakery. According to a pedestrian count completed last year, from 12:00 pm to 1:00 pm, there are 3,316 pedestrians at Fourth and Walnut; 2,304 pedestrians at Seventh and Vine and between 1,000 and 2,000 at most other intersections (see map below). The downtown core, between 4th and 6th Streets and Vine and Walnut Streets is the most vibrant location at lunch. The Vine Street corridor from 4th to Court Street is also very busy. (Source: Downtown Cincinnati Inc. 2008 Pedestrian Study)

Downtown Cincinnati Pedestrian Count: 12:00 pm - 1:00 pm



The following table summarizes major downtown employers and the number of employees at each establishment. Downtown is home to 76% of the region's largest advertising agencies and PR firms; 56% of the region's largest financial brokerage firms; and 40% of the region's largest architectural and engineering firms. (Source: Downtown Cincinnati Inc. Website, 2009)

Major Downtown Employers

Downtown Employer	Number of Employees
Hamilton County	6,094
Procter & Gamble	3,900
Fifth Third Bankcorp	3,000
Western & Southern Financial Group	1,760
Duke Energy	1,600
Convergys	1,460
Cincinnati Bell	1,200
The Kroger Company	1,190
U.S. Bank	780
Macy's	760
American Financial Group	750

Key Demographics

- Trendsetters / Downtown Residents
- Gen Y Office Workers
- Greater Pool of Downtown Workers

Marketing Tactics

- **Phase 1** (currently underway): Low cost internet outreach to influential media contacts, bloggers and other vocal supporters, inviting them to follow our business development process
- **Phase 2** (one-two months before opening): Paid advertisements through local entertainment papers (Cin Weekly, CityBeat) and local users of social web sites (Facebook, MySpace)
- **Phase 3** (coincide with opening): Signage, fliers, posters, transit advertising in an immediate 2-4 block radius of the location

Key Marketing Messages

- Quality, delicious, artisan food
- Natural, organic ingredients
- Connection to local farmers and producers
- Fun environment, connection to youth and music culture
- Openness, transparency and authenticity

Importance of Internet and Social Media

- Building fan base
- Customer feedback
- Promotions

Operations

Funky Brick Bakery LLC is a limited liability company registered with the Secretary of the State of Ohio. The company has obtained an EIN and was formed in February 2009. This form of ownership has been selected because Funky Brick Bakery is a small business with a single owner, and to allow flexibility by taking advantage of the corporate characteristic of limiting the liability, while keeping the administration, paperwork and taxation work to a minimum. Christine Celsor is owner and General Manager. Mark Celsor is Strategist. (See Appendices A and B for complete resumes)

Hours of operation will be:

Monday-Friday 7:30 am - 2:00 pm

Special events may be scheduled some evenings or weekends.

Production

All of the baked goods will be assembled and cooked in the on-site kitchen. There are three main tasks that will occur in the restaurant: (1) food preparation, including preparing dough and assembling pizzas; (2) cooking the food, slicing pizza, and packaging it (3) and customer service. There will also be administrative tasks including inventorying supplies, delivering the money bag to the bank, and purchasing supplies. There will be three people working at the restaurant most of the time, with four to five people working during the lunchtime rush.

Location

The most important quality in a location is foot traffic during lunch time. Our product is quick serve, so the more people who come in for lunch, the more we will sell. A downtown location is ideal for Funky Brick Bakery. There will be a small seating area, a counter area, and a preparation and baking area. Total square footage needed is 1,000 – 1,200 square feet. The building will need to be able to have appropriate ventilation. The space should be at street level, have good visibility, and have easy walk-in access. A restaurant use needs to be permitted in the space. There will need to be a loading area for deliveries.

Rent in a prime location near Fountain Square will be one of our biggest costs. We have budgeted \$2,000 for rent, estimating a 1,200 square foot space at up to \$20 per square foot. (See Appendix D) While we will look for a space that is already designed to be used as a restaurant, we will likely need to do some remodeling to customize the space for our operations. Occupation expenses also include the following:

remodeling	\$50,000 (one time)
equipment and furniture	\$20,000 (one time - see Appendix C)
rent	\$2,000 (monthly)
utilities	\$600 (monthly)
maintenance	\$200 (monthly)
insurance	\$300 (monthly)

Legal Environment

Funky Brick Bakery will need to meet all Health regulations for food service. If there is a change in use for the space, a zoning permit may be required. If construction is required, appropriate building permits will be obtained. Commercial insurance will be obtained as required in the leasing agreement.

Personnel

There will be five part-time employees who will have overlapping shifts. Shifts will be approximately 7:30 am to 1:00 pm and 11:00 am to 3:00 pm. Customer service and image will be important in the employees that we hire. The work can be learned on the job, and does not require much experience. We will use word of mouth to find our employees. College students would be ideal. Employees should be energetic and friendly, and care about the quality of the work they produce. Hourly wages for part-time staff will be competitive, around \$9 per hour. Christine will be the general manager, and another manager will be hired as the demand and budget allow. Mark Celsor will assist as needed during start up and at the lunchtime rush.

In the morning, two employees will prepare pizzas while another provides customer service at the counter. At lunch time, one person will continue to prep pizzas as needed, while one person will cook and slice pizzas and two people provide customer service. After lunch, there will be clean up and preparation for the next day's pizzas. Sweets and pastries will be prepared and cooked in the afternoon.

	Christine Celsor	Mark Celsor	Employee 1	Employee 2	Employee 3	Employee 4
7:00am-11:00am	customer service, baking sweets, administrative		pizza preparation	pizza preparation		
11:00am-1:00pm	customer service	customer service	pizza baking	pizza preparation	food preparation	general help
1:00pm-3:00pm	baking sweets				food preparation	general help

Inventory

There will be 3 main categories for our inventory: (1) paper goods and basic supplies such as napkins, pizza boxes, paper towels, etc. (2) goods that can be kept for several weeks or months, such as bottled drinks, flour, cheese, olive oil, etc. and (3) fresh ingredients that must be used within a couple of days such as fresh vegetables and herbs. Total monthly inventory is estimated to be around \$5,000. Menus will be planned a month in advance, and supplies will be obtained as needed.

Suppliers

Funky Brick Bakery emphasizes quality food and locally grown fresh food. Because of this, we will carefully select our suppliers. We will set up wholesale relationships with a variety of suppliers. We have started to forge relationships with local farmers, and will have food delivered to our downtown location.

Timeline

March 2009	<ul style="list-style-type: none">• Secure financing• Select location and sign lease
April 2009	<ul style="list-style-type: none">• Finish tenant improvements• Purchase all equipment• Select suppliers
May 2009	<ul style="list-style-type: none">• Hire staff, training• Finalize menu• Open store

Economics

Menu and Pricing

Our pricing is in line with our competitors. An average lunch, one or two slices of pizza plus a drink, would cost \$6 to \$9.

- **Pizza:** \$3.00 per slice / \$22.00 whole
- **Sweet baked goods:** \$1.50
- **Breakfast pastries:** \$2.00
- **Coffee:** \$1.50
- **Bottled beverages:** \$2.00
- **Bottled water:** \$1.00

Competition

Our competitors include the following:

- Ingredients on 5th Street at Fountain Square
- Chipotle on Vine Street at Fountain Square
- Lucy Blue's Pizza on 7th Street
- It's Just Crepes on Court Street

Funky Brick Bakery will be competitive with Ingredients and Chipotle for a fast, tasty lunch that is reasonably priced. Our product offering, quality, service, reputation and image are all excellent, and either meet or exceed the competition. The two weaknesses are selection and price. One type of specialty pizza will be offered a day at Funky Brick Bakery. This idea goes along with our marketing of using seasonal and fresh ingredients. Price will be on the high end, in line with our competitors, but the quality will be better.

Barriers

The main barrier to entering the market is the high start-up costs and costs of rent in the downtown core. It is important for Funky Brick Bakery to have a prime location in order to attract enough people at lunch, and it is important to have a customized tenant space to operate efficiently and to be consistent with our branding. We will overcome this barrier by obtaining a loan. Though the initial start-up costs are high, and rent is likely to be high, the business will be profitable, and the prime location will be worth it. Because our business is small, we can easily adapt to changing market conditions by modifying our food offerings.

Sales Forecast

****to be added from the profit/loss spreadsheet

Growth Potential

There are a number of ways our business can grow. Our projections show the downtown location approaching its lunch capacity in one year. Hours could then be extended into the evening, particularly for special events and shows at the Aronoff Center, for example. The restaurant could also offer an after work dinner/happy hour.

Another direction for expansion is that additional restaurants could be opened, possibly with slightly different focuses and hours, depending on the market. Clifton and the Hyde Park/Oakley/Mt. Lookout area are particularly appealing. The Hyde Park location could be more of a "market" that sells food from local sources. This could capitalize on relationships formed with local farmers supplying the downtown location.

The restaurant and bakery could also become a supplier of baked goods for local restaurants, coffee houses, grocers, and catering. If enough demand exists, a commissary might be planned to meet the demand. A coffeehouse in Oakley and a restaurant downtown have already expressed interests in our freshly baked goods.

Personal Financial Statement

****to be added

Financial Plan

Our one year profit and loss projections estimate is realistic and attainable. The projection shows that Funky Brick Bakery will make money each month, bringing in a net profit of a little over \$100,000 in the first year.

Profit and Loss Projections Assumptions

- We will start out with around 200 daily customers, split between 150 lunch customers and 60 morning customers.
- For calculation purposes, we assume the "average" lunch customer will buy 1.5 slices of pizza and 1 in 2 customers will purchase a beverage.
- The "average" morning customer will get a coffee, and 1 in 2 customers will get a pastry.
- Cost assumptions include a little padding for product that might be prepared but not sold in a day.
- We assume that our patronage increases by 10% in July, and again increases by 10% in September.
- We assume that patronage goes down 5% during the winter months, bounces back in February, and then continues to grow by 5% in April.

Profit and Loss Projection (12 Months)

Fiscal Year Begins

May-09

	IND. %	May-09	% B/A	Jun-09	%	Jul-09	%	Aug-09	%	Sep-09	%	Oct-09	%	Nov-09	%	Dec-09	%	Jan-10	%	Feb-10	%	Mar-10	%	Apr-10	%	YEARLY %	
Revenue (Sales)																											
Pizza		13,500	62	13,500	62	14,850	62	14,850	62	16,335	62	16,335	62	15,518	62	15,518	62	15,518	62	16,335	62	16,335	62	17,152	62	185,747	62
Cookies/brownies		2,250	10	2,250	10	2,475	10	2,475	10	2,723	10	2,723	10	2,586	10	2,586	10	2,586	10	2,723	10	2,723	10	2,859	10	30,958	10
Muffins/Scones		1,200	6	1,200	6	1,320	6	1,320	6	1,452	6	1,452	6	1,379	6	1,379	6	1,379	6	1,452	6	1,452	6	1,525	6	16,511	6
Coffee		1,800	8	1,800	8	1,980	8	1,980	8	2,178	8	2,178	8	2,069	8	2,069	8	2,069	8	2,178	8	2,178	8	2,287	8	24,766	8
Bottled Beverages		3,000	14	3,000	14	3,300	14	3,300	14	3,630	14	3,630	14	3,449	14	3,449	14	3,449	14	3,630	14	3,630	14	3,812	14	41,277	14
Total Revenue (Sales)		21,750	100	21,750	100	23,925	100	23,925	100	26,318	100	26,318	100	25,002	100	25,002	100	25,002	100	26,318	100	26,318	100	27,633	100	299,258	100
Cost of Sales																											
Pizza		3,420	25	3,420	25	3,762	25	3,762	25	4,138	25	4,138	25	3,931	25	3,931	25	3,931	25	4,138	25	4,138	25	4,345	25	47,056	25
Cookies/brownies		380	17	380	17	418	17	418	17	460	17	460	17	437	17	437	17	437	17	460	17	460	17	483	17	5,228	17
Muffins/Scones		200	17	220	17	220	17	220	17	242	17	242	17	230	17	230	17	230	17	242	17	242	17	254	17	2,752	17
Coffee		240	13	240	13	264	13	264	13	290	13	290	13	276	13	276	13	276	13	290	13	290	13	305	13	3,302	13
Bottled Beverages		2,370	79	2,370	79	2,607	79	2,607	79	2,868	79	2,868	79	2,724	79	2,724	79	2,724	79	2,868	79	2,868	79	3,011	79	32,609	79
Total Cost of Sales		6,610	30	6,610	30	7,271	30	7,271	30	7,998	30	7,998	30	7,598	30	7,598	30	7,598	30	7,998	30	7,998	30	8,398	30	90,947	30
Gross Profit		15,140	70	15,140	70	16,654	70	16,654	70	18,319	70	18,319	70	17,403	70	17,403	70	17,403	70	18,319	70	18,319	70	19,235	70	208,311	70
Expenses																											
Salary expenses		4,320	20	4,320	20	4,320	20	4,320	20	4,320	20	4,320	20	4,320	20	4,320	20	4,320	20	4,320	20	4,320	20	4,320	20	51,840	20
Payroll expenses [1]		25	0	25	0	25	0	25	0	25	0	25	0	25	0	25	0	25	0	25	0	25	0	25	0	300	0
Outside services [2]		200	1	200	1	200	1	200	1	200	1	200	1	200	1	200	1	200	1	200	1	200	1	200	1	2,400	1
Supplies (office and operating)		100	0	100	0	100	0	100	0	100	0	100	0	100	0	100	0	100	0	100	0	100	0	100	0	1,200	0
Repairs and maintenance		200	1	200	1	200	1	200	1	200	1	200	1	200	1	200	1	200	1	200	1	200	1	200	1	2,400	1
Advertising		450	2	450	2	450	2	450	2	450	2	450	2	450	2	450	2	450	2	450	2	450	2	450	2	5,400	2
Car, delivery and travel		50	0	50	0	50	0	50	0	50	0	50	0	50	0	50	0	50	0	50	0	50	0	50	0	600	0
Accounting and legal		50	0	50	0	50	0	50	0	50	0	50	0	50	0	50	0	50	0	50	0	50	0	50	0	600	0
Rent		2,000	9	2,000	9	2,000	8	2,000	8	2,000	8	2,000	8	2,000	8	2,000	8	2,000	8	2,000	8	2,000	8	2,000	7	24,000	8
Telephone		50	0	50	0	50	0	50	0	50	0	50	0	50	0	50	0	50	0	50	0	50	0	50	0	600	0
Utilities		600	3	600	3	600	3	600	3	600	2	600	2	600	2	600	2	600	2	600	2	600	2	600	2	7,200	2
Insurance		300	1	300	1	300	1	300	1	300	1	300	1	300	1	300	1	300	1	300	1	300	1	300	1	3,600	1
Taxes (real estate, etc.)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Interest		150	1	150	1	150	1	150	1	150	1	150	1	150	1	150	1	150	1	150	1	150	1	150	1	1,800	1
Depreciation		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Licenses		50	0	50	0	50	0	50	0	50	0	50	0	50	0	50	0	50	0	50	0	50	0	50	0	600	0
Total Expenses		8,545	39	8,545	39	8,545	36	8,545	36	8,545	32	8,545	32	8,545	34	8,545	34	8,545	34	8,545	34	8,545	32	8,545	31	102,540	34
Net Profit		6,595	30	6,595	30	8,109	34	8,109	34	9,774	37	9,774	37	8,858	35	8,858	35	8,858	35	9,774	37	9,774	37	10,690	39	105,771	35

Appendices

Appendix A - Christine Celsor Resume

Christine Celsor

christine@celsor.com

Education

Master of Community Planning 1999
University of Cincinnati, Cincinnati, OH

Master of Arts in Art History, 1999
Indiana University, Bloomington, IN

Bachelor of Arts in Art History cum laude, 1996
University of Cincinnati, Cincinnati, OH

Employment History

Planner

Clermont County, OH
2008-2009

Staff liaison to Clermont County Planning Commission. Analyze and made recommendations on subdivision and zoning applications. Maintained Planning records and databases. Developed Crystal Reports for tracking projects.

Planner II

City of Fremont, CA
2006-2007

Managed development project applications for planning entitlements and building permits. Participated in Clean Water Committee to implement sustainable practices in development projects.

Associate Project Manager, GIS-Planning Specialist

Nelson Nygaard Consulting Associates, San Francisco, CA
2004-2006

Encouraged the use of alternative modes of transportation. Responsibilities included writing proposals; developing public participation plans; designing and implementing surveys; developing maps and presentations; analyzing complex transportation data; and writing reports. Improved the firm's use of GIS for planning projects and trained planners to use GIS software.

Planning Technician

City of Piedmont, CA
2002-2004

Performed detailed analyses of design review applications and fostered a healthy relationship with the public. Served as a main point of contact to communicate zoning regulations, design review guidelines, and complex planning processes. Also

secured funding for the City by researching funding opportunities, managing grants, and ensuring compliance with agreements and reporting requirements relating to transportation improvements and recycling/waste reduction.

Senior Planner – GIS Specialist

Hamilton County Regional Planning Commission, Cincinnati, OH
2001-2002

Led the Hamilton County Regional Planning Commission's GIS efforts relating to current and long range planning. Ensured the integrity of GIS databases for an urban county; built and distributed maps and spatial databases for public use and for planning initiatives; and planned and developed a website to make maps more accessible to the public. Encouraged community building and sharing of experiences among a diverse community of users as chair of the CAGIS Users Group.

Planning Assistant

University of Cincinnati, Campus Planning and Design, Cincinnati, OH
2000-2001

Supported the efforts of the University Architect to implement the University's Master Plan. Participated in public outreach events and developed print and interactive marketing materials. Worked with various University departments to implement an electronic scheduling system aimed to use classroom space more efficiently.

Adjunct Instructor

University of Cincinnati, Cincinnati, OH
2001

Taught Introduction to GIS course for planning students.

Associate Instructor

Indiana University, Bloomington, IN
1998

Taught the art history course "Art and Power."

Consultant

CAGIS (Cincinnati Area Geographic Information System), Cincinnati, OH
1997-2000

Improved the quality of GIS databases for an urban county. Responsibilities included collecting and verifying data and provided customer service by filling map and data requests. Eliminated a back log at the County Engineer's office by digitizing over 200 parcel surveys into GIS databases.

Appendix B - Mark Celsor Resume

Mark Celsor

mark@celsor.com

Education

Art History and Liberal Arts studies
University of Cincinnati, Cincinnati, OH

Employment

Freelance Web Developer and Strategy Expert
Independent contractor based in Cincinnati, Ohio
2008-2009

- Project manager on technical and marketing projects for Fortune 500 companies
- Managed a team of 8 freelance developers
- Strategic planning
- Hands-on, technical implementation

Interactive Lead Developer

ShareThis - a 20 person, internet start-up with offices in Cincinnati, Ohio and San Francisco, California
2008

- Planned and developed prototypes and technical specs for new products
- Flash, PHP and JavaScript development

Senior Technologist

Clear Ink - a 40 person, online marketing firm in Berkeley, California
2005-2008

- Served as the technical lead on projects for all of the firm's major clients
- Managed a team of 4 developers and numerous outside resources
- Strategic planning
- Worked directly with clients
- Hands-on, technical implementation

Web and Online Manager

Gumas Advertising - a 20 person, advertising firm in San Francisco, California
2003-2005

- Led all of the firm's web development projects
- Managed a developer and numerous outside resources
- Strategic planning
- Worked directly with clients
- Hands-on, technical implementation

- Web and print design and production
- Server administration

Chief Technologist

Metaphor Studio - a 10 person, design and advertising firm in Cincinnati, Ohio
2001-2003

- Led all of the firm's technical projects
- Managed another developer and numerous outside resources
- Strategic planning
- Worked directly with clients
- Product development
- Hands-on, technical implementation
- Web design and production
- Server administration

Head of Development

eCustody/Infogate - a 5 person, web development and IT services firm in Cincinnati, Ohio
1999-2001

- Led all of the firm's web development projects
- Managed another developer and numerous outside resources
- Strategic planning
- Worked directly with clients
- Business development
- Product development
- Hands-on, technical implementation
- Web and print design and production
- Server administration
- Desktop IT support
- Managed firm's investment accounts

Web Developer

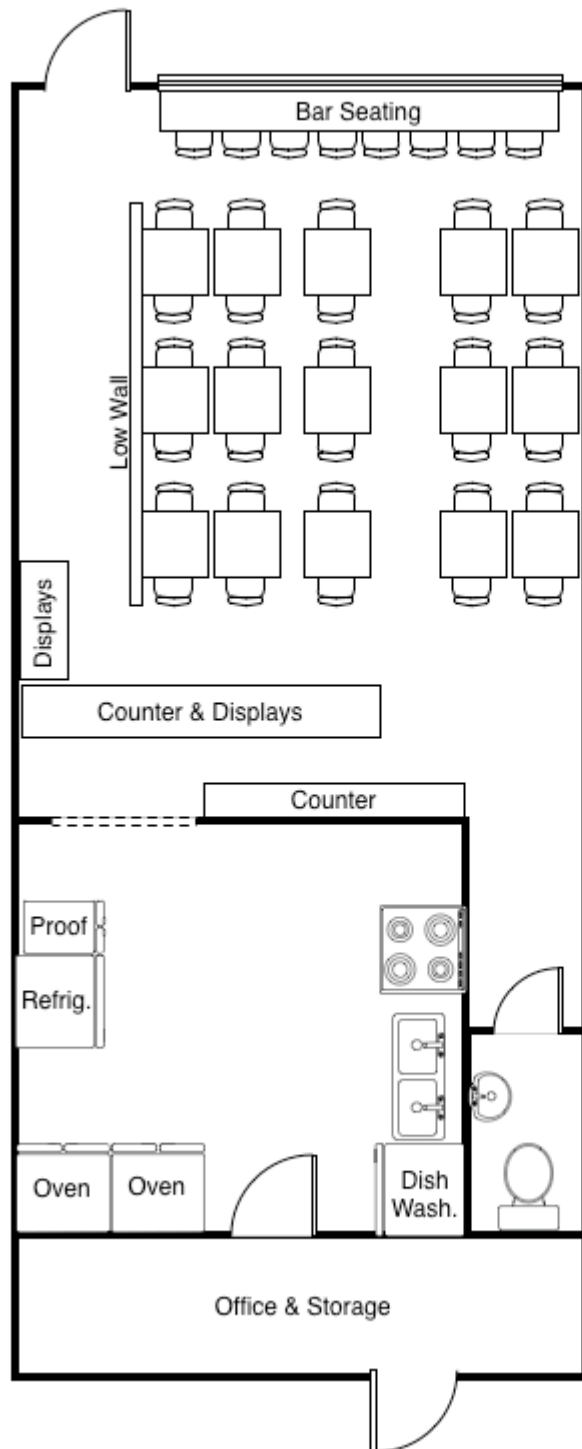
One Net Communications - a 50 person Internet service provider and consulting firm in Cincinnati, Ohio
1997-1999

- Worked as part of a 6 person web design and development team
- Web design and production
- Hands-on, technical implementation

Appendix C - Equipment to be Purchased

Equipment	Cost
Baking ovens (2)	\$10,000
Dishwasher	\$3,000
Mixer	\$2,000
Tables and chairs	\$2,000
Art and accessories	\$1,000
Stereo	\$500
Bakeware	\$500
Refrigerator	\$500
Display Cases	\$400
Cash registers (2)	\$400
Range	\$400
Accounting software	\$300
Dishes	\$300
Proofing Rack	\$100
Utensils	\$100
High chairs	\$100
Food processor	\$50
Internet equipment	\$50
	\$21,300

Appendix D - Floorplan Concept



Funky Brick Bakery

1,200 sq/ft Concept Layout

February 23, 2009

Mark Celsor

mark@celsor.com

We're getting serious about opening a real bakery! Follow our progress on the **Funky Brick Bakery Video Diary**.

Funky Brick Bakery Video Diary #7 - Sourdough Starter

Posted: February 19th, 2009 | Author: [Mark Celsor](#) | Filed under: [Video Diary](#) | Modify: [Edit This](#) | [4 Comments](#) »



Mark talks about making sourdough starter for breads and pizza dough.

ShareThis

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Contact the Bakers

Questions, comments, complaints or praise? Email [Mark](#) or [Christine](#).

Recent Blog Posts

- A Little Fat Tuesday Music
- Oatmeal Raisin Cranberry Cookies
- Back on Basin Street
- Funky Brick Bakery Video Diary #7 - Sourdough Starter
- Onion and Red Pepper Pizza with Sourdough Crust

Search for:

Appendix F - Existing Online Marketing - Funky Brick Bakery Facebook page

Remem

[Sign Up](#) Sign up for Facebook to connect with Funky Brick Bakery.

Funky Brick Bakery

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Location: **Downtown Cincinnati Spring 2009**
Cincinnati, OH

Information

Website: <http://funkybrickbakery.com>
<http://twitter.com/FunkyBrickBaker>

Attire: **Casual**

Culinary Team: **Christine Celsor, Mark Celsor**

General Manager: **Christine Celsor**

Mini-Feed

Displaying 5 stories [See All](#)

February 23

 **Funky Brick Bakery imported a note.** Monday at 9:19pm

A Little Fat Tuesday Music
Quiet New Orleans Balconies Photographed on a Trip in 2004
Sitting at a quiet desk in sub-freezing Cincinnati I wanted to share a little bit of Mardis Gras music today.
[Continue Reading...](#)

 **Funky Brick Bakery imported 2 notes.** Monday at 7:40am

- Oatmeal Raisin Cranberry Cookies
- Back on Basin Street

Fans

6 of 84 fans



Dave Paula Amy
Lauren Michael Lisa

MP3 Player

Funky Brick Bakery Radio



Photos

1 album [See All](#)



Food Photos
Created about 2 weeks ago

YouTube Video Box



Appendix G - Existing Online Marketing - Funky Brick Bakery Twitter page

The screenshot shows the Twitter profile of FunkyBrickBaker. The profile header includes the name, a profile picture of a burger, and statistics: 272 following, 210 followers, and 149 updates. The main content area features a tweet update box with the text "What are you doing?" and a "140" character count. Below this is a "Your Replies" section with ten replies from various users, including natalieherr, redshoegirl, actionjackson03, rallendorf, liebermans, JaytheBigLug, Blake_Castetter, and sophias_place. The right sidebar contains navigation links for Home, @Replies, Direct Messages, Favorites, Everyone, Following (with a grid of avatars and a "View All..." link), and Device Updates. The footer contains copyright information and various utility links.

twitter Home Profile Find People Settings Help Sign out

What are you doing? 140

Latest: Gearing up to do a new video diary this afternoon with a ton of details about our bakery plans. 10 minutes ago update

Your Replies
Updates beginning with @FunkyBrickBaker

natalieherr @FunkyBrickBaker i think this is a really exciting time to start bakeries in Ohio! I'm excited to hear more about your plans!

redshoegirl @FunkyBrickBaker found you through a gmail link. Yum! My officemates and I eagerly await your opening. Please send location when u have it.
about 23 hours ago from tuhirl

actionjackson03 @FunkyBrickBaker Just found you via your Google ad. Hope you open your funky bakery soon! Sounds delish.
about 24 hours ago from tuhirl

rallendorf @FunkyBrickBaker have you posted pics of the potential storefronts anywhere?
10:03 PM Feb 18th from web in reply to FunkyBrickBaker

liebermans @FunkyBrickBaker Round Shmound. I like it; it's funky (yup, I went there).
9:54 PM Feb 18th from TweetDeck in reply to FunkyBrickBaker

liebermans @FunkyBrickBaker That pizza looks divine.
9:18 PM Feb 18th from TweetDeck in reply to FunkyBrickBaker

JaytheBigLug @FunkyBrickBaker as a sour dough fan, I'm ready to help you apply for research grants if need be :)
12:06 PM Feb 18th from web in reply to FunkyBrickBaker

Blake_Castetter @FunkyBrickBaker That ought to be interesting! I know im gonna try it
12:05 PM Feb 18th from web in reply to FunkyBrickBaker

rallendorf @FunkyBrickBaker delicious. I made this once following Peter Reinhart's recipe. What made this one so golden brown? Did you add wheat flour?
4:25 PM Feb 16th from web in reply to FunkyBrickBaker

sophias_place @FunkyBrickBaker Love your dream! wishing you success. Love reading about food in your tweets!http://tinyurl.com/bp5xu5
11:09 PM Feb 15th from web in reply to FunkyBrickBaker

Older »

FunkyBrickBaker
272 following | 210 followers | 149 updates

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