

LeBusTM newsletter

fresh. local. everyday.

With the holidays behind us, we look to the new year. Our hope is to continue to move forward without losing sight of our mission and goals! 2013 was a big year for us, as we started major renovations on our bakery. Offices were moved to make much-needed room on the production floor. A new freezer was begun, set to finish this month! Of course, we can't forget the brand new Kemper machine we received. Here's to a brand new year!

Website News

Check out the **Products** section of lebusbakery.com. Click on **Breads** to see each loaf, roll and bun categorized by dough, size and availability. Click on **Pastries** to see French and Danish inspired baked goods, muffins, sweet loaves and more. We are always adding new additions to our Product listing, so make sure to check back from time to time to see what's new.

Spotlight: Bill Murphy's Irish Saloon

Stop by East Falls' popular watering hole *Bill Murphy's Irish Saloon* and order *The Turf Burger*. You'll be served a thick Black Angus patty topped with bacon, American cheese, fried onions, pickled jalapenos, and chipotle aioli presented on LeBus Bakery's most popular hamburger roll – the Country White bun. Mike Murphy, co-owner of the "Irish Saloon" says he selected the LeBus bun because, "It's the best roll for burgers." We can tell you the interior crumb is structured to capture the burger's tasty juices and trap all of the flavors from the assortment of toppings. The soft, but sturdy roll won't collapse or smash down under the weight of the fillings. So, you are guaranteed a flavorful combination of burger and bun with every bite. If you find yourself in the northeast section of Philly, be sure to

make your way to Bill Murphy's Irish Saloon for good drinks and delicious eats. Tuesday is burger day and all burgers, including the *Turf Burger* are just \$4.00.

Bill Murphy's Irish Saloon
3333 Conrad Street
Philadelphia, PA 19129



Pictured: Turf Burger, source Philly.com

Employee of the Month

Our employee of the month for January is **Moussa Maiga**! Moussa, who is a very contentious worker, works in the Pastry department. He displays exceptional qualities by always choosing good products for customers, disposing product that doesn't meet the standards, keeping his own workspace – as well as the space of those around him – clean, and on top of all of that he can fix any machine in the department! Congrats, Moussa!

LeBus at the Airport

Recently we celebrated the grand opening of a location in Terminal F! *Eater Philly* followed up by naming it one of the top 5 standouts! "Le Bus is a local classic, and even in an airport location their fresh bread shines. A good option for the simple, grab-and-run things you want while trying to make a flight (sandwiches, pastries), and an even better option for coffee." If you find yourself on the go, stop by Terminal C or F and grab a bite! Not near one of these terminals? Guava & Java in Terminals A, B, and E, and Peet's Coffee in terminal D/E carry our products as well!

Winter Warmups!

January is generally known as the coldest month of the year. Keep warm this month with a few quick fixes from LeBus!

- Hollow our petit French boule and fill with your favorite soup or stew
- Add some zip to your chili or pasta bake with some garlic bread made with LeBus Italian loaf or baguette
- Slice up a loaf of brioche, dip in egg and cinnamon batter to make a very special French Toast!
- Have leftover bread? Make a sweet bread pudding or savory bread casserole!

Message from VP Anthony Labetti

I always look forward to the start of each New Year with its promise of new beginnings. My personal resolution for 2014 (besides my ongoing one to lose weight!) is to provide the best customer service with the best products. During 2013, LeBus underwent much change. Our baking facility has greatly improved through major renovations and significant improvements to equipment. More importantly, we have embraced a new cultural change as well. Today, each employee is held more accountable for his or her personal commitment to customer service. Customer Service is not the responsibility of one department. It's everyone's responsibility. I have made it a #1 priority throughout the entire company. From the baker whose job it is to make the best bread to the sales team whose responsibility it is to build the customer base. Every employee is held accountable for personal excellence. And, this includes me as well. This past year I have been working with the shift leaders and managers to focus on the importance of "getting it right". "Getting it right" means overcoming the variables challenging all bakeries-weather, temperature, even the flour. It's the ability and mindset to be proactive in identifying potential problems, correcting them and executing timely solutions benefitting our customers. I am determined we "get it right" from the get go, but if we fall short, making sure you are serviced in a manner satisfactory to you. This is going to be a great year for LeBus and its team of employees. We are looking forward to getting it right all day, every day. Let me know if you ever experience something less.

Recipe from Owner David Braverman LeBus Cornbread

Ingredients:

1 ½ c all-purpose flour	1 ½ c yellow cornmeal
¾ c sugar	½ tsp baking powder
½ tsp baking soda	½ tsp salt
2 large eggs	¾ c milk
¾ c buttermilk	¾ c vegetable oil
1 c frozen corn (optional)	

Process:

1. Grease or spray a standard loaf pan. Toss with cornmeal generously. Preheat oven to 400°.
2. Combine all the dry ingredients in a large mixing bowl. Sift together at least twice. Toss in the still frozen corn kernels. This will coat them with flour and prevent them from settling to the bottom during the baking process.
3. Combine wet ingredients in a separate bowl. Whisk together well to create a homogenous blend.
4. Fold the wet ingredients into dry until well combined, but do not overmix. This should take roughly 30 seconds.
5. Fill the loaf pan about ¾ full. If any batter remains, make muffins!
6. Dot the top of batter with 1-2 tbsps of butter, broken up with your fingers. This is not mandatory, but creates a crispy, shiny crust on top.
7. Place loaf (and muffins) into preheated oven and immediately reduce heat to 350°. After about 15 minutes, reduce heat again to 300°.
8. Continue baking another 45-50 minutes til top is cracked and brown and knife or toothpick comes out clean. (muffins bake for a shorter amount of time.)

National Oatmeal Month

January is National Oatmeal Month! During the month of January, oatmeal is consumed more than any other time throughout the year. Oatmeal is a great choice, for not only does it help lower cholesterol, but it lowers the risk of heart disease, lowers high blood pressure, and prevents certain cancers and type 2 diabetes. Oatmeal isn't just for breakfast anymore, and in light of National Oatmeal Month, why not give our oatmeal boule and our oatmeal raisin cookie a try? Our oatmeal boule features two different types of oats with a hint of sweetness. Serve toasted with some jam. Our oatmeal cookies are delicious, super-sized goodness. Serve with some ice cream or crumble on top of a sundae. Perfect for any cookie craving. Also available for purchase as cookie dough (10lb.)



A Little Oat History

While oats were not as important as wheat or barley to early mankind, today they are very popular for a variety of different foods. The oldest known cultivated oat grains were found in Switzerland and dated back to the Bronze Age. Around 1602, oats were brought to North America. Today oats are a chiefly European and North American crop. The leading oat producing countries are Russia, Canada, United States, Finland, and Poland, thanks to their cool, moist climates which oats are most suited for. For many years oats had been grown mainly for livestock consumption, but in recent years there has been a significant increase in oats grown for human consumption in regards to the many health benefits they provide. They are often served in breakfast cereals or used in bread making.

If you have a comment, suggestion, question, or would like to be featured in the next issue, please contact a representative today!

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