

H&F BREAD COMPANY

by Jewel Hazelton



Chef Linton Hopkins (3rd from left) and the team at the bakery.

The smell of fresh baked bread greeted me at the door as soon as I entered the bakery. H&F Bread Company is a slice of heaven located on Peachtree. The bakery opened its doors in August of 2008 to the public and has been open since. "The bakery was opened to serve the Atlanta community, and most importantly, our partner restaurants with the highest quality of baked goods," says Head Baker, Rob Alexander.

Owners Linton Hopkins, Gina Hopkins, Gregory Best, Andrew Minchow and Regan Smith founded the bakery with a specific qualitative mission to produce the finest baked goods in the Atlanta locale. Owner Linton Hopkins also owns well-known restaurants in Atlanta, Restaurant Eugene and Holeman & Finch Public House. Hopkins was recently named Food & Wine magazine's best new chef of 2009. "We believe that this sole business goal and its subsequent delivery is what sets us apart," says Alexander. The bakery is equipped with two specialized ovens, including a hearth oven from France, enabling them to obtain a precise bake for the entire spectrum of products.

The staff at H&F Bread Company is competent, diverse and professional. "Many of us have a background

in the culinary field, and some of our employees come with no previous experience. Regardless of experience, we teach and develop our staff in order to provide ourselves with growth opportunities," says Alexander. The staff is committed to supporting one another so that each team member may enjoy work and a healthy work life balance. "Each day we are presented with a dynamic environment that challenges us to constantly adapt new ways of thinking and working," he says.

The team is led Alexander, whose background includes both craft baking and developing sound bakery systems in various sized facilities, both in the USA and France. Rob has spent several years working all over the U.S. in different culinary environments to develop his craft. Robyn Mayo, who upholds the excellence in production, has a strong culinary field, serving as both a cook and pastry chef in a two of the area's best fine dining restaurants.

The bakery is currently open for operation 24 hours a day, seven days a week, but is now closed to the public. In July of 2009, the bakery decided to close its doors to the general public and only sell their baked goods for wholesale distribution. All of their menu items can be found at better area restaurants, markets and four area

farmers markets: Emory Farmers Market, Dunwoody Village Farmers Market, East Atlanta Village Farmers Market, Dusk Peachtree Road Farmers Market and at Savor Gourmet in the Peachtree Battle Shopping Center.

H&F Bread Company bakes the finest breads and pastries available using the highest quality ingredients, European techniques and Southern sensibilities. They have a wide variety of pastries and breads that they make. "Our menu is a reflection of the agreement between three forces. The first guiding force is the respective palates of the bakery's leadership staff, as overseen by Rob Alexander. The second force is the respective palates of the ownership team, as guided by Linton Hopkins. The third is our respective community, including both customers at area farmers markets and wholesale clients, that guide us with their demand."

Bread items include hamburger buns, yeast rolls, Pullman loaves, craft breads reflecting European heritage, and Southern sandwich breads. Their breakfast pastries



include flaky Danish and croissants, as well as the much loved blueberry muffin and Scottish scones. All of their items are made with natural ingredients without preservatives or artificial flavors. The most popular selling item on the menu is the hamburger bun. When creating recipes for their menu items, they look at what they think people in the community will enjoy.

In the next few years H&F Bread Company plans to expand their business. They are strategically adding new accounts. They also hired a new administrative and sales staff that is joining the team in hopes of maximizing the bakery's potential.

For more information call 404-350-8877.