

## **FLYING APRON BAKERY**

The Flying Apron was founded as a restaurant for those with dietary restrictions. The original owners suffered themselves with celiacs disease and desired to create a menu that deviates from a traditional mainstream diet. Under new ownership, starting in 2010, the Flying Apron became completely GF certified, with all of their food items and equipment gluten free.

They have two locations, one in Fremont and one in Redmond. They sell their goods at a variety of local and chain food suppliers. They use the freshest ingredients that contain no meat, gluten or harmful chemicals and are transparent about the ingredients they do use.

### **THE PRODUCT**

Flying Apron is a gluten-free and vegan cafe and bakery.

### **ESTABLISHED REPUTATION**

Flying Apron is the vegan and gluten free bakery that offers infinite possibilities. It is a local and trustworthy alternative for gluten free dining.

### **PERSONALITY**

local and friendly, trustworthy

### **THE AUDIENCE**

Adults and children alike with food restrictions who want options and opportunity for a variety of baked goods. People with gluten and vegan restrictions due to health, ethical or religious reasons. Upper middle class, urban dwellers of a variety of ages that want a quality baked good and are ingredient-conscious consumers.

### **WHAT PEOPLE MIGHT ALREADY THINK:**

They appreciate the gluten-free options available at Flying Apron and everything tastes so good that they don't feel like they are missing out on anything.

### **WHAT WE WANT THE AUDIENCE TO DO:**

Try gluten-free to with us to discover that it tastes good, stay gluten-free because it will feel good.

### **KEY ATTRIBUTES UNIQUE FROM COMPETITORS:**

#### **EARNEST**

Flying Apron is dedicated to being sincere and honest.

#### **TRANSPARENT**

It is imperative for those with gluten intolerances and strict vegan diets to know exactly what they are eating and Flying Apron is devoted to making sure that not only are all of their recipes easily accessible but that all of their business practices are too.

#### **INNOVATIVE**

Flying Apron utilizes the most innovative recipes to make traditional meals gluten-free and vegan without losing flavor or consistency. Flying Apron is dedicated to making sure that recipes are always being updated and improved upon and that customers get a say in making decisions. The

### **THE MESSAGE:**

We believe everyone should have choices. That's why we continually craft the best gluten free, vegan solutions.

### **OTHER MAJOR POINTS TO COMMUNICATE:**

They pride themselves on having no skeletons in the closet or secrets to hide.

### **WHY SHOULD CONSUMERS CARE**

Gluten sensitivity is on the rise, trying gluten-free options & lessening your gluten intake could make you feel better. And it can taste so good you won't feel like you are missing out on anything!