

00:00  
so in a few short months if you were  
00:03  
standing  
00:04  
where you're viewing me from right now  
00:07  
you would be  
00:08  
in front of what will be an I-shaped  
00:11  
pastry case right here  
00:13  
welcome to i would say we could call  
00:16  
this a midway point in construction  
00:18  
we're definitely past the halfway point  
00:20  
because construction is not only about  
00:22  
actually the building blocks of  
00:23  
construction  
00:25  
but all the planning that comes before  
00:27  
construction which  
00:29  
it looks painfully slow at first but  
00:32  
we've been working on this project  
00:34  
every single day since september now  
00:37  
and now things are actually coming to  
00:40  
life this place is changing  
00:42  
quite rapidly we have struggled  
00:46  
on our video posting schedule you guys  
00:48  
probably have observed

00:50  
back in in the day of no build outs of  
00:54  
bakeries  
00:55  
we were posting a little bit more  
00:58  
regularly  
00:59  
on a regular interval and you've  
01:02  
probably noticed that we're kind of all  
01:04  
over the board  
01:05  
turns out despite our best efforts it's  
01:08  
very hard to be  
01:09  
doing this kind of crazy transition and  
01:11  
then documenting it all at the same time  
01:14  
so i didn't want to miss this  
01:16  
opportunity because literally this place  
01:18  
is changing  
01:18  
every single week now so we're going to  
01:20  
do a quick update tour of our new digs  
01:23  
a lot has changed since the last time  
01:25  
that you've been in here  
01:27  
like i said this is an I-shaped pastry  
01:31  
case and if you walk in the door to  
01:33  
proof in just a couple short months  
01:35  
you'd be right now hopefully gawking

01:39  
at all of the beautiful pastries in a  
01:42  
display case that's made of  
01:45  
walnut and glass right behind it you'll  
01:48  
see a big rack of bread  
01:50  
and then over here will be right in this  
01:53  
spot right  
01:54  
here will be our deck oven so  
01:57  
as you walk in the front door to the  
01:59  
space you'll immediately be hit with the  
02:01  
fresh smell of bread  
02:03  
and the activity of of producing it  
02:06  
as well as seeing the finished product  
02:08  
now if you  
02:09  
go ahead and stay for a little while now  
02:13  
uh we're entering into you're looking at  
02:16  
the  
02:16  
internal part of the bakery there's  
02:19  
going to be  
02:20  
a counter that goes down this side  
02:23  
and this side of this partition you  
02:26  
might choose to  
02:28  
grab a pastry and a coffee or a pastry

02:32

and an iced tea or a pastry and a hot

02:35

chocolate

02:36

and have a seat for a while and if you

02:38

say sit

02:39

right here well

02:44

our baker's bench runs the line over

02:47

here

02:47

you'll have your own butcher block bench

02:50

over here

02:51

to eat at and we'll have our own

02:53

workbench here

02:55

once in a while or maybe more than once

02:57

in a while

02:59

we plan on doing classes and so we

03:01

designed the two-sided

03:04

baker's bench so that we can make this

03:06

into an educational space

03:08

as well more on that later on though

03:12

so on the inside of this space is all

03:15

production i mentioned that that big

03:17

deck oven

03:18

is coming right there right next door

03:21  
will be  
03:22  
our pastry rack oven we also bake our  
03:24  
sandwich loaves and rolls in the rack  
03:26  
oven  
03:27  
you wheel a speed rack in it and it  
03:30  
spins if  
03:31  
if you're unfamiliar we have a small one  
03:33  
right now in the garage which  
03:35  
made all the difference when we put it  
03:37  
in and the one that's coming in here  
03:39  
will be substantially larger  
03:41  
in general we have designed this space  
03:44  
for our future  
03:45  
so you can see the beautiful exposed  
03:49  
ceilings for a minute i had a panic  
03:52  
attack  
03:53  
because the county was not  
03:56  
originally okay with us keeping them  
03:58  
this way but after they came here  
04:01  
and saw the history of this building  
04:03  
quite literally see that  
04:05  
it might be difficult to capture this on

04:07  
video but you might notice that the  
04:09  
brick over there has some blackened  
04:11  
spots  
04:12  
where documenting a fire uh there  
04:16  
from the early 1900s that  
04:19  
burned down much of main street this  
04:21  
building dates back to the late 1800s  
04:24  
and for arizona i find that to be quite  
04:27  
special because our  
04:28  
state has only been around in its  
04:31  
current form factor for  
04:33  
a little over a hundred years now so  
04:36  
this building is older than arizona  
04:39  
statehood  
04:41  
i think that's pretty pretty neat to  
04:43  
begin with so  
04:46  
as you sit further and further down  
04:49  
the line here we'll have plenty of  
04:52  
outlets you can notice that this whole  
04:54  
pony wall has now been electrified  
04:57  
so you'll be able to plug in your  
04:58  
devices sit for a while if you so choose

05:01

we also have plenty of power on our end

05:04

for

05:04

what we need in this table we resolved

05:08

the power in the middle of this uh

05:10

space with this this particular thing in

05:13

the ground here we actually remove the

05:15

tile

05:16

cut the concrete and the electrical is

05:19

moving from that back wall

05:21

down in through here and then out to our

05:24

counters

05:25

so a lot of things going on with this

05:28

building

05:28

it was an empty shell and we are slowly

05:31

transforming it into this open concept

05:33

kitchen

05:34

uh you might be wondering what's up with

05:36

this big huge wall in the

05:38

center uh we're going to be putting one

05:40

of our

05:41

roll dividers here and another bench

05:44

specifically for the mixer

05:46  
and i designed this cavity right behind  
05:49  
here  
05:50  
so this wall gives us the ability to  
05:52  
hang some shelves and get some storage  
05:55  
on both sides of it but this cavity will  
05:58  
accommodate all the floating speed racks  
06:01  
that we have in the bakery so  
06:03  
in the bakery at any given time i think  
06:05  
we have in the 20s of speed racks and  
06:07  
this place that will grow  
06:09  
if you can imagine we have a maybe a 5  
06:11  
foot  
06:13  
hallway here once we put our counters in  
06:16  
on both sides we might have 5 feet of  
06:18  
space here  
06:19  
with our crew lined and working in this  
06:22  
space  
06:23  
it would be quite challenging to  
06:26  
also deal with all the speed rocks that  
06:29  
we work with they would start very  
06:30  
quickly cluttering the space  
06:32  
so we designed this cavity



06:35  
for them so that we could tuck up to 20  
06:37  
speed racks in this back area  
06:40  
as we move back even further we're going  
06:43  
from baking up there  
06:47  
down the line shaping down the line to  
06:51  
croissant work  
06:52  
ending with our dough sheeter on this  
06:54  
side and so if you  
06:56  
sit at the counter at our new bakery in  
06:59  
just a few months  
07:00  
uh you'll be able to watch us laminating  
07:04  
dough  
07:04  
you'll be able to watch us roll  
07:06  
croissants you'll be able to watch us  
07:08  
shape bread  
07:09  
you'll be able to watch a scorebred  
07:11  
everything that we do  
07:12  
to produce spread will be intensely  
07:15  
immersive  
07:17  
there won't be any aspect of the  
07:19  
production of bread and pastry that is  
07:22  
not

07:22

visible to you when you walk into this

07:25

door

07:25

we do have a back area so we'll we'll

07:28

step back

07:30

this space is about to change

07:34

in a huge way this back area here

07:38

by the next time we do an update without

07:41

a doubt

07:42

we have cut out what used to be a wall

07:45

here

07:45

and this entire cavity plus a few feet

07:48

inward is becoming our new walk-in

07:50

cooler

07:52

we sized it so that it could accommodate

07:54

a substantial amount

07:56

more speed racks than we have now

08:00

now with that walk-in cooler will be a

08:02

wall

08:03

and we created an I-shaped custom

08:06

proofing chamber

08:09

on this side of the walk-in cooler that

08:12

proofing chamber will be loaded from one

08:14  
side  
08:15  
and unloaded from the other and can  
08:17  
accommodate up to 20 speed racks  
08:19  
simultaneously proofing  
08:21  
unlike now where we have to share the  
08:23  
walk-in and the proofer  
08:25  
with the same spaces meaning we have to  
08:27  
choose to take our walk-in  
08:28  
and make it a proofer or vice versa take  
08:31  
a proofer and make it a walk-in  
08:33  
in this space we'll actually have a  
08:35  
dedicated space for  
08:36  
cold and a dedicated space for warm  
08:40  
so that will simplify our lives quite a  
08:43  
bit  
08:44  
we won't have to play with humidifiers  
08:46  
all day long anymore  
08:47  
or use tiny little heaters to heat a  
08:50  
room  
08:51  
although i say all that and what we have  
08:54  
right now  
08:55  
is a super luxury compared to where we

08:58  
started  
08:59  
so uh everything that we've learned over  
09:02  
the past few years in the garage has  
09:04  
gone into the design of this space  
09:05  
but it's an extremely long building and  
09:08  
also an extremely  
09:09  
narrow space it always actually comes  
09:12  
out  
09:13  
looking a little bit wider and more  
09:16  
expansive  
09:17  
in imagery or video than reality but  
09:21  
we are dealing with a 22 foot  
09:24  
width here my garage  
09:27  
is wider than that so  
09:30  
however i have a huge length so this  
09:33  
this space doesn't quite end we go from  
09:36  
walk-in  
09:37  
cooler to the future home of the  
09:40  
bathrooms  
09:41  
the bathrooms are still over there  
09:43  
that's where they used to be they're all  
09:44  
gutted now because they were kind of

09:47

icky so we were redoing them you used to

09:50

go

09:50

in through this hallway well

09:54

no more we're actually making our

09:57

walk-in

09:58

square so that we can save on that

10:00

because

10:01

it's a lot more affordable if you can

10:03

have square walls instead of a weird

10:05

cutout

10:06

we'll get a little bit more space both

10:08

of the bathrooms now will be

10:10

ada meaning if we have any handicapped

10:12

guests

10:14

either bathroom will be accommodating of

10:16

a of a wheelchair to be able to go in

10:18

there and spin around

10:20

and our guests will have the ability to

10:23

to

10:24

to be accommodated in that way so

10:28

this is a back room uh we expanded this

10:32

opening and unburied a

10:35  
historical door uh so  
10:39  
when i first toured this space and you  
10:40  
can go back in the footage to find  
10:43  
uh the original video of me walking  
10:45  
around downtown  
10:47  
when i sort of recreated my experience  
10:49  
of walking around downtown  
10:50  
looking for this building well i had  
10:53  
come to the wall of flowers  
10:56  
behind this door it was well as  
10:59  
a whole commercial building with an  
11:01  
empty  
11:02  
wall of just flowers and i thought that  
11:04  
was odd because it looked about the size  
11:06  
of a garage door so when i placed a  
11:08  
phone call to the building owner  
11:10  
said i'm going to need to put in a  
11:12  
garage door because  
11:13  
we do all farmers markets right now and  
11:16  
we can't give that up that's kind of the  
11:18  
core of our business it keeps us safe as  
11:20  
a business so

11:21

we need a way to get things out the door

11:23

we also need a way to get pallets of

11:25

flowers in the door so

11:27

uh a roll-up door was quite critical

11:30

well uh the building owner said

11:33

i can't be sure because it's been like

11:36

30 years since

11:37

almost when i first purchased the

11:39

building but i vaguely remember

11:42

that there might have been a roll-up

11:43

door and it might even still be there

11:46

it might just be rolled up in the

11:48

ceiling

11:49

and my building owner is

11:52

not a construction guy by any means

11:56

so you know we didn't know how to take

12:00

that

12:00

we were kind of skeptical that we'd find

12:02

a garage door because he was skeptical

12:03

that we'd find a garage door

12:06

well we took everything off

12:10

and there was a garage door in the

12:11  
ceiling and so we rolled it down it  
12:14  
hasn't been used in  
12:15  
something like 30 years there's a weird  
12:18  
decal of a radio station on it  
12:20  
uh maybe that's even worth some money i  
12:22  
don't know probably not  
12:24  
but so that's our back area we're gonna  
12:26  
have our dish pit back here we have a  
12:28  
little utility room for our mop sink and  
12:31  
those kind of things  
12:32  
and actually a side  
12:36  
roller door in that room that will  
12:38  
connect  
12:39  
next door to our grocery store you might  
12:42  
wonder why do i need a side roller door  
12:44  
that connects to the neighboring  
12:45  
building  
12:46  
through a tiny alley that's half the  
12:49  
size of this hallway  
12:50  
well when i was doing the load  
12:53  
calculations for this space  
12:56  
we have accommodated a certain amount of



13:00  
pallets of flour  
13:01  
on the floor here however  
13:04  
we are short space  
13:07  
for the capacity of this bakery so  
13:11  
we know that if we do a little bit more  
13:14  
growth which  
13:15  
this bakery will demand that of us  
13:19  
we won't have sufficient space to store  
13:22  
the amount of pallets of flour that we  
13:23  
need on hand  
13:25  
so next door we decided to also take on  
13:29  
another project  
13:30  
i had this long held desire  
13:34  
to start a grocery concept  
13:37  
related to proof when i envisioned our  
13:41  
new brick and mortar bakery in the past  
13:43  
i always thought that we would have that  
13:45  
market dynamic to it because we had such  
13:47  
strong relationships in the farmers  
13:49  
market world  
13:51  
and it felt like a very rewarding  
13:54  
way to move into the future to bring

13:57  
all of our friends along from the  
13:59  
community  
14:00  
that we're making different types of  
14:02  
food than just bread  
14:04  
so when we examined this space for the  
14:08  
bakery  
14:09  
and next door was vacant and we could  
14:12  
negotiate  
14:13  
a good rental rate for next door  
14:16  
and even a favorable risk  
14:20  
level meaning we're given some grace  
14:22  
with this new grocery concept if it  
14:24  
failed that we had a way to just  
14:26  
streamline to just this  
14:29  
however that's not the way things are  
14:31  
going so far  
14:33  
that notion of failure we launched a  
14:36  
holiday pop-up market over there  
14:38  
with 20 vendors that really represent  
14:41  
some of the cream of the crop of food  
14:42  
producers at the local level in the  
14:44  
valley

14:46  
of phoenix i should say the valley  
14:47  
people wonder what i've meant when i  
14:49  
said the valley it's just  
14:50  
the way we talk about the phoenix metro  
14:52  
area around here  
14:54  
but everybody that i  
14:58  
asked all of my favorite people said yes  
15:02  
and then the holiday market over there  
15:04  
went so well the three-day pop-up that  
15:06  
everybody agreed to  
15:08  
give it a go on a week-by-week basis  
15:10  
with the grocery store in the new year  
15:12  
so we did that and we haven't lost a  
15:16  
single vendor it's been now  
15:18  
six or seven weeks that we've been in  
15:20  
business each week  
15:22  
we're seeing a slight uptick in  
15:24  
everybody's performance  
15:26  
proof is selling next door are bred so  
15:29  
it's given us the ability to get to know  
15:30  
this area ahead of the bakery moving  
15:32  
down here

15:34

and it's been just an incredibly

15:36

rewarding project

15:38

i'm going to give you guys an update

15:39

next door as well but uh

15:43

this space now has fire sprinklers it

15:46

now has the electrical going it has a

15:48

gas meter in the back

15:49

we've unburied that garage door we've

15:52

done all of our demolition

15:54

we're in progress with all the

15:57

counterwork that's going in here except

15:58

that's all being done off-site right now

16:02

we've still got plumbing our ovens are

16:04

going to be

16:05

shipping in very soon they're going to

16:08

come in in pieces we're going to have to

16:10

carry all

16:10

the pieces in here and then some oven

16:13

assembly specialists will arrive from

16:16

uh from the people who i bought the oven

16:18

from uh pro-bake out in

16:20

ohio and they will build the ovens from

16:24  
the floor up in here because  
16:26  
fully assembled they're far too large to  
16:28  
fit through  
16:30  
any of the openings now you might wonder  
16:32  
why we are getting new ovens  
16:34  
when we already have ovens and it ended  
16:37  
up becoming  
16:38  
simply a a math problem  
16:42  
when we first thought about bringing our  
16:44  
ovens into this space  
16:47  
our ovens require a hood over them they  
16:50  
don't have a hood  
16:52  
over them and they both need it so that  
16:54  
we  
16:55  
can meet the right standards especially  
16:57  
for commercial  
16:59  
installing a hood in this splay in this  
17:01  
place was a  
17:03  
fairly intensive ask it could be done of  
17:06  
course i have people put hoods in all  
17:07  
kinds of places and the smallest  
17:10  
kitchens have hoods

17:12  
but the cost was about half the cost  
17:16  
of upgrading both of our ovens and by  
17:18  
upgrading both of our ovens we  
17:21  
are going to bake cleaner we're going to  
17:23  
bake at a higher quality  
17:24  
and we will more than double our baking  
17:27  
output potential  
17:29  
so in reality that investment became a  
17:31  
no-brainer  
17:32  
because it's better to spend twice on  
17:34  
something that will return  
17:36  
something to you than spend half on  
17:38  
something that is a sunken cost  
17:40  
that you can't get out of bringing our  
17:44  
other ovens here would have been  
17:47  
an inevitable replacement so despite the  
17:49  
fact that i had to take out  
17:51  
a loan to finance the ovens which is not  
17:53  
something that we do lightly  
17:56  
we knew that it was the right play  
17:59  
so many of you have been following along  
18:02  
this journey on our gofundme page

18:05  
uh and i've been updating there i've  
18:07  
been updating on  
18:08  
instagram if you're interested in seeing  
18:11  
this through  
18:12  
to its completion and seeing all of the  
18:15  
various steps  
18:16  
we will likely have something else being  
18:19  
shown to you over the next few weeks  
18:22  
on video although everything is changing  
18:26  
faster than we're able to document it  
18:28  
right now so  
18:29  
i will handle the balance on those other  
18:31  
places the gofundme  
18:34  
where this place has been  
18:37  
funded in part by people from literally  
18:41  
around the world  
18:42  
and i still don't actually have  
18:47  
the brain work to process what that  
18:49  
means because  
18:51  
over 80 countries the last time i  
18:54  
checked  
18:54  
are represented in that seed investment

18:58  
that we needed to get  
18:59  
up off the ground this project is going  
19:02  
to  
19:03  
cost us over four hundred thousand  
19:05  
dollars and  
19:06  
for us it it was something that we knew  
19:09  
would be very expensive  
19:10  
we still didn't realize how expensive it  
19:13  
would be our original estimates were a  
19:14  
quarter of a million dollars  
19:17  
but all in all we landed in the 400 000  
19:20  
mark and it could have easily gone  
19:22  
higher to be honest  
19:23  
there's still things that we're not  
19:25  
doing this iteration like  
19:26  
this building has four air conditioning  
19:29  
units on the ceiling  
19:31  
and we know against our 120 degree  
19:34  
summers that they're too old  
19:36  
to to be adequate for a long term to  
19:40  
cool this bakery  
19:42  
so we still have costs beyond that going



19:45  
forward into our first year here  
19:49  
it has been only by the grace of  
19:53  
the the vast community of people that we  
19:57  
were able to get that first bit of seed  
19:59  
that we needed to get this ball rolling  
20:02  
on time because if you recall  
20:04  
we had a very small time window afforded  
20:07  
to us by the city  
20:08  
four months to go from where we were at  
20:12  
to here now the city is letting us  
20:14  
complete the project  
20:16  
it's been five months now we have  
20:19  
a couple more to go and we couldn't have  
20:22  
gone  
20:23  
any faster i mean we've been working  
20:25  
about this project around the clock  
20:28  
i stopped baking for months for me  
20:31  
i mean you can go back into one of my  
20:33  
videos where i say i'm not gonna be the  
20:35  
baker that is only baking once a week  
20:38  
and i wasn't even baking once a week on  
20:40  
average for the last few months

20:42

i'm thankful that now i'm back in the

20:44

bakery which will also help with

20:46

with youtube videos by the way uh

20:49

but it took getting all this going

20:53

and to get all this going we needed that

20:57

so so up till date in terms of donations

21:01

on gofundme

21:02

we've raised over eighty thousand

21:03

dollars in donations as

21:05

as of this particular video but we have

21:08

then financed the rest and so we've

21:10

actually raised over three hundred

21:12

thousand dollars right now

21:13

still trying to figure out where the

21:15

last bit of

21:16

dollars is going to come from whether

21:18

cash flow

21:19

whether whether more lending

21:22

whether a little bit more from our

21:24

gofundme but at this point

21:26

this thing is in motion and moving and

21:30

it's in motion enough with enough of all

21:32  
the subcontractors and contractors and  
21:35  
city and county  
21:36  
and employees and all the various pieces  
21:39  
that we need to put  
21:40  
pull this together that i'm able to take  
21:43  
some more hours in the bakery again  
21:45  
i don't have to spend all of my time  
21:47  
getting this up and running  
21:50  
so we can't wait just a little bit  
21:52  
longer  
21:53  
and our world will certainly change  
21:56  
dramatically  
21:57  
once we get into this space that'll be a  
22:00  
whole new  
22:02  
thing and to think that just  
22:05  
three and a half years ago  
22:08  
it was a one-man thing  
22:11  
hand mixing in a big doe trough no  
22:14  
equipment no mixers  
22:17  
broken as as f ovens  
22:21  
uh just really rough circumstances  
22:25  
we didn't have capital when we first

22:27  
started this project  
22:29  
this whole bakery has grown  
22:32  
through just a lot of love and labor and  
22:35  
passion  
22:36  
and time and then we got to this point  
22:41  
we didn't quite make it to that time  
22:44  
that we needed to raise  
22:46  
the amount of savings to do this all on  
22:48  
our own  
22:49  
but fortunately uh you know the way that  
22:52  
2020 went  
22:53  
and the way that  
22:56  
now we have this relationship with all  
22:58  
of you online  
23:00  
we couldn't be more thankful because  
23:03  
our future is now more secure thanks to  
23:05  
everybody's help  
23:06  
and for a little while this year  
23:11  
it was quite uncertain whether we would  
23:13  
weather this there's still moments  
23:16  
that we are worried because there's just  
23:19  
a lot of changes going in right now

23:21

so that's the update we can't wait to

23:24

welcome everybody into this new home we

23:26

can't wait to start making videos from

23:28

this new home

23:29

in the future uh it's gonna be a

23:32

a heck of a thing when it's done but

23:34

this is the midway point

23:36

got a couple months to go so we'll keep

23:39

you posted

23:50

you