

True Grain celebrates 5 year anniversary

Summerland's award winning craft bakery passes a major milestone

Summerland, BC

Widely recognized as a destination for handcrafted organic bread and pastries, Summerland's beloved organic craft bakery celebrates its 5th anniversary on Saturday, June 24th.

Todd Laidlaw, Owner of True Grain, reflected on the past five years by saying, "We're honored to have received New Business of the Year (2012) and multiple Business of the Year awards (2014, 2015, 2016). We owe our early success to our loyal customers from both Summerland and throughout the Okanagan. We invite you to come join us Saturday, June 24th as we celebrate this important milestone!"

When asked what has been True Grain's formula for success, Laidlaw responded "We strive to connect with our customers in relevant and meaningful ways. All of our flour comes from a BC farm. All of our flour is organic. We specialize in ancient and heritage grains that are true to nature and haven't been modified. We freshly stone mill many grain varieties ourselves at low temperatures to optimize both taste and nutrition. Finally, our team of talented bakers handcrafts each individual loaf."

While the essence of True Grain is handcrafted organic bread and pastries, they also sell cookies, crackers, croutons, pasta, pancake mix, & the widest assortment of organic flour in all of BC. True Grain has retail bakeries in Summerland (est. 2012) and Cowichan Bay (est. 2004) and True Grain flour is available in many BC grocery stores and available to craft bakeries throughout BC.

AWARDS/ACCOLADES:

2017 - #1 of 31 Bakeries in the Okanagan Valley - Tripadvisor

2016 – Top 20 Bakeries in Canada – Huffington Post

2016 – Business of the Year – Summerland Chamber of Commerce Excellence Awards

2015 – Business of the Year – Summerland Chamber of Commerce Excellence Awards

2014 – Business of the Year – Summerland Chamber of Commerce Excellence Awards

2012 – New Business of the Year – Summerland Chamber of Commerce Excellence Awards

2012 – Best New Restaurant/Shop/Café in the Okanagan – EAT Magazine

COMPANY:

True Grain Bread is an Old World inspired European bakery specializing in fresh, local, organic, handcrafted bread. They first opened their doors in 2004 in the sleepy seaside village of Cowichan Bay, BC. They have long been pioneers of food sustainability and awareness. True Grain Bread is a beacon for unbelievable breads, from-scratch baking, organics, sustainable business practices, farm to table partnerships, and community engagement. www.truegrain.ca

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