

Handcrafted™
by

Loaf

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Who we are

Loaf is a leading New Zealand bakery founded in 2004 to create high quality artisan breads. Loaf's breads and delectable sweet treats are **handcrafted by a team of bakers using the**

finest ingredients. Our cakes are literally like mum used to bake, with all the wholesome goodness of home baking and nothing artificial added. Loaf's products are **made in New Zealand from all natural high quality ingredients with no artificial preservatives, fillers or anything else artificial.**

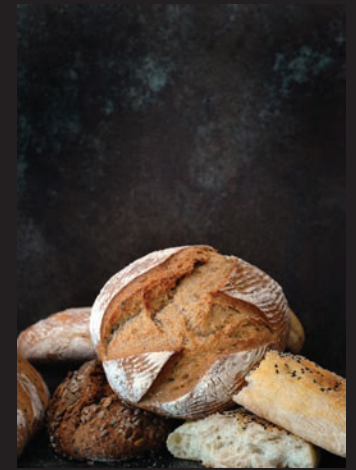
Loaf's Founder

Loaf's founder, Sean Armstrong undertook his chef training in New Zealand and then journeyed to London where he **worked for several Michelin-Starred restaurants.** After receiving various accolades he returned to New Zealand as head chef at Auckland's O'Connell Street Bistro and went on to open the acclaimed Prime Bistro.



During this time he discovered that there was room for a new bakery, one whose mantras were product quality and great customer service.

So, in 2004 he founded Loaf Handcrafted Breads and set about creating high quality artisan breads and cakes.



Loaf's Product range

Loaf's product range is extensive and includes hundreds of different products for the **food service industry** as well as an **extensive retail range.** The spectrum includes handcrafted breads, sourdoughs, cakes, slices, pastries, scones, muffins, doughnuts, buns and gluten free products. It includes hot favourites such as sliders, Loafnuts and chocolate brownie.



Loaf's products can be found throughout New Zealand as well as in International markets.

