

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 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
guttled 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