



## **BOOTHS CASE STUDY**

### **Simon Thomas – Staff of Life bread**

Simon Thomas was first taught to make bread by his mother and grandma when he was a child and today is still truly passionate about bread and bread making. After several unsatisfactory sales jobs, Simon opened a small café in Kendal serving home-made food with an emphasis on baking fresh bread every morning to accompany the menu. Seven years ago Simon opened up a bakery, Staff of Life, in one of Kendal's yards and when Booths Artisan opened in 2005 he was asked to supply fresh bread to the store throughout the day.

Simon's bread was so popular that the product range has been expanded and impressed by Simon's passion for creating the perfect loaf, Booths acquired The Old Smokehouse in Kendal, which Simon has equipped with a 25 tonne wood-fired brick oven and now leases from Booths as his new artisan bakery.

His wife's Gingerbread is now on sale in Artisan and won gold in the Taste Awards. The new bakery, 'The Old Smokehouse' will allow him to work with Booths and another Booths bakery supplier, Bells of Lazonby, to deliver their vision (and style of bread) to a much wider group of eaters. A range of Staff of Life bread is now produced under Bells of Lazonby licence and is rolled out to all stores.