



Nobleton, Ontario, Canada

August 2012

Cappuccino Bakery

Frank Agostino and Rocco Zapone opened the Cappuccino Bakery in 1983 at Pine Valley and Hwy 7. In 2006, they moved the business to the location on King Road, east of Hwy 27 in Nobleton. Since then, they have served many a happy customer, a fact that is confirmed by the official opening on Saturday, June 9, 2012 on the new site, neighbouring its previous location.



The People

Both owners are fully involved in the operation and management of the business, each bringing their own unique expertise to provide their customers with quality products and service.

At the age of 13, Frank applied to the local Open Window Bakery for a part-time job. Due to his age, his application was rejected and it was suggested he try again in another year, which he did, and he was hired. Frank has been involved in the industry since then, operating a number of bakeries and eateries in the Vaughan and King area, for more than 30 years.

In keeping with their business plan, they were attracted to a somewhat smaller building located on the King Road in Nobleton, as it offered them the potential to grow their customer base. With Frank's passion for providing fresh food, it was decided that it was time to expand, in order to offer a wider variety of items to the customers.

In the original shop, there were six full-time employees and two part-time staff. In the recently opened location, there are ten full-time, and nine part-time staff. This includes four full-time bakers, a head chef with three staff

to help him, with the balance of staff covering front-line customer service. Most of the employees are experienced in the industry, and training is ongoing. Those individuals working with breads and pastries have up to twenty-nine years' experience in their field of expertise. Everyone learns from each other. Most of the staff is within reasonable proximity to the bakery, with some being able to walk to work. Students are numbered in the part-time staff, and come from the local community.

The customer base is varied. The 'regulars' stop by for their favourite menu items. Those working in the area on construction projects stop by to pick up a lunch to go, and often come back with family members and friends to enjoy a more leisurely meal. City customers, who stopped in once or twice on their way to a cottage, now have become regulars and phone ahead to pick up an order en route to a weekend retreat, or to a favourite vacation spot. Many of the staff of local businesses come in to pick up lunch as take-out, while others choose to enjoy the ambience of eating in the restaurant.

The popularity and success of the bakery are indications of its quality products and amiable service.



The Product

Quality suppliers ensure consistency and quality in the menu items. Ingredients are purchased within the 100 km. radius as often as possible, and closer to home whenever the opportunity is available. Fresh produce is often purchased, in season, directly from local farms.

*Frank's secret for a quality product...
"All food is good, if it's fresh!"*

The menu has changed, and offers a greater variety. The visual impact is very important in the selection of food, and the new location offers significantly more display space. One of Frank's favourites is his potato pizza, and now he has the room in the hot table to display it.

Recipes for the menu items at Cappuccino Bakery come from old family recipes, from the lists of favourites of staff, from friends, and from the creative spirit of the owners. There is a wealth of combined talent and experience among the staff, resulting in the creation of dishes which satisfy the many different tastes of the customers. New items, like the five different stuffed breads and the half dozen different chicken entrées, always add interest to the already inspired menu.



The Performance

The new location was purchased in 2009 with construction beginning in 2010. The project was paused until June 2011.

Although it was a long time coming, with many delays, having the sewer system finished enabled them to relocate and expand, and made it possible for the business to grow. With sewers installed, construction issues resolved, and permitting processes addressed, the project moved forward. The weather cooperated throughout the winter, and the project was finished, allowing for the opening in mid-May 2012. The renovations were planned to maximum allowances in order to take full advantage of the site. The expansion also created provision for additional modern residential units, meeting the Township's commitment to residential intensification under its Sustainability Plan.



In the previous location, space to serve customers was limited to 1,100 square feet. The new Cappuccino Bakery has almost triple the floor space, with approximately 3,200 square feet on the main floor for service to customers, allowing for more display counters and a larger open area. On the lower level, there is ample space for storage, and a separate area dedicated to daily food preparation and manufacture items for business-to-business.



Cappuccino provides products, as a wholesaler, to local and out-of-area businesses in the retail food and hospitality markets. The bakery also offers their clients catering and specialty orders.

As the space increased, so did the demand. Close to fifty kilograms of ribs and chicken are prepared daily. It is a challenge to keep up to the demand for bread, buns, and pastries. The increased number of display cases has provided the opportunity to show more products, with an increase of four times the sales due to the visual appeal of so many items.

This success was achieved through planning, persistence and positive perspective. Owners, management, staff and customers are pleased with the outcome, and look forward to a successful and sustainable future for the Cappuccino Bakery.



SustainableKing

2075 King Road, King City,
Ontario CANADA L7B 1A1
www.king.ca

For business inquiries,
contact: Jamie Smyth,
Economic Development Officer
905-833-4016 jsmyth@king.ca



**Cappuccino
Bakery**

**WOOD
OVEN Pizza
& BREAKFAST HOUSE**