

# BAKEHOUSE

BY SIGNORELLI

## Our Story, our Home

The Bakehouse: a home from home where bright ideas, generous people, and passion for a better world, meet.

@bakehouse\_by\_signorelli

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## Who We Are:

The Bakehouse by Signorelli  
– Its our HQ and we want to share it with you. A space of bakers, makers, creators, thinkers, where flour meets coffee and the community comes together under one epic roof in Stratford E20.



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## Events

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The Bakehouse is available if you are seeking to host an event to remember. From birthday celebrations, to team breakfasts and afternoon teas, we can create unique experiences with delicious, hand-crafted food.

## Catering

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We offer catering for all events, offering both savoury and sweet, and hot and cold, options. Whether you are hosting an intimate gathering at home, organising a birthday bonanza or a press morning, we have a menu to suit every need. Every item is baked and made on-site, and uses only the best ingredients.

## Celebration Cakes

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Our patisserie chefs are on hand to bring your cake dreams to life. We collaborate from the point of inception to baking every component by hand and finishing with the highest quality ingredients. Whether you are looking for a safari-inspired cake, or a cake decked with seasonal flowers, we can work to your vision.



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## Back Story:

The story starts in 2015 with the founding of the first Signorelli bakery. On a tour of the Olympic Village, when high tower blocks and nascent trees waited to see what would be the legacy of the East Village post-Olympics, Rebecca and Alberto, wandered amongst the newly built, empty store fronts. They had been discussing opening a bakery together, that would recreate the archetypal Italian pasticceria, but for the East Village. The pair were already deep foodies – Alberto the cook who'd for years hosted family and friends back at home in Milan, and Rebecca, the perpetual seeker of the latest restaurants with new stories to share. So when the site presented itself, they went for it.

The rest as they say, was nearly ten years of the sharpest learning curve of all; running a marathon as a sprint is probably the right analogy. Today Signorelli has flourished into three thriving locations, East Village and Stratford cross. Almost a decade in, children have been born, couples married, trees have grown, ducks have borne forth several generations. Today this is our community: the 6am walkers, the mums and toddlers, the remote worker. This is our family too: the bakers, the baristas, the suppliers.

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## **BH:**

Bakehouse is the latest chapter.

When we ran out of space in our first bakery, we needed to create a large purpose-built bakery that could service all our smaller bakeries by cargo bike every morning.

Bakehouse is now the engine room of SIGNORELLI, HQ one might call it. A place where artisanal craft and sheer delight in getting just that right crème pate to sponge ratio is what you'll find inside the Bakehouse. Come and take a seat at the Bakers Bar, where with a coffee and pastry in hand, you can observe the baking team, in real time, craft every item by hand, with love. Our cargo bike runs a day at 7 am and 10.30 am delivery to Signorelli East Village and Stratford Cross in time for breakfast and lunch rushes.

Put in an order for a custom celebration cake and whilst you watch the finishing touches, pick up a delicious treat from our Zero-to-Hero range.

The Bakehouse also runs a roster of events and masterclasses for the local community, from Pizza Making and Elemental Yoga to Wine Tastings, Little Bakers sessions.

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## source

All of our suppliers operate locally, or are independent businesses, and most have been working with us since we opened in 2015. These are partners that share our values, focusing on sustainability, and human well-being through nutrition rich ingredients .

Here we share our wonderful partners:

Wildfarmed **flour**

The Estate Dairy **milk**

Cacklebean **eggs**

The Roasting **coffee**

Tea and the gang **tea**

Sole&Latte **mozzarella**

Zhero **delivery**



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## **Zero-to-Hero:**

No preservatives are used in Signorelli products and waste is minuscule. Baking daily allows for this respectful creation of products, using in-house fermentation methods. The care Alberto takes is not about expediency, but quality and a care for how the body responds, and thrives off, the products baked on-site.

Although the Signorelli bakeries run as close as possible to zero waste, there is one final frontier: off-cuts. At the Bakehouse, we are opening the doors and allowing our customers to fully embrace the zero waste policy, through our Zero-to-Hero range, made from all of the delectable off-cuts.

Focaccia off-cuts are transformed into delicious crostini and heroically sumptuous breadsticks; the ends of our best-seller brownies are repurposed into fudgy brownie bites (the best parts, in our opinion, but don't tell anyone!); oats used in-house find new life in our in-house granola and shortbread flowers are made from the inside of our signature Nutella biscuits.

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## Buon Appetito!

Get in touch today, for Events, Catering, Celebration Cakes, and Masterclasses. We look forward to creating some magic with you!

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