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## Breaking Bread with a Bread Maker



Photo Andy Scheck

Addressing assembled city leaders and business people at the annual Chamber of Commerce sponsored Thanksgiving breakfast, keynote speaker Tom Franier, co-owner of Semifreddi's, passionately explained why he's so grateful. The successful business he started with two partners had humble beginnings in a tiny bakery in Kensington, near Berkeley, with one sourdough recipe, a grand total of four products and a vision to bake the best bread every day. Diablo Foods was their bakery's first customer in Contra Costa County almost 30 years ago. Moraga resident Franier shared his philosophy - to simply take care of his employees, who will consistently craft a fine product that customers love. With the highest wages in the industry, health insurance, a 401K plan and a generous profit sharing arrangement, he credits motivated employees with the success of the business. Clearly the proof is in the sourdough; the business now grosses more than \$15 million annually. On average, Semifreddi's delivers close to 200,000 loaves of bread per week and roughly 40,000 pastries and cookies throughout the Bay Area. C. Tyson

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