



Company

The company was born out of love, frustration and determination.

"Homemade family dinners have always been a special part of my tradition and culture. Fresco Artisan Bakery has come about because I wanted my gluten sensitive future Son-in-Law (hopefully) to feel included and to share in the same culinary experience of "breaking bread" and enjoying a homemade, thoughtful, flavorful and authentic taste of Italian comfort foods including pizza, pasta and bread as the rest of us".

PITCH DECK



OCTOBER 2020

color scheme



Client is also a curtain designer,
we pulled a ton of inspiration from
her home

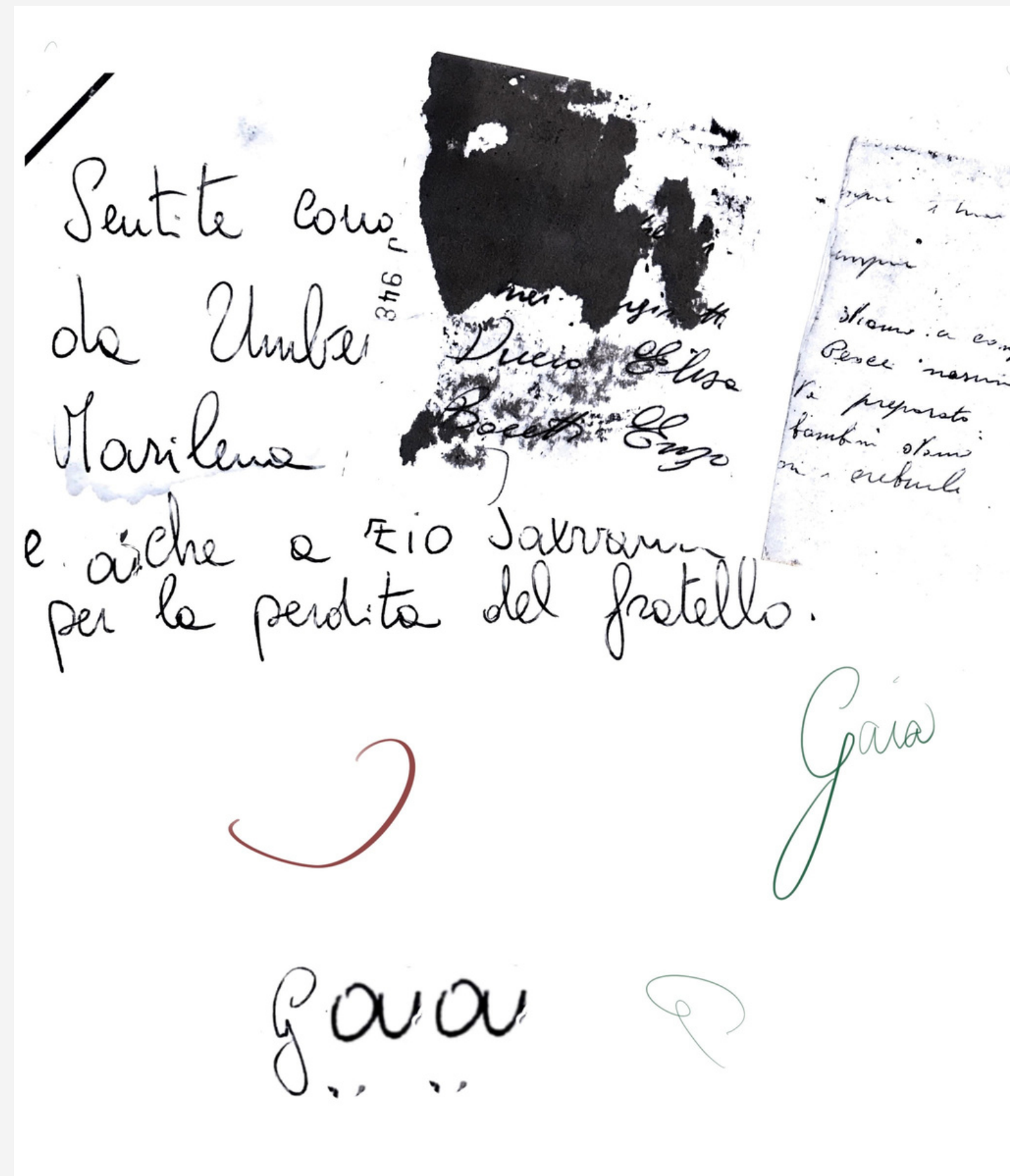
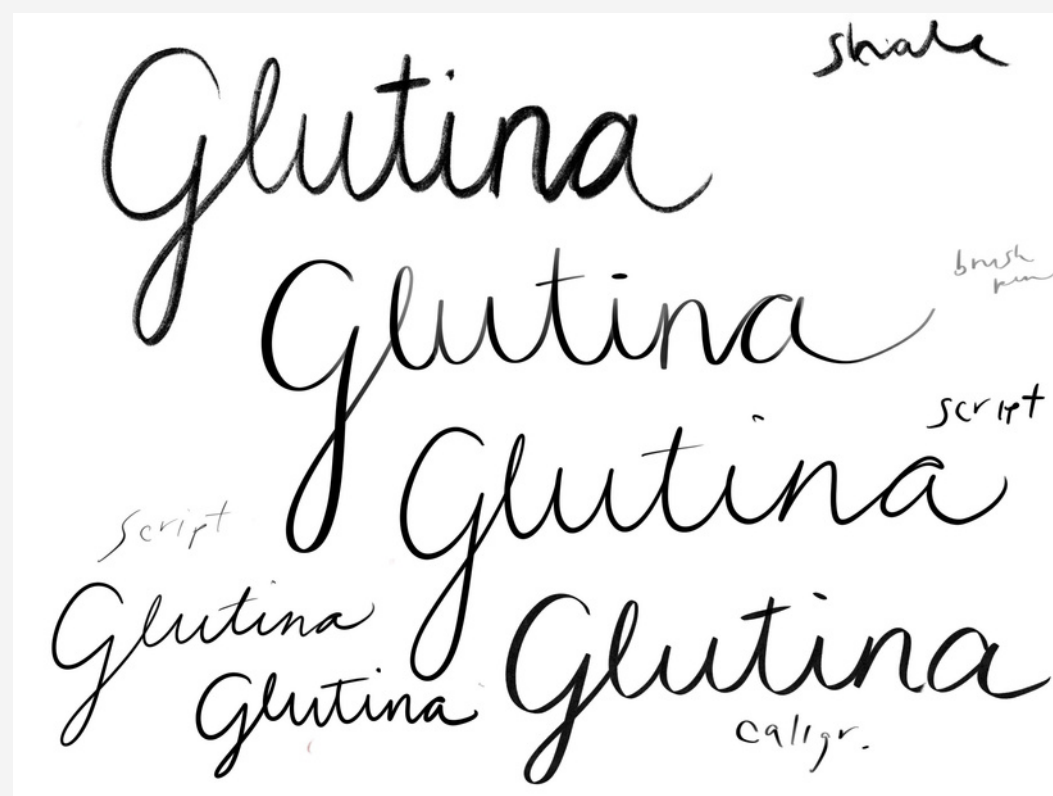
The company is built around family
values, and what is more fitting
than incorporating the client's
dining room colors...where the idea
was first tested.



Font Selection

My client was sure of a scripted font, just unsure of a name still at this point.

She wanted it to feel handwritten, because the product was handmade. Here are sample fonts, we ended up going with my own hand lettering done on Procreate. To the right, you can see hand written postcards of her mothers handwriting which I used as inspiration.



Logo Drafts

My client had a hard time choosing a name, here are different names we worked through until we came to "fresco"

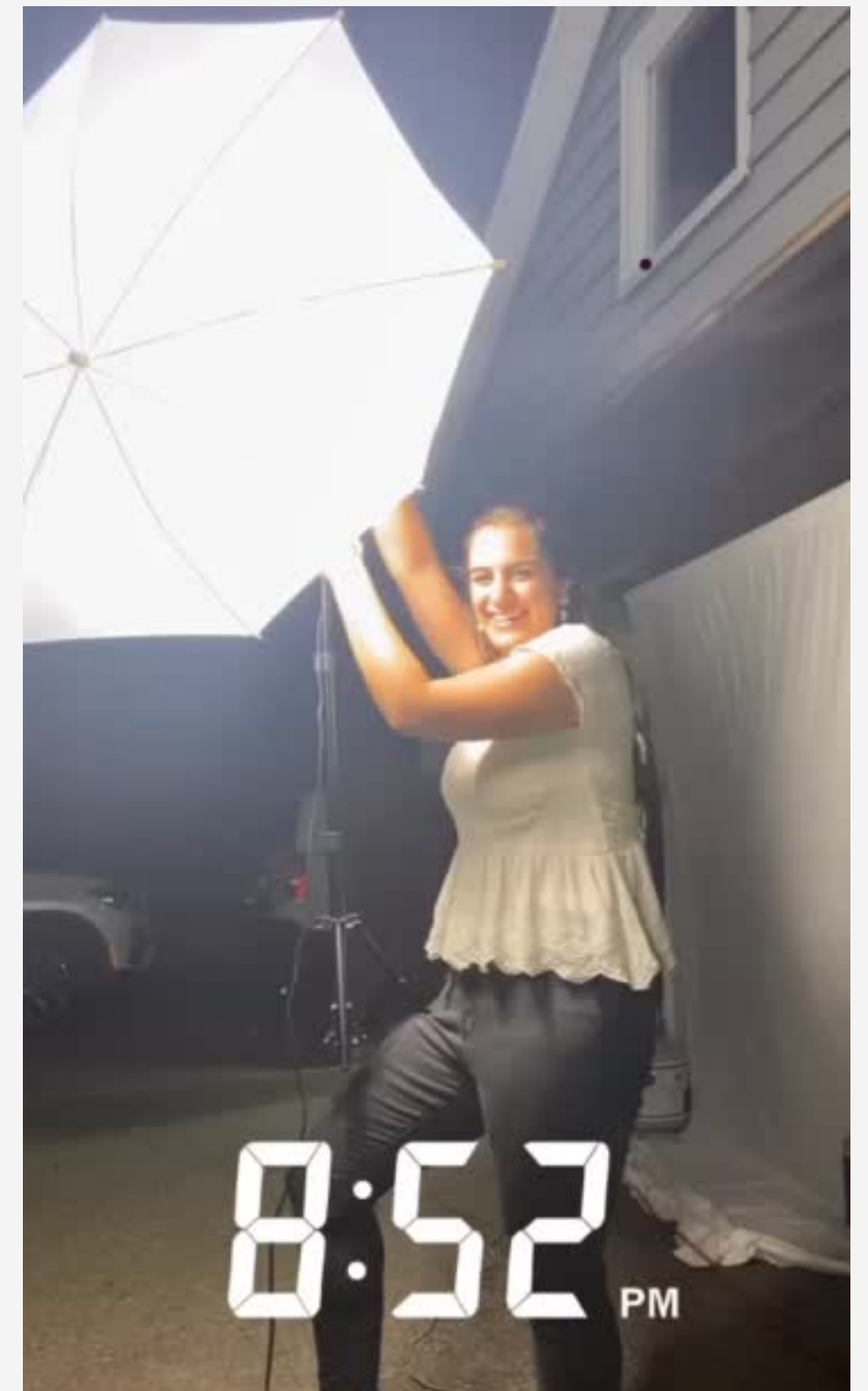
She loved the idea of a olive branch because it symbolizes peace and bring people together, she enjoyed the wreath I drew on procreate which ended up being our final logo.



The Photoshoot

In the midst of logo and website creation, we needed to shoot content for social and her website, attached are the slides we used to present to a farmers market to secure a spot.

All photos were taken in my backyard at 8pm with overhead lights, all my inspiration pictures are scattered here.



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breadsticks

Crunchy, seasoned, long rustica breadsticks .

Ingredients: Wheat starch, water, dextrose, maize starch, buckwheat flour, rice starch, psyllium seed fibre, thickener: guar; flavoring, salt, olive oil, sugar, yeast, sorbitan monostearate..



the wedge

It's a Westchester thing! This Gluten Free Wedge sandwich bread was specifically made for our Deli's in mind.

Others refer this bread as a long roll, a hero, hoagie, grinder, or a sub. In Westchester County we refer to this bread as a Wedge.

Ingredients: Wheat starch, water, dextrose, maize starch, buckwheat flour, rice starch, psyllium seed fibre, thickener: guar; flavoring, salt, olive oil, sugar, yeast, sorbitan monostearate



Focaccia

Traditional flat oven baked bread topped with olive oil and seasonings



Ingredients: Wheat starch, water, dextrose, maize starch, buckwheat flour, rice starch, psyllium seed fibre, thickener: guar; flavoring, salt, olive oil, sugar, yeast, sorbitan monostearate



fresh pasta

Traditional, handmade gluten free fettuccine pasta.

Ingredients: Wheat starch, water, dextrose, maize starch, buckwheat flour, rice starch, psyllium seed fibre, thickener: guar; flavoring, salt, olive oil, sugar, yeast, sorbitan monostearate



Pizza

traditional neapolitan style
gluten free pizza

Ingredients: Wheat starch, water, dextrose, maize starch,
buckwheat flour, rice starch, psyllium seed fibre,
thickener: guar; flavoring, salt, olive oil, sugar, yeast,
sorbitan monostearate

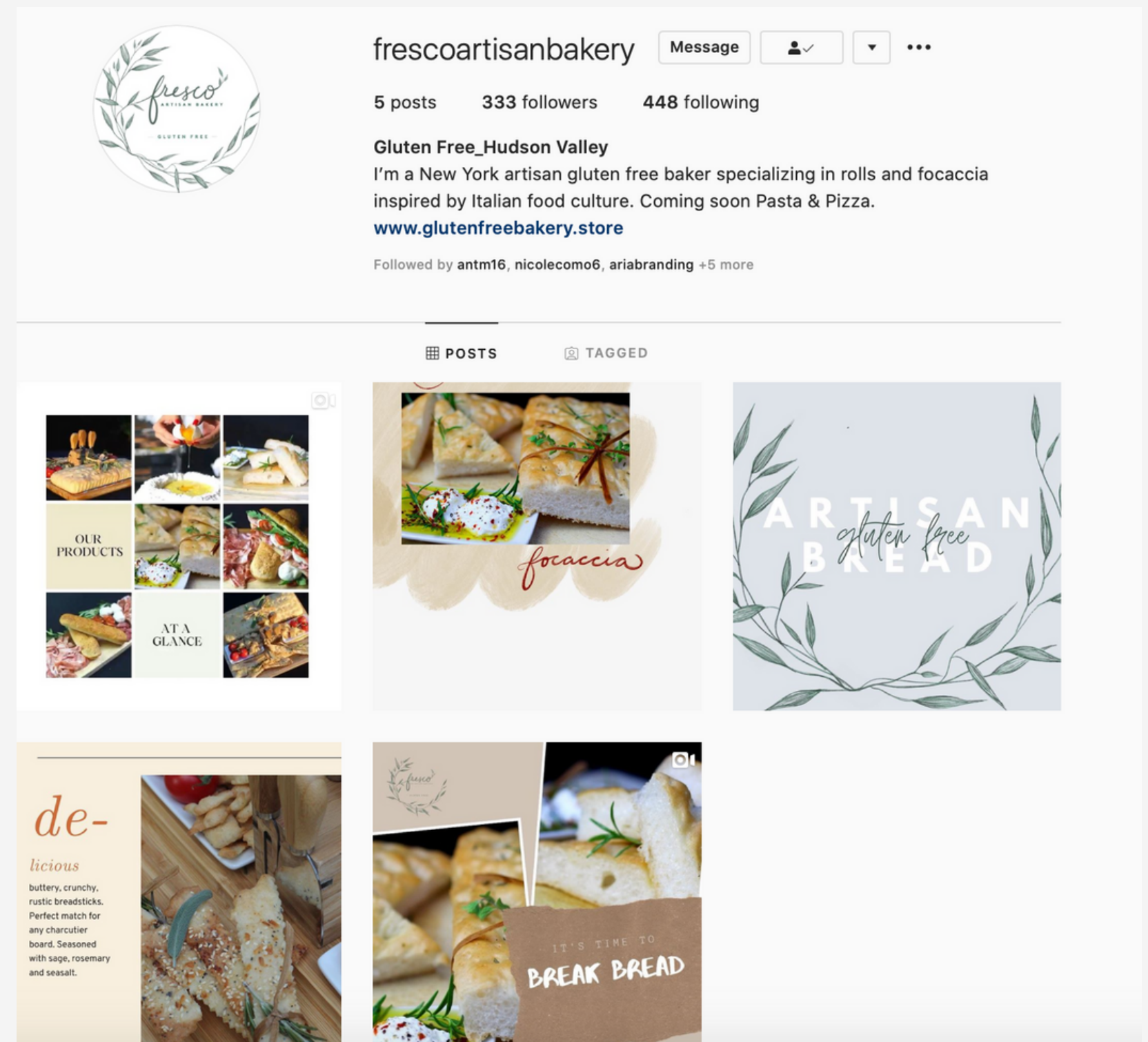
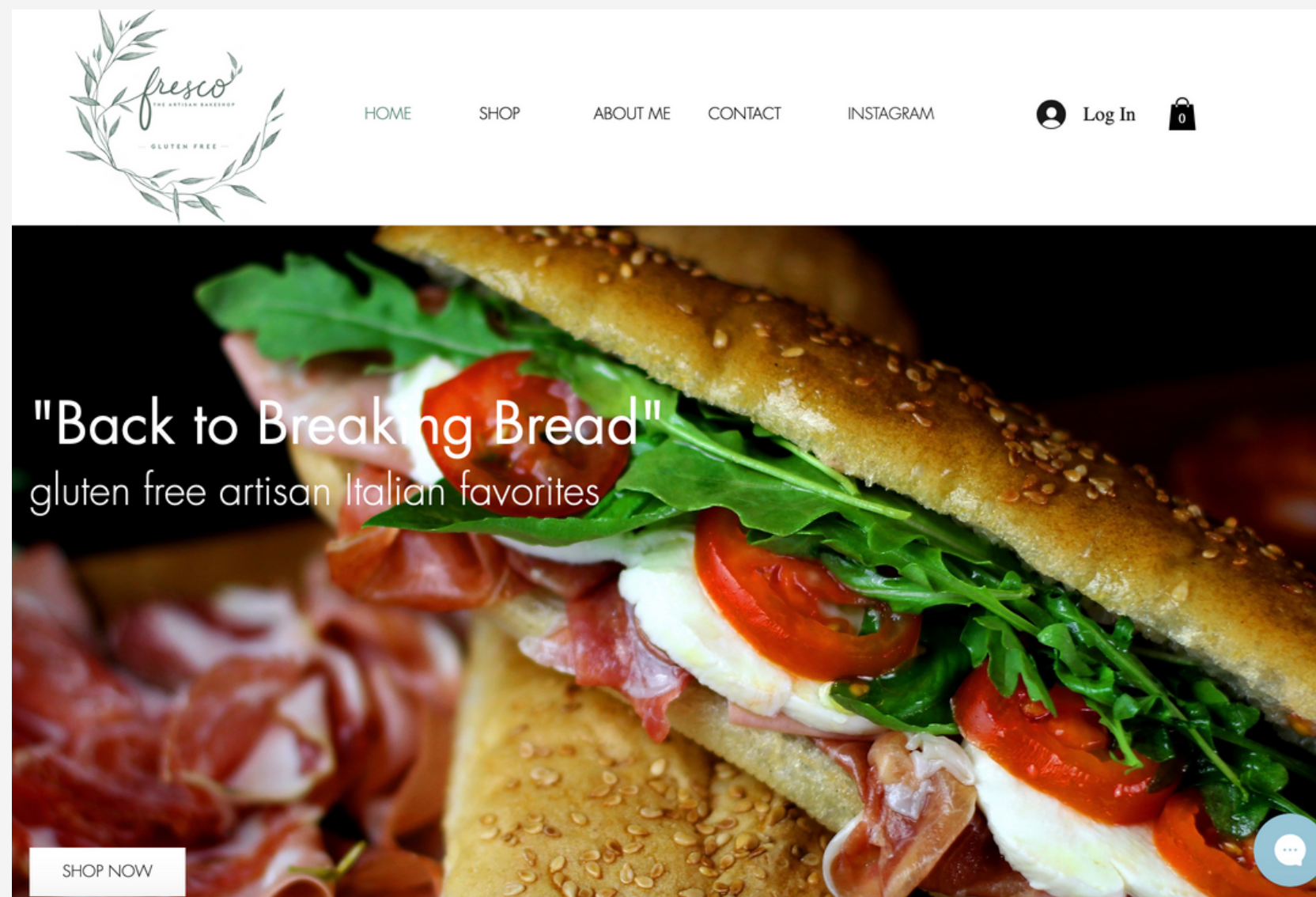


Website & Social

I was able to start an online presence for the client that included the branding.

Website: <https://www.glutenfreebakery.store>

Instagram: <https://www.instagram.com/frescoartisanbakery/>



Other Materials

As the project continued, I was requested to make a mood board, menu and deli sign for the client. I challenged myself to make e all three in Procreate.

