

Fleur de Pain
Business Identity

Name: Fleur de Pain

Mission

Bake fresh, honest bread and pastries every morning using slow fermentation, natural ingredients, and zero preservatives.

Services Offered

- **Artisan Breads** (baked every morning): baguette, country sourdough, multigrain, ciabatta, brioche, rye.
- **Viennoiserie & Pastries:** croissant, pain au chocolat, cinnamon roll, danish, éclairs.
- **Cakes & Sweets:** whole cakes (customizable), cupcakes, tarts, macarons, cookies, seasonal desserts.
- **Custom Celebration Cakes:** flavors, fillings, sizes; edible-print toppers; **24-hour notice.**
- **Coffee & Beverages:** espresso drinks, filter coffee, hot chocolate.
- **Catering & Events:** breakfast boxes, mini-pastry trays, dessert tables.

Team

- **Leila Haddad: Head Baker (Lead, AM Bake)**
Oversees bread program, sourdough starters, production planning.
- **Karim Mansour: Pastry Chef (Lead, Pastry/Lamination)**
Designs pastry menu, supervises lamination and pâte à choux.
- **Maya Rahme: Operations & Community (GM)**
Scheduling, supplier relations, loyalty program, partnerships.
- **Zainab Barakat: Bakery Manager (Store Manager)**
Runs day-to-day shop operations: shift rosters, opening/closing checklists, service quality, hygiene, incident logs, KPI tracking (waste %, on-time orders). Manages FOH, barista, and cashier; escalates to GM.
- **Samir Karam: Assistant Baker (Mixing/Shaping, Pre-dawn)**
Preferments, mixing, bulk fermentation, shaping baguettes/loaves.
- **Ranya Boutros: Assistant Baker (Lamination/Viennoiserie)**
Croissant dough, laminates, proofing, morning bake.
- **Farah Nassar: Cake Decorator (Custom Cakes)**
Finishes, edible prints, tiered cakes, client design consults.
- **Jad Abou Khalil: Barista Lead (Coffee Program)**
Espresso calibration, beverage SOPs, barista training.
- **Noelle Fares: Front-of-House Supervisor (Opening Shift)**
Merchandising, service quality, cash handling, daily briefings.
- **Rami Choueiri: Front-of-House Associate (Closing/Delivery Desk)**
Order packing, end-of-day counts, coordinates delivery pickups.
- **Layal Hamdan: Cashier (POS & Receipts)**
Runs POS, receipts/invoices, refunds/exchanges, cash drawer, gift cards/loyalty.
- **Tarek Chams: Delivery & Logistics (Driver/Routing)**
Delivery windows, vehicle upkeep, route optimization.
- **Hiba Zaiter: Procurement & Inventory (Cost Control)**
Orders flour/butter/chocolate, stock rotation, wastage tracking.

- **Ahmad Eid: Marketing & Digital (Orders/Content)**

Updates menu online, manages WhatsApp/web orders, social posts.

Unique Value Proposition

- **Freshness Promise:** fresh batches **every 3 hours**; no day-old bread sold as “fresh.”
- **Transparency:** a **Bake Times** board (updated through the day) so customers know when each item came out of the oven.
- **Quality First:** natural starters, locally milled flours, and real butter, no premixes.
- **Easy Customization:** simple, form-based cake builder with clear pricing tiers and options.
- **Convenience:** pre-order, pickup, or delivery with 2-hour windows; bread subscription with pause/resume.

Contact & Ordering

Open daily. Pre-order via WhatsApp. Same-day pickup while stocks last. **Custom cakes require 24-hour notice.**