

Ad feature

### **Lest we baguette: West Brom scores goal with Masovia Craft Bakery**

You can be forgiven for not associating the small town of West Bromwich with a thriving food scene. Many venture into neighbouring Birmingham to try a plethora of different cuisines, whilst potentially overlooking what's right on their door step. Thus, enter the Masovia Craft Bakery.

Situated just beyond the hustle and bustle of the famous Baggies ground on Carter's Green, the Hawthorns, this little gem rests between a throng of busy shops and eateries. With its inviting front and large pavement area placed just back from the road, the popular Polish bakery is a firm favourite amongst residents, visitors, and office workers.

Masovia West Bromwich is one of four franchises, sitting underneath its hugely popular parent company, Bakery Mazowsze. The Baggies branch opened on 25 March 2022 and joins established sister sites in Walsall, Smethwick and Redditch. Although relatively new to the foodie scene, Masovia West Bromwich is already making waves amongst the local community. Open Monday to Saturday from 9am to 5pm, the bakery serves up a wide variety of specialist Polish delicacies and artisan treats.

The extensive counter is inspired by European roots and recipes. Shelves are graced with a selection of delicious sourdough breads, fresh cakes and treats, pastries, croissants, traditional herbs and spices, rolls and other baked goods. Ready for the lunch time rush, hungry food lovers can also enjoy a range of ready to eat sandwiches and pizza bread baguettes. If that doesn't take your fancy, you can opt for a portion of tasty homemade soup, where a different flavour appears everyday. Dumplings, hot pork chops, coleslaw, chicken breasts, potatoes and cheese add to the delectable menu. Customers can also order special celebration cakes, plus candles.

Masovia West Bromwich is under the capable management of experienced businessman, Greg Zajchowski. Having been part of the industry for many years, Greg successfully launched the Walsall bakery with great results. He now plans to expand and take the West Brom site to new heights.

"The new bakery is in a prime position," explains Greg.

"Carter's Green is a busy, bustling road and there is a constant stream of people coming past, essentially during lunch hours. We see a lot of office workers or nearby tradespeople popping in to take advantage of the grab and go, ready to eat range. There is so much more than just cakes and doughnuts- we offer many different sandwich and hot food options. There are both savoury and sweet delights, with waffles being introduced recently.

"Everything is freshly baked and prepared on site using artisan, natural ingredients, and traditional methods. Our staff are knowledgeable and dedicated, listening to customers, and focusing on the small details. We pride ourselves on making sure everything tastes perfect before it hits our counter. Every week there are different foods and flavours in the bakery, and I believe our vast offering sets us apart from the rest."

The creation of Masovia came about after the success of parent company, Bakery Mazowsze. Polish born Pawel Podolak and brother-in-law Krzysztof Podolak wanted to pursue their passion for food inspired their heritage. After moving to the UK, the duo set up a small bakery in 2006 with the aim to showcase delicious European delicacies. And that they did. A now booming family business, Mazowsze centres on business-to-business sales to more than 300 different stores across the

country. A step sideways, the new Masovia craft bakeries became part of the expansion to serve walk-in customers.

Looking to the future, Masovia West Bromwich plans to make the most of its spacious premises in the heart of Sandwell. There is a dedicated area with tables and chairs for customers to eat in if they wish, and once the warm weather truly begins, the outside front space will boast a bistro area. The staff are excited about what is to come, having already made a positive impact in the area with people from all nationalities heading to the bakery.

The Masovia Craft Bakery West Bromwich is situated at 21 Carter's Green B70 9QP.

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