



LUNAR BAKERY

TASTES OUT OF THIS WORLD
LUNAR SPRINGS, USA

PROPOSAL FOR LUNAR SPRINGS PLANETARIUM CAFÉ

Dessert Vendor
RFP: 2021-101



OUR CONTACT DETAILS

Location: 222 Main St. Lunar Springs, USA 42648

Hours: Everyday 7:00 a.m. – 4:30 p.m.

Email: lunarbakery@gmail.com

Phone: (123) 456-7890

www.lunarbakery.com

SEPTEMBER 21, 2021

Lunar Springs Planetarium Café
1909 Craytin Ave
Lunar Springs, USA 42649



DEAR LUNAR SPRINGS PLANETARIUM CAFÉ,

Lunar Bakery is excited about the opportunity to sell our baked goods at the Lunar Springs Planetarium Café. We believe this would be a beneficial partnership as our company missions are so closely connected with an emphasis on outer space.

Our bakery is entirely lunar themed, from our branding to our desserts. Lunar Bakery's signature baked goods would fit in perfectly at the planetarium. Similarly to you, our goal is to spark an interest in people's desire to learn more about, and appreciate, outer space. We accomplish this through our baking. We would love to bring this to your customers at the Planetarium Café.

Established in 1999, we have an abundance of experience to bring to you in the baking world. Additionally, being firmly rooted in Lunar Springs, we have a rich understanding of the area and locals. We are highly connected and well-known. This brings increased publicity to our partnership and the Planetarium Café menu expansion.

The opportunity to introduce Lunar Bakery customers to the Planetarium Café, and vice versa, is invaluable. Our customer bases would mesh well given the common interest in outer space. Plus, the chance to bring in new customers to both businesses is an unmatched opportunity.

Lunar Bakery is the most fitting company to fulfill your dessert vending needs. Our team of seasoned professionals in the baking and catering business would provide you with the services needed for this business venture. For additional information or questions, please contact Travis Cott, bakery manager, at (123) 342-7055 or by email at traviscott1@gmail.com.

**SINCERELY,
LUNAR BAKERY**



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OWNERS AND OPERATING TEAM



OWNERS:

Kylie Genner and Jordyn Goods

TEAM:

15 employees on staff including bakers, kitchen staff, managers, and other functional roles.

Rest assured you're in good hands with our team! Equipped with extensive knowledge in baking and the baking business, we can serve your every dessert need.

Lunar Bakery's diverse team has years of experience in pastries and desserts. Our bakers are professionally trained in culinary and patisserie.

Everyone on our staff has specific roles and responsibilities within the company. This ensures all parts of the operation run smoothly and efficiently. We pride ourselves on running a professional, well-organized bakery. Your Planetarium Café staff would not have to worry about a thing because our staff will be there to help at every step of the way.



QUALIFICATIONS AND EXPERIENCE



Lunar Bakery has been in business for 22 years. Before we opened our store location on Main Street, we catered for events and private parties. Today, we continue to cater, host pop-up shops, and operate from our main bakery location. We have been in business for over two decades because our products and customer service can stand the test of time.

We've received countless accolades and won a baker's dozen national baking competitions. Lunar Bakery has also been featured on the Food Network and Bon Appétit magazine.

Kylie Genner and Jordyn Goods are the co-founders and owners of Lunar Bakery. As young female entrepreneurs, they know the ins and outs of the company and the baking industry. Genner and Goods are experienced in the baking and catering business, and this experience provides them with the skills necessary to oversee the Lunar Bakery and Planetarium Café partnership.

Given our experience in catering for events and private parties, this can translate into vendoring our baked goods for the Lunar Springs Planetarium Café. We can deliver products in perfect condition to you at a fair price and maximum convenience.



COMPLIANCE WITH HEALTH DEPARTMENT



You can trust our food and facility to be safe and clean. Lunar Bakery meets all health codes and is compliant with Health Department regulations. Our licensing is current and was most recently renewed within the past six months. Copies of Health Department inspections and reviews can be seen below, as well as our business license.

Missouri State Department of Health

Corrective Action Required: Yes No
Corrections required by (Date) _____

Food Establishment Inspection Report

Establishment _____ Time in _____
Address _____ City/State _____ Zip _____ Telephone _____
License/Permit# _____ Permit Holder _____ Risk Level _____

Circle designated compliance status (IN, OUT, NO, N/A) for each numbered item. Mark "X" in appropriate box for COS and R.
IN = in compliance OUT = not in compliance NO = not observed N/A = not applicable COS = corrected on-site during inspection R = repeat violation

FOODBORNE ILLNESS RISK FACTORS AND PUBLIC HEALTH INTERVENTIONS

Risk Factors are food preparation practices and employee behaviors most commonly reported to the Centers for Disease Control and Prevention as contributing factors in foodborne illness outbreaks.
Public health interventions are control measures to prevent foodborne illness or injury.

Compliance Status	Supervision	Compliance Status	Consumer Advisory
1 IN OUT	Person in charge present, demonstrates knowledge, and performs duties	24 IN OUT N/A	Consumer advisory provided for raw or undercooked foods
2 IN OUT N/A	Manager certification	25 IN OUT N/A	Highly Susceptible Populations
3 IN OUT	Management: sanitation policy present	26 IN OUT N/A	Potentially hazardous foods prepared, stored, and served
4 IN OUT	Proper use of reporting, restriction & exclusion	27 IN OUT N/A	Chemical
5 IN OUT NO	Good Hygienic Practices	28 IN OUT N/A	Food additives, approved and properly used
6 IN OUT NO	No discharge from eyes, nose, and mouth	29 IN OUT N/A	Food additives, properly identified, stored, used
7 IN OUT NO	Preventing Contamination by Hands	30 IN OUT N/A	Conformance with Approved Procedures
8 IN OUT NO	Hand clean and properly washed	31 IN OUT N/A	Conformance with various, specialized process, and HACCP plan
9 IN OUT N/A NO	No bare hand contact with ready-to-eat foods	32 IN OUT N/A	Other Critical Factors
10 IN OUT	Adequate handwashing facilities and water accessible	33 IN OUT N/A	Preventative measures to control the introduction of pathogens, chemicals and physical objects into foods
11 IN OUT	Approved Sources	34 IN OUT	Water and ice from approved source
12 IN OUT N/A NO	Food received from approved sources	35 IN OUT	Sanitary facilities, such as sinks, are present
13 IN OUT N/A NO	Food in good condition, safe, and well-labeled	36 IN OUT N/A	Cool and hot water for public use are present
14 IN OUT N/A	Required records available: (1) risk logs, (2) person restrictions	37 IN OUT N/A	Handwashing, hand-drying, glove use, and other procedures
15 IN OUT N/A	Protection from Contamination	38 IN OUT N/A	Refrigerated and hot water properly disposed
16 IN OUT	Food separated and protected from contamination	39 IN OUT	Food facilities properly maintained, supplied
17 IN OUT N/A	Food - contact surfaces, stored & covered	40 IN OUT N/A	Permitted use inspection report
18 IN OUT	Proper distribution of cooked, previously served, ready-to-eat, hot and cold foods		
19 IN OUT N/A NO	Potentially Hazardous Food (PHF) (hot food)		
20 IN OUT N/A NO	Proper cooling procedures for hot holding		
21 IN OUT N/A NO	Proper cooling times and temperatures		
22 IN OUT N/A NO	Proper hot holding temperatures		
23 IN OUT N/A NO	Proper cold holding temperatures		
24 IN OUT N/A NO	Proper date marking and disposition		
25 IN OUT N/A NO	Time as a public health control: procedures & records		

Missouri State Department of Health Revised 8-16-07 Form 328
Display for Public View

BUSINESS LICENSE

Lunar Springs
PLEASE POST IN PUBLIC VIEW

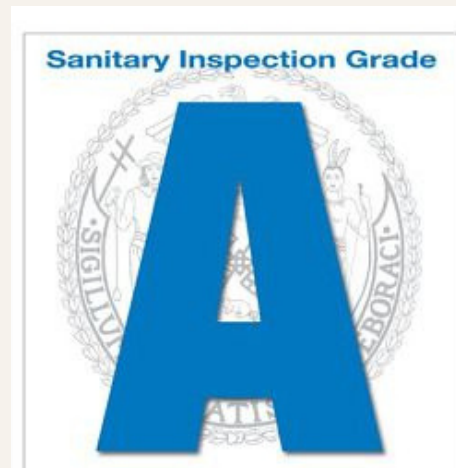
Lunar Bakery
2832 HILDA AVE
MISSOULA MT 59801

LICENSE NUMBER: BL20040542
GRANTED TO: Lunar Bakery
TO CONDUCT THE BUSINESS OF: Food Operations
FROM: 2832 HILDA AVE MISSOULA MT
ISSUE DATE: 01/21/2011

ISSUED IN ACCORDANCE WITH THE PROVISIONS OF THE CITY OF LUNAR SPRINGS MUNICIPAL CODE, AS AMENDED, LICENSE IS HEREBY GRANTED TO OPERATE THE BUSINESS REFERENCED ABOVE

EXPIRATION DATE: 09/21/2025

DEPARTMENT OF BUSINESS LICENSING



REFERENCES



Foundational to our company are the connections we build with the Lunar Springs community. We value and prioritize maintaining happy, healthy relationships with our clients. Lunar Bakery would be thrilled to add Lunar Springs Planetarium to our list of satisfied customers.

Currently, we have partnerships with Davis Wedding Planning and MYT Special Events to provide our baked goods when commissioned. We have had previous partnerships and short-term contracts with other businesses in a variety of industries. Lunar Bakery is well-established in the Lunar Springs area and nationwide, allowing for a credible and extensive reference list reaching across the U.S. The clients included on our reference list would be happy to talk to you about our work.

Our success is measured based on feedback from our customers. The list of references provided below can vouch on our behalf for the quality of Lunar Bakery's work.

CLIENT	PHONE NUMBER
Angela's Party Planning	(618) 237-0987
Dancing Wind Planning	(314) 784-0923
Davis Wedding Planning	(123) 279-1782
Georgia Peach Co.	(123) 156-2849
Golden Hour Express	(123) 884-4489
Mark Andrews Inc.	(314) 348-7431
MYT Special Events	(123) 432-2344
Nancy's Designs	(618) 832-9420
Lunar Springs Art Museum	(123) 674-1347
Lunar Springs Coasting Co.	(123) 202-7887
Lunar Springs Resort	(123) 476-6932
Twisted Lily's Events	(534) 123-8765
Tim's and Jim's Inc.	(778) 654-3211

SERVICE PACKAGES



Picture this: Moon Pies, Planet Cookies, Eclipse Cupcakes, and Cosmic Brownies sold at the Lunar Springs Planetarium Café!

We are offering to provide a weekly supply of our four signature items to be sold at the Planetarium Café. We could also make limited-time specialty items in theme for seasonal exhibits at the Planetarium.

Quantity per item, per week would be determined by the rates at which each item sells.

Providing your café customers with four different dessert options allows for a nice selection of options, while not being overwhelming. Our products are delicious and eye-catching, sure to please and delight your customers.

Additionally, the benefit of offering four desserts is the items wouldn't occupy too much space in the café. This avoids issues of overstock and/or overcrowding the café window display.

No other company makes these four products. They are uniquely Lunar Bakery's recipe and design. Your café would have an exclusive advantage on the competition with Lunar Bakery involved.



MOON PIES



PLANET COOKIES



ECLIPSE CUPCAKES



COSMIC BROWNIES

PRICE



You'll be thanking your lucky stars for this great deal!

The Planetarium Café will make 20% of the profit from Lunar Bakery items sold in the Café. There will be no cost to feature our items and for anything that is not sold, Lunar Bakery will donate it to a local food pantry. Lunar Bakery will deliver our baked goods weekly at no cost, making this a profitable opportunity for the Planetarium Café without any risk of losing money.

We sell our products at a reasonable, fair price that will be accessible and budget-friendly for your Planetarium Café customers.

The prices below represent the price point at which each item will be sold to café customers. Our pricing model is as follows:

ITEM	PRICE
Moon Pies	\$4
Eclipse Cupcakes	\$4
Planet Cookies	\$2
Cosmic Brownies	\$2

The Planetarium share of profit will be .40 on the Moon Pies and Eclipse Cupcakes.
The Planetarium share of profit will be .20 on the Planet Cookies and Cosmic Brownies.



UNIQUE VALUE PROPOSITION



Lunar Bakery and Lunar Springs Planetarium is our dream partnership. Our product line is perfectly aligned with your business, making this an ideal collaboration opportunity.

Our marketing materials, branding, and products all revolve around lunar-inspired imagery, which lends itself well to working with a planetarium. Lunar Bakery desserts and brand messaging support the planetarium's overall mission of bringing joy through learning about and appreciating the beauty of outer space. Lunar Bakery is different from other bakeries in this regard.

Moon Pies, Planet Cookies, Eclipse Cupcakes, and Cosmic Brownies would please and delight your visitors as it ties into their experience at the Lunar Springs Planetarium. It can be assumed that if they are visiting the planetarium, they have an interest in outer space. Our baked goods will be an extension of their experience when they visit the Café. Our desserts look as great as they taste, and this will draw customers into your Café.

Beyond catering our signature outer space themed baked goods, we could support the planetarium in other ways as well. We can promote the Lunar Springs Planetarium through signage at our store location. We have a community bulletin board with flyers and posters advertising local events. This would be an optimal spot to feature upcoming events and exhibits held at the planetarium. Free advertising for the planetarium at our bakery would increase general community awareness and bring you new visitors.



CLOSING



We strongly believe that a partnership between Lunar Bakery and Lunar Springs Planetarium Café would be a win-win for everyone – you, us, and the public.

Our signature desserts would elevate the Planetarium Café into a highly-regarded food establishment. Expanding the menu to include dessert items adds tremendous value. The overall customer experience will be improved, creating more opportunities to gain repeat customers and bring in new customers to the Café. This will increase your profits and donations with no financial risk.

We see this as a community enriching opportunity to bring two Lunar Springs companies together. The Lunar Bakery team would work closely with your team to ensure success. We care deeply about your utmost satisfaction and doing the best job we can for you and your customers.

Thank you for considering our proposal. We look forward to hearing from you soon.





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