



# HOT BREAD KITCHEN

*East Harlem, New York*

## HOT BREAD KITCHEN PRESS KIT

FALL/WINTER 2018





# OUR MISSION

**Hot Bread Kitchen is a nonprofit social enterprise that creates economic opportunity through careers in food by training women from around the world, incubating food businesses and creating jobs in urban areas. We seek to end economic insecurity through fair wage jobs that celebrate diversity, culinary innovation and tradition.**

# MARKET + MISSION

**Our unique business model marries market to mission: over half of our operating budget is funded through wholesale and retail sales of artisan breads, as well as kitchen rental revenue from our HBK Incubates program. Essential philanthropic support makes our culinary training and small business education programming possible.**



# WE TRAIN WOMEN FOR CULINARY CAREERS

By learning culinary arts, New York women hailing from Ethiopia to East Harlem leverage talent and passion to launch culinary careers. Since 2008, we have trained over 300 women from 40 different countries.

All women who graduate are placed in a fair wage job with access to benefits. We work with culinary employers across New York and New Jersey, including:



Restaurant Associates



Flagship Facility Services



WOMEN CAN APPLY AT [hotbreadkitchen.org/training](https://hotbreadkitchen.org/training)



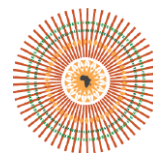


# WE INCUBATE FOOD BUSINESSES

HBK Incubates is a shared commercial kitchen space and business support program for food enterprises, offering access to market and capital, affordable kitchen space, business development support, and educational programming.

To date, we have incubated 213 businesses, ranging from CPG products like desserts, beverages, and condiments, to caterers and prepared food boxes.

We are currently supporting 80% women-owned businesses, 65% minority-owned businesses, and 30% immigrant-owned businesses.



ENTREPRENEURS CAN LEARN MORE AT [hotbreadkitchen.org/incubates](https://hotbreadkitchen.org/incubates)





# WE BAKE BREAD

At Hot Bread Kitchen, we bake over 75 artisan breads, inspired by the women we train. We preserve traditional baking techniques practiced around the world, making breads like Moroccan m'smen, Nixtamal corn tortillas, Indian Naan, Polish Bialys, traditional challah, and more. Our breads are used at some of NYC's best restaurants including Gramercy Tavern, Boulud Sud, Fuku, Bar Sardine, and Tender Greens. All bread sales support our mission to create economic opportunities through careers in food.

## WHERE TO FIND HOT BREAD KITCHEN BREAD...

Online with nationwide shipping at [hotbreadkitchen.org/shop](https://hotbreadkitchen.org/shop)

10+ NYC Greenmarkets, locations at [hotbreadkitchen.org/greenmarkets](https://hotbreadkitchen.org/greenmarkets)

Select specialty retailers in the New York area and across the country





FOUNDER

**JESSAMYN  
WALDMAN  
RODRIGUEZ**

Jessamyn Waldman Rodriguez is an entrepreneur, social innovator, and advocate for the rights of women and immigrants. Throughout her career in the public, private, and non-governmental sectors, Rodriguez has pioneered new ways to address economic inequity, which include developing a best-in-class business incubator and creating a workforce development program serving low-income New Yorkers.

Jessamyn and her work have been recognized through the receipt of many distinguished awards, such as a Neighborhood Achievement Award from Mayor Bloomberg, a Global Citizen Award from the Clinton Foundation, and Crain's New York 40 Under 40. She sits on advisory boards for the James Beard Foundation, WENYC (Mayor DeBlasio's initiative to support female entrepreneurs) and the Community Advisory Board of the New York Federal Reserve Bank. Jessamyn is also the award-winning author of *The Hot Bread Kitchen Cookbook*, in fourth reprint with Clarkson Potter.

Jessamyn has worked in Canada, The United States, Costa Rica, and Mexico, and holds an MPA from Columbia University. She lives in Queens with her husband and two young children.



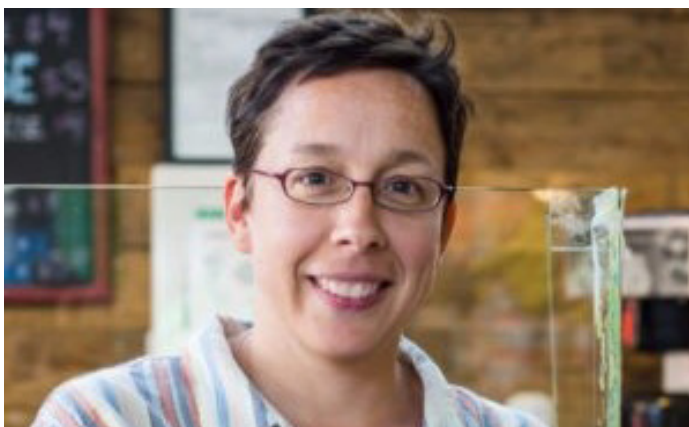
EXECUTIVE  
DIRECTOR

**SHAOLEE  
SEN**

Shaolee Sen is an advocate for women, diversity, small business, and social justice. Inspired by her mother's entrepreneurial spirit and journey as an Indian immigrant, Shaolee is proud to be part of an organization directly impacting the lives of women.

Prior to Hot Bread Kitchen, Shaolee served as the Founding Executive Vice President for Accion, the U.S. Network, developing new programming and collaborative opportunities for a network of non-profit small business lending institutions to find scalable solutions for effecting economic development. She has fifteen years of experience in new program strategy, corporate partnership management, and business development in non-profit organizations. She started her career in community and economic development at The Bronx Defenders, establishing the Family Defense Project and securing representation for children and mothers.

Shaolee holds an MBA from the Haas School of Business at UC-Berkeley and a BA from Barnard College and was an Aspen Institute Emerging Leaders in Microbusiness (ELM) Fellow. Shaolee lives in Jersey City and is the mother of two audacious young children.



TRAINING  
DIRECTOR

**KAREN  
BORNARTH**

Through her years of experience as a bread baker and educator in New York's culinary landscape, Karen brings a passion for education and advocacy for women. Having worked for 20+ years in a field dominated by men, Karen is particularly interested in breaking down the systemic and structural barriers to leadership roles for women in the culinary industry.

Karen launched her career at New York institution Amy's Bread, one of very few women in production, and worked her way up from packer to supervisor while teaching part-time at the Artisan Baking Center. The French Culinary Institute (now International Culinary Center) provided her the opportunity to focus her passion for teaching; she spent five years as the lead instructor and coordinator of their bread department, improving the curriculum and creating new classes for both professional and amateur students. Karen also worked for four years at Le Pain Quotidien, where she managed its Bleecker Street demonstration and teaching bakery, and then transitioned to product development, quality control and training on a national level.

Karen is an active member of the Bread Bakers Guild of America and lives in Brooklyn with her family.



HEAD  
BAKER

**PEIWEN  
LEE**

Peiwen Lee graduated from the Culinary Institute of America in Singapore and came to a career in baking after a 3-year stint as a data analyst. In 2011, she traded in her Excel spreadsheets for kitchen scales and mixers.

Prior to her work with Hot Bread Kitchen, Peiwen has worked with King Arthur Flour, as well as Maison Kayser in both Singapore and NYC, where she progressed from baker to Head Baker within eight months and managed one of Maison Kayser's busiest stores on Manhattan. In her role as Head Baker at Hot Bread Kitchen, Peiwen enjoys not only baking breads from around the world, but also working with women launching and developing their careers in the culinary industry.

Peiwen is constantly on the hunt for good bread and loves discovering different variations of traditional recipes. She has led baking demos and workshops at Washington State University's Grain Gathering, the Northern Grain Growers Alliance annual conference, and was also selected to be part of the judging panel at Tiptree's inaugural World Bread Awards USA.

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# THE HOT BREAD KITCHEN COOKBOOK

Named Yahoo Food's Cookbook of the Year in 2015 and Food52's Piglet award winner, the Hot Bread Kitchen cookbook tells the story of New York's beloved social enterprise bakery alongside the recipes and stories of the women bakers behind it.

*"I'll be pressing The Hot Bread Kitchen Cookbook into the hands of many. It manages to pull off the difficult balance between both a story and a guide: it details the passion project of a small group of amazing individuals while being a practical, useful, down-to-earth book for the home cook who really just wants to make great bread." –Yotam Ottolenghi*

*"This wonderful book hits the jackpot for me: expansive, intimate, and upliftingly rich in recipes." –Nigella Lawson*

*"A must-have for bakers and fans of international flavors." –Marcus Samuelsson*





# THANK YOU & QUICK LINKS

## WEBSITE

[hotbreadkitchen.org](http://hotbreadkitchen.org)

## BAKERY & SHOP

[hotbreadkitchen.org/shop](http://hotbreadkitchen.org/shop)

## HBK INCUBATES

[hotbreadkitchen.org/incubates](http://hotbreadkitchen.org/incubates)

## SUPPORT OUR WORK

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FOR MORE INFORMATION OR TO SCHEDULE AN INTERVIEW

Contact Margo Sivin at [\*\*msivin@hotbreadkitchen.org\*\*](mailto:msivin@hotbreadkitchen.org)