

The French Oven Bakery



Economic Impact:

- Capital Infusion: \$180,000
- Owner Investment: \$130,000
- Jobs Created: 8
- New Business Start



Location:

San Diego, CA 92131



SBDC's Assistance:

- Obtained Financing
- Business Plan
- Marketing Strategy
- Financial Projections
- Permits & Licenses



“The SBDC was instrumental in getting the funding to make this possible, along with helping with our marketing and a business plan as well. We couldn't have opened our business without them.”

**- Yves Fournier,
Owner**

Summary:

For five generations and counting, baking has been a Fournier family tradition that began in a small town at the base of the French Alps in the 1800s.

When Chef Yves Fournier and his wife Susie decided to launch their authentic-as-it-gets French bakery in the U.S., they turned to the **SBDC** for help in bringing the family's heritage to their adopted hometown of San Diego.

In short time, the missing ingredients came together - financing, a business plan, and marketing strategies - and the Fourniers' dream of delivering French authenticity to Southern California was realized right down to the family's old bakery sign from 1840 that hangs on the cafe's wall.

Description of Business:

The French Oven Bakery and Café (www.TheFrenchOvenBakery.com) is an authentic French boulangerie and patisserie that brings a delicious taste of France to the San Diego area at its new location in Scripps Ranch.

Use of Capital Infusion Funds:

The financing was utilized for the build-out of their retail space along with kitchen equipment and working capital.