

## ***Bread Man Rising***

*Houston-based artisan bread maker enters a new era of coast-to-coast growth, announces change to support a new chapter*

HOUSTON, TEXAS—Houston-based commercial bakery Bread Man Baking Co., which in recent years has expanded its presence both locally and across the country, has announced that it is taking the next step to further broaden its U.S. footprint.

Since its inception seven years ago, Bread Man Baking Co. has grown exponentially, surpassing sales and performance goals while setting new benchmarks for excellence in the baking industry. What began in the home kitchen of Founder and CEO Tasos Katsaounis has since evolved into a 40,000-square-foot commercial baking facility, distributing products both statewide and nationwide. Having achieved tremendous year-over-year growth since the building's completion in 2022, Bread Man now reaches an inflection point as it becomes a leading national purveyor of artisan breads.

“The frozen side of our food service has been growing beyond our expectations,” Katsaounis said. “Three years ago, we hoped it would make up 70% of our business and now it's at 90%. We decided it was the right time to reach our goal of 100% frozen business.”

Beginning September 26, 2025, Bread Man Baking Co. will no longer provide direct fresh product deliveries. Founder and CEO Tasos Katsaounis stated that while the decision was difficult, it was a crucial part of the company's ongoing efforts to streamline operations in order to better serve its customers.

“Our commitment to quality and service has always been at the heart of everything we do at Bread Man Baking Co.,” said Katsaounis. “Although the fresh-baked side represents a mere 10% of our business, the production and delivery costs associated with it have become disproportionately excessive. This decision enables us to streamline our operations and supply chains, improving efficiency while maintaining our quality.”

“We've been honored to serve our Direct Store Delivery customers over the years and thank them for their unwavering support,” he added. “We deeply appreciate the trust they've placed in us for their fresh bread needs. Their loyalty and partnership helped to establish our brand locally. We'll never forget that.”

Customers may continue to source a select list of products through the company's trusted distributor partners. Bread Man remains dedicated to ensuring customers have continued access to the finest artisan breads through these suppliers.

The artisan bread maker will now deliver all of its products flash-frozen, a decision Katsaounis said was critical to the company's strategy of becoming a true national brand while maintaining the quality they are heralded for. In Bread Man's flash freezing process, items are frozen quickly at extremely low temperatures with circulating cold air. This prevents ice crystals from forming and separating fibers, thus preserving freshness nutritional value, flavor and consistency. Once baked, they perform just as well as fresh. “There's no difference in quality- this does not produce a cheapened or inferior product,” Katsaounis said. “If there was, my grandmother- who taught me to bake- would never stand for it.”

There's added value in that flash-frozen products remove concerns for spoilage that are inherent with the shorter shelf life of fresh breads, thus eliminating food waste and the costs associated with it. "There's no downside to the decision for our customers," he added.

A key factor in the decision to go national was a partnership with Dot Foods, a large food service redistribution company that buys products from manufacturers and distributes them to customers throughout the United States. The arrangement, Katsaounis said, which includes up to 50 products made at the bakery, holds significant benefits for the company's planned growth and reachability. "Anyone will be able to get our breads anywhere in the country," he said.

That wider availability and ease of distribution will also deliver a branded retail revenue stream and enable the company to reach its goal of being fully nationwide in five years, he explained.

Katsaounis started the company in his kitchen in 2018, before growing into a small warehouse. In 2022, Bread Man moved into a new 40,000-square-foot facility that allowed for additional production capacity and distribution and extended its reach in the Houston region and statewide. Since then, the bakery has seen monthly revenues climb eightfold, with projections indicating a tenfold increase by the end of this year.

As a first-generation Greek-American growing up in an immigrant family, Tasos was taught at a young age how to bake his grandmother's beloved bread recipes. The time-consuming practice lay dormant for many years until he picked it back up as a way to decompress from a demanding career in consulting. He developed a deep respect for the process of bread baking, as the hobby grew into an obsession and a welcome career change when Bread Man Baking Co. was born. Inspired by the Old World methods used by his grandmother and baked into his DNA through the Katsaounis family's Greek heritage, Tasos is dedicated to using only simple, natural ingredients. Bread Man now produces a wide variety of artisan bakery breads, including focaccia, ciabatta, pullman loaves, baguettes and more, all made with artisan methods and natural leaveners.

Substantial public demand for natural foods has driven Bread Man's exceptional growth. "As our business has scaled, we've transitioned away from small-batch production. But what hasn't changed is our commitment to clean, high-quality ingredients, authentic fermentation, using artisan techniques and never using artificial additives or preservatives." Katsaounis said. "We specialize in producing handcrafted, naturally-fermented artisan bread on a large volume scale while never compromising the integrity of the bread."

"In the early days, I never really considered going national," he added. "But over time, as the business grew, I began to consider the potential. Now it is an opportunity we are pursuing with focus and excitement."

Bread Man has expanded to become a global supplier for Whole Foods Market, providing products to all 600 stores in the U.S. and Canada for their in-store bakery and deli programs. Two national accounts include all Postino Wine Bar locations nationwide and 100 Sweetgreen locations across the country. Bread Man products are served throughout Houston's George Bush Intercontinental Airport in Cibo Express Gourmet Markets. The bakery even supplies four international airlines departing this airport, including Air France, British Airways, KLM Royal Dutch Airlines and Qatar Airways. In

addition, the bakery partners as a co-manufacturer with two of the country's leading artisan bakeries. According to Katsaounis, another yet-to-be-named retail partner will be announced soon.

In 2026, Bread Man will introduce three new artisan loaves crafted under their brand: *Tasos' Sourdough*, *Yiayia's Greek Village* (topped with sesame) and *Ancient Grain Sourdough*. Each loaf is a good source of fiber, with 3 grams per serving, created to meet the needs of health-minded consumers and GLP-1 users seeking wholesome, fiber-rich choices in their diet.

### **About Bread Man Baking Co.**

Bread Man Baking Co., based in Houston, TX, is a commercial bakery known for its artisan breads and baked goods. The company prides itself on using only the finest ingredients to create a wide range of products that cater to diverse tastes and dietary needs. It was founded in 2018 by **Tasos Katsaounis**, a Texas native and first-generation Greek-American, who learned the art of baking from his grandmother and mother. Since then, Bread Man has seen significant growth in terms of both revenues and reach, expanding beyond Houston and the region to emerge as a premier option for high-quality artisan bread items across the United States.

Founded with a passion for quality baking and innovative culinary techniques, Bread Man Baking Co. has grown into a beloved brand among both retail and wholesale customers. Today, Bread Man Baking Co. has partnered with some of the country's top chefs, hotels, grocery retailers, restaurants, airlines and more. With a focus on sustainability, community engagement, and exceptional customer service, Bread Man Baking Co. continues to set the standard for excellence in the baking industry. For more information, visit [BreadManCo.com](https://BreadManCo.com).