

# "Minnesota HALAL Breads – With Love Baked In"



BREAD NOTES | 2023

**Do you love the smell of freshly baked bread?** Our artisan breads taste just like they came out of the oven, and the best part is that they stay fresh for up to 30 days! It's no wonder that Minnesotans can't get enough of our tasty plant-based breads.

Midwest Bakery is your go-to Halal bread bakery. We follow the Muslim definition of Halal, ensuring that our bread-baking process and ingredients are permissible under Islamic law. We pride ourselves on providing high-quality, delicious Halal bread products to the Muslim community and beyond. Let us spread our love for Halal bread to all ethnicities and make every bite count.



#### 4 Types of Halal Breads for Every Meal

## 1. WHITE AND WHEAT HOAGIE ROLL INGREDIENTS

White Rolls: white flour, yeast, salt, shortening, vital wheat, molasses, granulated sugar, brown sugar, water, and conditioner (wheat flour, soy, vitamin C), guar gum, L-cysteine, and enzymes

Whole Wheat Rolls: wheat flour, bread flour, yeast, salt, shortening, vital wheat, brown sugar, granulated sugar, molasses, water, conditioner (wheat flour, soy, vitamin C), guar gum, L-cysteine, and enzymes

# 2. WHOLE WHEAT SORGHUM + SIGNATURE BREAD LOAVES INGREDIENTS

Whole wheat flour, sorghum flour, yeast, salt, shortening, vital wheat, brown sugar, granulated sugar, molasses, water, and conditioner (wheat flour, soy, vitamin C), guar gum, calcium propionate, L-cysteine, enzymes

### 3. WHOLE WHEAT – WIC BREAD LOAF INGREDIENTS

Wheat flour, yeast, salt, shortening, vital wheat, brown sugar, granulated sugar, molasses, water, and conditioner (wheat flour, soy, vitamin C), guar gum, calcium propionate, L-cysteine, and enzymes

#### 4. WHITE BREAD SLICED LOAF INGREDIENTS

White flour, yeast, salt, shortening, vital wheat, molasses, granulated sugar, brown sugar, water, and conditioner (wheat flour, soy, vitamin C), guar gum, L-cysteine, and enzymes



#### **HALAL Bread Package Offerings**

#### 1. WHITE AND WHEAT HOAGIE ROLLS

Two Hoagie Roll Sizes: 6-inch and Footlong.

4 Hoagie Roll Packaging Options: 2-pieces, 4-pieces, 6-pieces, and 8-pieces.

Net Weight/Pkg./# of Pieces: 11 oz., 15.6 oz., 15.8 oz., 21 oz., 21.5 oz., 40 oz., 43 oz., and 45 oz.

### 2. WHOLE WHEAT SORGHUM + SIGNATURE BREAD LOAVES

Regular Sliced Loaves: 27 oz.

Large Sliced Loaves: 30 oz.

## 3. WHOLE WHEAT – WIC BREAD LOAVES

Regular Sliced Loaves: 16 oz.

#### 4. WHITE BREAD SLICED LOAVES

Regular Sliced Loaves: 28.5 oz.

# **5. HALF WHITE and WHEAT BREAD LOAVES**

Whole Wheat Sorghum Signature Half-Loaf: 15.5 oz. Whole Wheat Bread Half-Loaf: 16 oz. White Bread Half-Loaf: 15 oz. BREAD NOTES | 2023





**FUN FACT:** Did you know that the average person in the U.S. consumes a whopping 53 pounds of bread every year? That's an increase of 20% since 2021! With so many people eating more bread and concerned about eating healthily, it's essential to have options that meet their needs. That's where we come in. Our selection of Halal bread is delicious and healthy so that you can get the best of both worlds with every meal.

#### Midwest Bakery, Inc.

Mohamud Ali, Founder and President 3654 Stinson Blvd, NE Minneapolis, MN 55418

Phone: (612) 354-7676

Email: midwestbakerycafe@gmail.com

# MAHOMUD Ali

THE INNOVATIVE FACE OF

#### MINNESOTA'S HALAL BREAD BAKING





## WHO IS MOHAMUD ALI? YOUR GO-TO-HALAL BREAD BAKER

Mahomud established Midwest Bakery, Inc. on November 21, 2017, to provide the Somali community with healthy Halal bread options as a staple in their daily diets. In just a few years, we successfully built a commercial kitchen. We began supplying fresh loaves of bread and hoagie rolls to over 36 local immigrant-owned restaurants, coffee shops, and daycare centers. By 2022, we expanded our deliveries to include four Cub Foods grocery stores and added four Kowalski's Markets locations in 2023. We can make 2,000 loaves an hour, which allows us to expand to larger grocers offering healthy plant-based bread options to all ethnicities. Why not spread the love?!

Midwest Bakery, Inc. is a certified Halal bread bakery, meaning the process and ingredients used to make the loaves of bread and hoagie rolls are permissible under the laws of Islam. Halal bread is bread that meets the Muslim definition of Halal, which means the bread-baking process and ingredients are permissible to eat for members of the Muslim faith and don't contain alcohol or pork-derived products.

#### MAHOMUD'S ENTREPRENEURIAL HISTORY

We were young immigrants with hopes and dreams of succeeding in this country through hard work, ambition, and business ownership. I married Saido Ali Jama in Boston, where our families had immigrated from Somalia. Eventually, we settled in Minnesota to raise our five children, a state full of opportunities.

On May 9, 2008, I founded Midwest Auto Repair, Inc. From the start, we focused on providing comprehensive car repairs and towing services, which helped us build a loyal customer base. Eventually, I purchased a building on Stinson Blvd. in Minneapolis.

We realized in 2017 that we could expand further by creating a bakery in the other part of our building. Today, our building houses two successful enterprises: Midwest Auto Repair Inc. and Midwest Bakery Inc.

Our mission is to serve the needs of our local communities by fixing cars and making HALAL breads with love baked in. We are proud of our strong commitment and entrepreneurial spirit, allowing us to provide quality services that our customers trust. Our energies are on serving the everyday needs of our Minnesota communities and expanding beyond our borders.

WHAT WE DO: WE FIX CARS AND MAKE HALAL BREADS.