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## Park Record (Park City, UT)

December 15, 2009

**Section:** Business

### Marketplace: **Kneaders** starts from scratch in Newpark

*Andrew Kirk, OF THE RECORD STAFF*

Nathan Duvall, a partner in the new **Kneaders** Bakery and Café in Newpark, said in all his time working in the industry, he's never seen anything like the process of how food goes from ingredients to people's mouths as with **Kneaders**. He said most of his time is spent at the location between Lehi and Highland in Utah County, and his favorite part of the job is watching how busy it can get. There are not many places that make items as fresh as **Kneaders**.

That's why Four Foods Group, the exclusive development agent for **Kneaders**, chose the brand, explained managing partner Andrew Smith.

The bakery makes 11 different artisan breads, none of which contain preservatives. Everything ? the soup, pastries, breads and even the sandwich meat ? is made daily. The turkey is slow roasted for about nine hours every night and pulled each morning.

"It's like a Thanksgiving meal put on a sandwich," Smith said.

But "made daily" has come to mean several things in the industry. At **Kneaders**, it means from scratch. Every morning over 40 pastries are made from scratch and donated to local churches at the end of the night.

That is so unique, Smith said, he doesn't consider **Kneaders** to have any real competitors. Other similar bakeries just don't do what they do.

"The pastry counter really defines us," he said.

And it changes constantly, too. The list of offerings has over 70 items, but many are seasonal. This month you can buy peppermint cake and frosted sugar cookies. Next month they may be phased out and replaced by new items.

Because **Kneaders** is a chain, each item has already been market tested and voted on by owners. There's nothing underneath the glass that the company isn't confident people will love, Smith explained.

Another thing that makes the brand unique is that it's a real café. A lot of bakeries also sell soups and sandwiches; **Kneaders** is a restaurant with a large selection of pies and breads you can take home. It serves breakfast, lunch and dinner from 7 a.m. to 10 p.m. In fact, Smith said, locals seem to be most excited about breakfast.

The Lavazza brand stocks a full coffee bar, all-you-can-eat pancakes and French toast are sold for just over \$5, several types of croissant sandwiches are offered along with fruit cups and all the standard morning pastries.

Newpark Hotel has been so impressed with the **Kneaders** chain that they've elected to make the Newpark location its food and beverage provider inside the hotel. Guests can have a bacon, egg and cheese croissant sandwich delivered to their room in the morning.

The big seller for lunch and dinner has been paninis with soup, Smith said, as people come in from the cold and want something warm.

The atmosphere of the **Kneaders** Bakery and Café should have a hometown feel, Smith said. That's why they selected Kimball Junction and Newpark; it's a residential area with a lot of retail and offices needing a place for lunch.

"(**Kneaders**) is not a Main Street-type business where we want tourists to come in one year and then forget about us by the next," he added.

That commitment to serving residential areas to turn locals into regulars is why Silver Summit was chosen for the second location to open early next year. It will have a sit-down eating area, but also an expanded bakery to supply the artisan breads for both stores.

Want to give **Kneaders** as a present? Smith said they can do better than gift cards; the store sells gift baskets. Ranging from \$17 to \$200, they make great corporate gifts as well as perfect "get well" or "happy birthday" surprises.

### **Kneaders**

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[Photo:](#)

[Soups, sandwiches and pastries are made from scratch at \*\*Kneaders\*\* in Kimball Junction. Breakfast, lunch and dinner is served daily. Photo by Grayson West/ Park Record](#)

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