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Mariposa Baking Company – gluten free bakery set to spread its wings at a bigger shop at the Ferry Building Marketplace

San Francisco, CA – (July 21, 2011) – San Francisco’s Ferry Building announced today that Mariposa Baking Company will move from its kiosk location into one the coveted Marketplace nave shops. Mariposa’s mission is to create gluten-free baked goods that are indiscernible from the finest, high-caliber gluten-based products available.

Owner Patti Furey Crane said that the new shop will offer a strictly gluten-free menu including freshly baked breads, pastries, pizzas and pastas along with breakfast and lunch menu items. Mariposa Baking Company devotees will be delighted to find notable favorites including their new rustic baguette, sour cream coffeecake, cream-filled cupcakes and their homemade, all vegetarian beet-loaf burger. They will also offer dessert classics like indulgent truffle brownies and almond biscotti made from an old Italian recipe that is hand-formed and, as tradition dictates, twice-baked.

Mariposa was originally created to provide the gluten-free community with bakery goods so delicious that even the non-gluten-free community would enjoy them. "So far so good," she says. "It seems that people love our baked goods - even those who do not need to eat gluten-free."

Crane went on to explain that the artisan bakery produces only small batches because, "it's our way of preserving the craft of artisan baking. We use organic where we can, including organic unrefined cane sugar, organic brown rice flour and organic preserves from neighboring Frog Hollow Farms. As a Certified Green Bakery many of our ingredients are also from local Bay Area purveyors," says Crane.

"When we first began developing the Ferry Building Marketplace Kiosks – we knew that some kiosk merchants would move onto large Marketplace shops" explained Ferry Building Senior Property Manager Jane Connors. "Operating a Ferry Building Kiosk is a great way for a local food artisan to experience seven day a week retail in a thriving and supportive community. We knew right away that Mariposa Baking Company had the potential to grow from the day they opened. They have great products, a devoted following, strong sales and are focused on using the finest local and artisan ingredients."

Mariposa Baking Company will move into Shop #32 in the Marketplace. The shop currently houses Prather Ranch Meat Company – which is moving to a larger Ferry Building shop this Fall. The Mariposa

Baking Company shop is expected to open in Late Fall of 2011. Just in time for Thanksgiving and gluten-free pumpkin pie!

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About The Ferry Building:

In the early 1930s, San Francisco's Ferry Building was the second busiest transportation terminal in the world. Approximately 50,000 people came through the depot daily, when commuting by ferry boat was the only way to reach San Francisco from the opposite side of the bay. Today, the nationally-registered historic landmark is bustling just as it was during its heyday, but with shoppers and diners as well as commuters. Following a significant redevelopment that transformed the historic building, The Ferry Building has become one of the most famous high-end urban marketplaces in the world. The ground floor is now a public marketplace serving a smaller but strategic transit hub. Shops large and small celebrate food in all its forms, offering everything from artisan cheeses to the freshest of local fish. Restaurants and cafés serve cuisine representing the quality and cultural diversity of San Francisco's best chefs. Eight restaurants and cafes, and more than 30 shops line the ground floor. The upper two stories are leased as trophy address office space. The outdoor farmer's market operates three days a week – the Ferry Plaza Farmers Market - that includes a breadth of local foods, regional produce and cheeses.



The Ferry Building
San Francisco, CA