

# Haritachala Bakery

cultivating connections, one offering at a time



## The First Bakes, Flavors, and Experiences from Haritachala Bakery!

### DEAR GURUBANDHU FAMILY

With immense joy and by the grace of Baba and Guruji Tatayya, we are thrilled to announce the launching of Haritachala Bakery in Dallas, Texas, which took place on the auspicious day of Guruji Tatayya's birthday, October 7th, 2024. We are deeply grateful for the outpouring of support and love from our Gurubandhu family worldwide and are excited to share this special newsletter celebrating all of our "firsts" — our first bakes, first order, first baking day, first pickup, and all the beautiful experiences we've had along the way!

### BAKERY BEGINNINGS



What began as a childhood passion for baking blossomed into the creation of Haritachala Bakery, a nonprofit initiative. Guided by Sruti Akka, supported by friends, family, and the blessings of Baba and Guruji Thatha, Hasita and Tanvi turned their dreams into reality. Dive into their journey and discover the heart behind Haritachala Bakery! Read more in the article linked below.

[CLICK HERE TO READ](#)

### OUR STORY



United by our shared passions and deep love for Haritachala, our home, we started this project to keep our connection to Guruji vibrant and alive. Inspired by the meaningful and purposeful spirit of Haritachala, we aspire to give back to the Saipatham family by blending our baking and design skills together. With Baba and Guruji's blessings and their grace that guides us, we craft each product with sincerity and love.

### HARITACHALA BAKERY



Haritachala Bakery, a non-profit under the Saibaba Foundation, blends our passion for baking with devotion to Sadguru Sri Sainathuni Sarath Babuji and Sri Sai Baba of Shirdi. We craft each product with love, offering nourishment for both body and soul. Our initiative supports rural women's livelihood and sustains our biodiverse organic farm, Haritachala, in Tiruvannamalai, India.

### OUR MENU



Organic Banana Walnut Bread



Organic Simply Spelt Sandwich Bread



Organic Peach Jam



Organic Strawberry Jam

### DESIGN & PACKAGING



Just as Hasita and Tanvi are the bakers of Haritachala Bakery, a group of "geckos" have come together to form the design and admin teams. Sruti Akka, Sireesha Aunty, Pravallika, Sweetie, and Namita are the Haritachala Bakery's official design team.



Designing is a never-ending process involving constant changes, and we have learned to adapt to these changes and approach every design with excitement that fuels our passion for creating. Just as the bakers have put their heart and soul into their baking, we have wholeheartedly made these designs in hopes of creating a more delightful and aesthetic experience for all of you!

After weeks of ideating and iterating, the design team cultivated unique designs for each of our products. Along with the actual designs, we also determined the type of material we wanted to use and how we would want to execute the look and feel of each product. This involved thinking about best practices for storing the products, for example, opting for glass jars for the jams to be more sustainable, paper bags for the bread, and a tray cardboard box along with saran wrap for the banana bread and deciding on what type of label would best suit each type of packaging, for which we opted sticker labels and a paper cuff.

***“If you have a talent, it is a gift from Baba. Make it an offering to him, which will be a means of remembering him. It is both an expression and an experience of Baba.” – Sri Babuji***

This project is an expression of our love for Baba and Guruji, and we have experienced their grace and guidance every step of the way.

Our shared love for art, creativity, and devotion to Baba and Guruji made the work feel effortless. There were times we spent over eight hours a day perfecting a design, completely losing track of time until someone pointed it out! Along the way, we gained a deep understanding of design principles, from the fundamentals to the smallest details. Each lesson and experience has allowed us to create something truly beautiful—an offering from our hearts to Baba and Guruji.

We’re so thrilled that we are able to share those experiences and designs with you all! Please click on the link below to view more designs.

[CLICK HERE TO VIEW](#)

## THANK YOU NOTE



We designed thank you cards as a heartfelt gesture to express our gratitude for the unwavering love and support from our Gurubandhu Family. We are truly blessed to have a wonderful community by our side! With every product, we include these heartfelt notes to express our deepest gratitude for all the love, support, and trust placed in us. Along with this, we shared a brief description of Haritachala Bakery, our story, and a meaningful quote by Guruji Tatayya that continues to inspire us on this journey.



## OUR FIRSTS

**Blessings from Shirdi:** When we were looking at packaging for the banana bread, we were originally going to buy it in India and then ship it to the US. So the very first thing we ordered for the bakery was a banana bread pan that was shipped to Shirdi. This signifies our beginning and it’s such a blessing to have officially started in Shirdi even though we’re operating in America.

**First phone call:** For the bakery we got an exclusive phone and phone number that was completely dedicated to bakery operations. Once we set up the phone and SIM card the first thing we did (besides spending a solid 45 minutes figuring out how an android works!) was call Ammamma. Ammamma talked to us in such a sweet, loving manner and encouraged our endeavors. It was such a surreal experience and it couldn’t have been any better!

**First email:** Once we created a dedicated Haritachala Bakery email, our first emails were to [saibaba@saimail.com](mailto:saibaba@saimail.com), [saipatham@saimail.com](mailto:saipatham@saimail.com), and [ammagaru@saimail.com](mailto:ammagaru@saimail.com). The 3 pillars that blessed our journey!

**Sending out the first order form:** When we were figuring out the logistics of the bakery we wanted to make our launch day on a blessed occasion, and what better way to announce Haritachala Bakery - America than on Guruji Tatayya’s birthday, October 7th! We also decided that we wanted to send out the order form at 7:24 am which is Sai o’clock! Around 7 am the bakery team got on a call and anxiously waited for Sai o’clock to approach and once it hit we were all saying “it’s time, it’s time, send the form, send the form!!!” It was such a core memory and something that we will never forget.

**Activating Zelle:** To keep better track of our finances, we decided to open a new bank account exclusively for Haritachala Bakery. When we called to set up Zelle, they informed us it would be activated in 20 days. Remarkably, this day turned out to be October 7th—Guruji’s birthday! We felt immensely blessed and reassured, knowing Baba and Guruji are with us every step of the way.

**Our First Profit:** We did not make any profit during our first sale! However, we made our first profit during our second bake sale, when Ammamma & Sruti Akka and other Gurubandhus from India orderd in November. On this sale, we made a profit of \$90! It was an incredible milestone for us. All profits go to Haritachala. Our first \$90 will go towards the Tiruvannamalai Mandir Anniversary Celebrations that are happening on February 8th, 2025.



## LAUNCH WEEKEND!

We were over the moon when we received our first batch of orders for our delicious Organic Spelt Sandwich Bread, Organic Banana Walnut Bread, Organic Strawberry Jam and Organic Peach Jam ! The weekend of October 11th - 12th was nothing short of magical. The bakery team geckos in Dallas, Texas dedicated an entire day to baking and packaging every order with love and care. The aroma of freshly baked goods filled the air, and we could felt the excitement growing with each item we prepared.

The following day was just as thrilling as we organized a seamless pickup for our cherished Gurubandhu family. Hasita, one of our bakers, even wore a special dress that was bought in India during one of our bakery explorations. It was incredible to witness the smiles and hear loving words from everyone who picked up their fresh baked treats. Sharing our culinary creations with our community brought us immense joy and a sense of accomplishment. We felt a deep connection with each of our family members, and their feedback was invaluable.

This entire experience made our dream feel so real and within reach. It was a tangible reminder of why we embarked on this journey. We couldn't have asked for a better launch weekend, and we're grateful for the overwhelming support we received. To see more pictures from our Launch Day, click the link below!



[CLICK HERE TO VIEW](#)

## BEHIND THE SCENES



Step into our bustling kitchen, where we come together to create magic with the finest organic ingredients and a lot of love. Our passionate team crafts wholesome spelt bread, delicious banana walnut bread, and organic homemade jams. The aroma of fresh bakes fills the air, and the camaraderie fuels our creativity. It's a labor of love, creating joy, one bite at a time. We have attached some of the Behind the Scenes clips and clicks down below!

[CLICK HERE TO VIEW](#)

## LEARNINGS

Throughout this journey, we gained valuable insights. One of the first lessons was that we were underpricing our goods. Initially, we didn't make a profit—in fact, we operated at a loss.

Another important takeaway was that many people were unfamiliar with ancient grain bread. For example, our spelt sandwich bread was quite different from what most people were accustomed to, and they didn't fully understand its nutritional benefits. This challenged us to find ways to communicate its nutritional value more effectively.

We took all these learnings and many more into our second bake sale. We can't wait to continue to learn as we grow!



## STAY CONNECTED!

We are thrilled by the incredible response and heartfelt encouragement we received at Haritachala Bakery's grand launch! Stay updated on our next order drop and bakery news by following us on Instagram. This newsletter shares our journey, and in the next edition, we'll share stories from our second sale. Thank you for your blessings as we continue deepening our connection with Baba and Guruji Tatayya!

[CLICK HERE TO FOLLOW](#)

Follow us on Instagram @haritachalabakery  
For enquiries and orders, contact us on WhatsApp  
at +1 (945) 289-0980



## EXCLUSIVE SNEAK PEEK INTO THE NEXT EDITION...



## AMMAMMA'S EXPERIENCE



Sometime in 2019, Ammamma had a dream where she was in the Samadhi Mandir, and the priest asked...