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SEMI-BAKED ARTISAN BREADS BY MONTHLY SUBSCRIPTION



FOOD & DRINK

Los Paderos is a Brazilian site that sends subscribers three loaves of fresh-made artisan bread each week.

Scarcely a week goes by without us discovering some fresh new application of the subscription model, and this week is no exception. The innovation this time? [Los Paderos](#), a Brazilian site that sends subscribers three loaves of fresh-made artisan bread each week. Los Paderos' breads are made in a wide range of varieties, without preservatives and using natural fermentation processes. Rather than baking them all the way, however, Los Paderos sells its breads semi-finished and cooled. Customers can then store them in the fridge for up to two weeks; when they're ready to use the bread, they simply finish baking it and enjoy it piping hot from their own oven. Subscribers get three loaves of their choice each week for a monthly price of BRL 60. Is there any limit on the convenience and appeal of recurring home deliveries for frequently used products? We don't think so either, and the added element of semi-baking for completion at home only adds to the appeal. How could a subscription model deliver some fresh stability and repeat business to your innovative brand?

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