

[Narrative]

There's an organic buzz blowing through Portland.

From bike rides to Benson bubblers, craft breweries to chicken coops, what's weird about Portland is also what's magical. And everyone wants a hit.

It's the way we live that makes Portland the place to be, and vice versa. Active. Natural. Accepting. Out there.

When you're jonesing for a slice of Portland that represents you, your lifestyle, and your community, choose a company that's a bona fide part of Portland. Franz Bakery is Portland-owned and -operated, and offers organic bread baked inside city limits. Wholesome bread you can smell wafting through a rooftop wine bar or a soccer practice.

Food carts and fresh salmon have nothing on us. We've watched this city evolve and thrive, and we've kept you connected to the tastes you demand. And now we're bringing our high to an organic bread that's authentically Portland. And authentically you.

Get the true flavor of Portland. Franz Bakery has been tight with the Rose City for 110 years. With rich texture and taste that can't be beat, our organic bread is nutritious, delicious, and as righteous as our city. You can score local, all-natural goodness with every loaf—it's made to ignite your healthy lifestyle.

Portland has always been a party—an odd-yet-inspirational party. And we want to revel in it. Our organic bread taps into the rich legacy of being original, adventurous, and an inseparable part of our city. And we deliver quality every step of the way—for our customers, employees, and community.

So grab the crew: the tattooed, the hikers and bikers, the foodies and the coasties, the brewers and the growers.

It's time to get Portland baked.

[Messaging]

Message 1: Only in Portland

	Short	Long
CONS	Get a real taste of Portland. Franz Bakery provides organic bread that's made inside city limits.	Find the true flavor of Portland with organic bread that's made inside city limits. Portland-owned and -operated, Franz Bakery has been listening to—and evolving with—the magic of the Rose City for 110 years.

Koopman Ostbo
 Franz Bakery “Get Portland Baked”
 Narrative, messaging, talking points

PROG	Take a true hit of Portland. Franz Bakery provides organic bread that’s made in Portland.	Spark the true meaning of Portland with organic bread that’s made inside city limits. Portland-owned and -operated, Franz Bakery has been getting lit to the magic of the Rose City for 110 years.
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Message 2: Organic for you

Short	Long
Score local, all-natural goodness—Franz organic bread is wholesome, nutritious, and made for you.	Amp up your active lifestyle with all-natural, organic bread from Franz Bakery. Made to match your tastes, this bread is overflowing with nutritional grains and seeds to ignite the way you live.

Message 3: A celebration of Portland

	Short	Long
CONS	Get down with Portland. Franz Bakery’s organic bread is a celebration of our city—authentic, natural, inspiring.	Blaze new ways to revel in Portland. Our city has a rich legacy of being original, natural, and full of inspiration—and so does Franz Bakery. Authentically Portland. Authentically you.
PROG	Join the Portland buzz. Franz Bakery’s organic bread is a celebration of our city—authentic, natural, inspiring.	Let’s revel in Portland. Our city has a rich legacy of being original, natural, and full of inspiration—and so does Franz Bakery. Authentically Portland. Authentically you.

Message 4: Dedicated to delivering the highest quality

Short	Long
Expect the best with the top-notch quality of Franz Bakery—for customers, employees, and the community.	Experience the high-quality taste that resonates. Franz Bakery delivers the exceptional quality and top-notch care that makes a difference—for our customers, employees, and community.

[Talking points]

For conservative audiences

- **Do you know where your bread comes from?** We do. Portland-owned and -operated Franz Bakery makes organic bread inside city limits
- **Have you seen what’s inside our bread?** No surprises. Just all-natural herbs, grains, and seeds. Franz Bakery’s organic bread is wholesome and made to match your Portland lifestyle.

- **There's a party in Portland.** You know it. We know it. Even the New York Times knows it. So let's celebrate with an organic bread that's as authentic and natural as our city.
- **Do you think bread can change the world?** Neither do I. But Franz Bakery makes organic bread that means something to our customers, employees, and community.

For progressive audiences

- **Want a true hit of Portland?** Franz Bakery's organic bread is baked right here in city limits, helping you define what it means to be Portland.
- **Only one thing should be high:** your expectation for organic bread. There's no high-fructose corn syrup, artificial additives, or trans fats in Franz Bakery's organic bread.
- **Let's blaze the Portland way.** Franz Bakery's organic bread gets down with everything it means to be Portland—real, natural, righteous.
- **Want a brick of the fluffy stuff?** A loaf of Franz Bakery's organic bread breathes new life into our community, satisfying the authentically Portland tastes of our customers and employees.

Responsive talking points (used when audience responds with a question)

- **Q.** Don't other bread companies offer organic bread made in Portland?
 - **A.** Franz Bakery is a Portland-owned and -operated company that bakes bread right here inside city limits. While we're not the only organic bread-bakers in town, we've listened to our customers to get them the tastes they demand.
- **Q.** Why does it matter that Franz Bakery makes organic bread in Portland?
 - **A.** It doesn't have to. But you chose to live in Portland because this place means something to you. The Rose City is crazy, fun, organic, historic, inspirational, natural, adventurous, quirky. This city breathes new life into you. Franz Bakery's organic bread seeks to do the same.
- **Q.** Is there any actual pot in here?
 - **A.** Of course not. We just thought it'd be a fun way to show you what's made in Portland and what isn't. To show you what's authentically of this area and what isn't.
- **Q.** Aren't all organic breads the same? Natural and full of wholesome grains?
 - **A.** That's pretty much true. But wouldn't it be nice to have all the organic bread benefits, and also know your bread is locally made within Portland city limits.