



## Vendor Spotlight: The Happy Mixer

Thursday, March 8, 2018

*We sat down with Tim Mourer for an exclusive sneak peek into his business, The Happy Mixer. They were voted the number one gluten free bakery in Pennsylvania. Here we discuss his background in baking, what inspired him to start this gluten-free bakery, and what we can expect from The Happy Mixer in the future.*

### **What inspired you to start The Happy Mixer?**

I grew up in the bakery business and have always had a sweet tooth. I originally had a traditional bakery, which opened in 2008. In

2009 I removed gluten from my diet, which made spending every day in a gluten filled bakery very difficult. Eventually, I decided to sell my business back to the family I used to work for. After one and a half years of testing recipes, I opened The Happy Mixer Gluten Free Bakery in Chalfont in December 2013.

### **What's your earliest memory of baking?**

One of my earliest memories of baking was making brownies as a child with my mom. When we would bake together, I was always the one to crack the eggs and I loved being the one to taste the first bite.

### **Was baking a family activity? How many siblings do you have?**

Baking was a special activity me and my mom did together. There are five children in my family and my mom was great at finding special things she could do with each of us. Just like her I have a sweet tooth, so it was a great opportunity for us to spend time together and for us to satisfy our sweet teeth!

### **What was the greatest challenge you faced while starting a bakery?**

All new businesses come with challenges; for The Happy Mixer our greatest challenge was developing a line of baked good that looked and tasted just like their gluten filled counterparts! It can be very difficult to get the taste and texture right when baking without tradition flour. I spent over a year mastering a gluten free flour blend that acts just like traditional flour. Between our blend and the countless hours that went into each of our recipes, we have a line of gluten free goodies that will stand up to any gluten filled or gluten free baked good you can find!

### **What is the blend?**

It is a custom blend of rice based flours.

**Why open up in the Ferry Market?**

When the ownership of the Ferry Market approached us about joining the Market it sounded like an exciting opportunity. We wanted to provide our service to people in the New Hope area and the many tourists that frequent the area in the spring and summer months. The concept itself is very different than our brick and mortar shops, but we thought we it would provide a nice opportunity to reach more gluten free customers. Our goal is to bring the experience of a traditional bakery to people who are gluten free. When visitors enter the Market, they can choose from a wide variety of prepackaged baked goods that are made in our 100% gluten free bakery. The market provides a beautiful backdrop for our delicious goodies!

**What is the most rewarding part of owning your own business?**

The Happy Mixer has had a great deal of very rewarding experiences in our short four year history. We have been named #1 Gluten Free Bakery in Pennsylvania, we were featured in Gluten Free Living Magazine, our kiffles were named “Best Dessert” by Gluten Free Philly.com, and we recently had one of our cakes featured on QVC. Even with all of that, the most rewarding part of owning The Happy Mixer is seeing how much we have impacted the lives of our customers. When a gluten free person enters our shop, you can see the appreciation and excitement on their face. Their reactions are so rewarding. Having access to delicious baked goods gives them an opportunity to do normal things that most people take for granted like having cake at a birthday party or a cupcake with their classmates. Our products can be life changing, for children especially. That is what really makes what we do so rewarding!

**Who are the majority of your customers?**

Most of our customers have Celiac Disease, gluten sensitivity or simply prefer a gluten free diet. There are also those customers who have tried our treats because a friend or family member is gluten free and realize how good it is, so they are hooked too!

**What is a typical day like for you?**

My day starts at 3:00 a.m. when I begin baking the treats for our shop. In addition to The Ferry Market, we have two other locations in Chalfont and Newtown. They are brick and mortar shops that carry our full line of baked goods which are all made from scratch every day. After I finish baking, I turn my attention to the business end of things like advertising and product development. For me, each day is like two days in one!

**How do you hope to see your bakery grow within the next year?**

In next three years we will continue to expand. We want to continue to bring our goodies to more communities. We receive emails and messages everyday from people asking us to come to their area. It is very difficult to find great tasting gluten free baked goods and our customers know that our goodies are the best. We’re not sure exactly where our next location will be, but we intend to grow. With a community as amazing and loyal as the gluten free community, we know wherever we end up next we will be welcomed with open arms!

**We’ve all had a baking fail (or several). Can you describe your worst baking disaster?**

When I first started testing gluten free recipes at my house, I would use a variety of ingredients and blends to try to make the perfect treat. While they always looked good coming out of the oven, they didn’t always taste right. Soon I mastered the blend

and we were able to begin fine tuning our recipes and creating our line.

**What are a few unique recipes you've really enjoyed?**

Our goal has always been to provide a traditional bakery experience to those with Celiac or gluten sensitivities, so we really try to stick to traditional baked goods that people can walk in and recognize right away. Our kiffles, Peanut Butter Delights,

and Salted Caramel Cupcakes are some of our most popular items!

**Are there any new things on the horizon?**

We are always working to create new and exciting products for our customers. We have a few new cupcake flavors coming soon and are working on a few additional vegan items as well.

*We would like to thank Tim Mourer for taking the time to speak with us. If you're looking for the best cupcakes, brownies, pound cakes, peanut butter delights, and kiffles in Pennsylvania, visit The Happy Mixer. To try out these delicious goodies for yourself, head over to their Ferry Market location at 32 S Main Street in New Hope.*