

# DRAWING STRENGTH



## THE RISE OF THE DIGITAL CARTOON

TUES. MAY 14, 7 P.M.  
WHYY | newsworks.org

Sign In | Learn about NewsWorks

Listen to WHYY | Latest Newscast  go



**NBC10 forecast**  
Mostly sunny Sunday,  
highs near 70  
3:00 pm

**Plastic surgery**  
N.J. office visits may be a  
thing of the past  
5:00 pm

**Kaboni Savage**  
Jury to resume mulling  
(other) murder trial  
4:00 pm

**THE FEED:  
BREAKING  
NEWS BLOG**



Powered by WHYY and You

- [Arts + Culture](#)
- [Blogs](#)
- [New Jersey](#)
- [Delaware](#)
- [NW Philadelphia](#)
  - [Roxborough/Manayunk/East Falls](#)
  - [Mt. Airy/Chestnut Hill](#)
  - [Germantown/West Oak Lane](#)

- [Home](#)
- [speak easy](#)
- [Health + Science](#)

### Gluten-free bakery hopes tastiness will attract broad customer base

May 8, 2013

By Bonnie Schultz for NewsWorks

rp repost

Like 1

Rate This:

(7 votes)

[Ask a question](#)



1/3

Consumer demand for gluten-free products is beginning to hit Main Street America.

On main street (Rt. 206) in Lawrenceville, N.J. which sits between Trenton and Princeton, Wildflower, a gluten-free bakery and cafe, is scheduled to open on May 11.

Marylyn Besner, the owner of Wildflower, said her bakery will likely appeal to everyone. She plans to offer challah,



© 2012

## COURSES

ADULT LEARNING

Tell your story.  
Learn to shoot  
and edit video  
at WHYY.

**WHYY REGISTER TODAY!**

baguette and pumpernickel breads and pastries such as frangipane tartlette and even sweet buckwheat crepes.

It's a niche that's growing, according to Louise Kramer, Communications Director for the Specialty Food Association based in New York City. Kramer said many stores are adding gluten-free sections to their shelves because of the prevalence of celiac disease. "Educated people also find the gluten-free diet appealing," said Kramer, "as it adds a healthy aura to foods."

Besner is following her own instinct on how to succeed. When Besner was enrolled in a restaurant management course at the French Culinary Institute in New York, for her final assignment she drafted a business plan for a gluten-free bakery.

The feedback from instructors was that she should locate away from main street and instead try to sell her bakery items directly to restaurants and hotels. Besner said they didn't think she could generate enough traffic. "I wanted to have a bakery café where people could come in and have lunch."

Besner said she's confident of her business model because in addition to the store-front, she will also try to sell to caterers, restaurants and hotels.

"I look at it as a business opportunity because it fulfills a need," said Besner, "People who are gluten free have a hard time finding birthday cake or sandwich bread. However, a gluten-free café isn't too specialized for people who aren't gluten free because it's really good food."

A ceramics artist, Besner got her start cooking professionally behind the deli counter of Princeton's Whole Earth Center. After that, she joined forces with friend Piroska Toth to form Moonlight Bakers, a baking company that focused on Toth's grandmother's recipe for strudel and included Dean & DeLuca as one of their clients.

"Owning a café was always in the back of my mind. I feel really confident about the people working here, with my cooks from The Bread Bakers Guild of America and the Natural Gourmet Institute, and the rest of my staff is local. It feels like everything is falling into place."

[« More from New Jersey](#)

**[Support local journalism. Make your gift today. Become a member.](#)**

**Comments**

# **It's in NJ.** — JD 2013-05-09 13:28

Yo, you might want to mention Lawrenceville is in NJ. Just sayin' :-)

Reply

# **@JD** — Alan Tu 2013-05-09 13:32

Thank you for noticing this. I've added in N.J.

Reply

Refresh comments list

RSS feed for comments to this post

**Your comment**

Name (required)

E-mail (required, but will not display)

Subject (required)

2000 characters left



To prove you're a person, enter this string of characters below before clicking Submit.

Can't read it? [Click Here to Refresh](#)

NewsWorks has discussion guidelines to foster lively, civil dialogue. Please [read them](#). By entering a comment, you agree to observe the guidelines.

If you register or log in to NewsWorks, you won't need to fill in your name and

**SIGN UP FOR OUR DAILY NEWSLETTER**

**Top Stories**

**[Swedish royalty celebrate 375 years of history in Delaware](#)**

May 11 - Shana O'Malley, @shanaomalley



King Carl XVI Gustaf and Queen Silvia of Sweden were greeted by hundreds of Delawareans as they celebrated the 375th anniversary of the New Sweden Colony, known

today as the city of Wilmington. [More »](#)

**[Pa. running out of time to decide on Medicaid expansion](#)**

May 11 - Mary Wilson, @marywilson



Legislative leaders on both sides of the aisle in the Pennsylvania Senate are noting the time is fast approaching to make a final decision about a potential expansion of Medicaid.

[More »](#)

**[Friday Reporter's Roundtable: Philly schools struggle and Delaware approves gay marriage](#)**

May 10 - Shai Ben-Yaacov

Same sex couples will officially be able to wed in Delaware starting in July. And the clock is ticking to come up with needed revenue to close the Philadelphia School District's 300 million dollar budget [More »](#)

**[Peter Quinn engages the public to depict nation's homicide epidemic](#)**

May 10 - Shai Ben-Yaacov

**WHO WE ARE**

NewsWorks is the online home of WHYY News and its network of journalism partners in Philadelphia, South Jersey and Delaware. If you believe in this region, and seek news coverage that's as interested in solutions and heroes as in problems and scandals, give Newsworks a try. This is a site that wants to be powered by your concerns, questions, insights and stories.

[More »](#)

**BLOGS**

**SHAPIRO ON THEATER**

Howard Shapiro



**Review: 'North of the Boulevard' yet south of something real:**

"North of the Boulevard," the new drama by prolific Philadelphia-based [More »](#)

**GROUND LEVEL**

Nicole Juday



**Garden goings-on: What's happening in May:**

May is considered the most beautiful month

email address each time you comment.

**Submit**

for Philadelphia gardens, [More »](#)

### BEHIND THE LINES

Tony Auth



**The military's war on women:**  
There is an epidemic of sexual violence in the military [More »](#)

### DAVE DAVIES OFF MIC

Dave Davies



**Philly controller candidates go at it one more time:**  
The three Democratic candidates for Philadelphia city controller faced off [More »](#)

### THE PHILADELPHIA EXPERIMENT

Solomon Jones



**They ran (and cheered) on Broad Street for America:**  
At 8:30 on a sun splashed Sunday morning, some 40,000 [More »](#)

### NATIONAL INTEREST

Dick Polman



**New census report tracks the diminishing white vote:**  
Republicans would be well advised to take a break from [More »](#)

### CENTRE SQUARE

Chris Satullo



**Philly pols' empty rhetoric leaves city's kids behind:**  
If they ever make hypocrisy an Olympic sport, I think [More »](#)

### BRANDYWINE TO BROAD

Jan C. Ting



**Why the Ken Burns documentary "The Central Park Five" finally turned me against the death penalty:**  
I've been a holdout, declining to join the progressive movement [More »](#)

### LIGHTNING ROD

Faye Flam



**Is there hope for math-challenged scientists? Temple Grandin, E.O. Wilson speak out. :**  
Shock and outrage were bound to follow when the famous [More »](#)

[More Blogs »](#)

#### PARTNERS

- [theArtblog.org](#)
- [Azavea](#)
- [Committee of Seventy](#)
- [DVAEYC](#)
- [The Fallser](#)
- [Generocity.org](#)
- [G-town Radio](#)
- [LaSalle University - GermantownBeat](#)
- [Leadership Philadelphia](#)
- [NBC10 Philadelphia](#)
- [NEastPhilly.com](#)
- [NewCORE](#)
- [NJ Spotlight](#)

- [Penn Project for Civic Engagement](#)
- [Philadelphia Business Journal](#)
- [Philadelphia Daily News](#)
- [Philadelphia Weekly](#)
- [The Philadelphia Public School Notebook](#)
- [PhilaPlace.org](#)
- [PlanPhilly.com](#)
- [Technically Philly](#)
- [Temple Multimedia Urban Reporting Lab](#)
- [University of the Arts](#)
- [WURD Radio](#)

#### WHYY

- [Homepage](#)
- [Audio](#)
- [Video](#)



#### NEWSWORKS

- [About Us](#)
- [How We're Funded](#)
- [Terms of Service](#)
- [Advertise](#)
- [Privacy Statement](#)
- [Jobs at NewsWorks](#)
- [Discussion Rules](#)
- [RSS Feeds](#)
- [Podcasts](#)
- [Membership](#)
- [Events](#)

WHYY - [Email NewsWorks](#)

Built by [Delmarva Group, LLC.](#)