



VISION + VALUES

Our VISION

To inspire and share the joy of baking, bringing people together and building stronger communities.

Our VALUES + BELIEFS

QUALITY.

WE BELIEVE IN QUALITY. Great baking starts with great ingredients and know-how. From us, the employee-owners, to our relationships with others, to our flours, our recipes and all our products, we seek the highest standards in everything we are, and in everything we do.

COMMUNITY.

WE BELIEVE BAKING HELPS BUILD STRONG AND VIBRANT CONNECTIONS. Whether you're baking with someone, for someone, or both, King Arthur is there to teach, inspire and provide resources to nurture community-building connections and relationships. We strive to serve, educate, and inspire those around us.

EMPLOYEE OWNERSHIP.

WE BELIEVE IN EMPLOYEE OWNERSHIP. We think this is the best way to accomplish our goals for all stakeholders. As employee-owners, we create a workplace that embraces respect, trust, open communication, and personal fulfillment through honest, hard work.

PASSION.

WE BELIEVE IN BAKING. We love what we do; we connect through the age-old tradition of baking. Our success is fueled by our genuine passion and excitement for what we do, the depth of our knowledge, and the quality of the products and services we offer. We strive to be the baker's trusted resource.

WE BELIEVE WE'RE ALL BAKERS. We see ourselves in every one of our customers - pros, experts, novices, first-timers. It doesn't matter if you're making pancakes for your kids or baguettes for a bakery.

STEWARDSHIP.

WE BELIEVE IN DOING THE RIGHT THING FOR ALL STAKEHOLDERS. As a Benefit Corporation, we measure progress with a triple bottom line – people, planet, profit. We carry on our centuries-old heritage of stewardship through the quality of our brand, and the steps we take to preserve the vitality of our community and the earth on which we live.

WE BELIEVE IN FARMERS. We partner with farmers and other suppliers to encourage environmentally + socially responsible practices.