

THE SOURDOUGH FORMULA

Module 9 · Labels, Bag Tags, Price Sign & Menu

Here's a little secret from my porch: the same loaf sells faster in a bag with a neat label and a twine bow than it does naked on a cutting board. Nothing about the bread changed. What changed is that it looks like it came from a real bakery, and people happily pay bakery prices for bakery bread.

This module makes your table look like a small, proud bakery. You'll pick a name, print a label, tie a tag, set out a price sign and a menu card. All of it costs about $0.35 per loaf and takes one evening to set up. After that, it's just print and stick.



My Saturday porch table: bagged loaves, a little price sign, and the menu card propped against the basket.

Step 1 · Choose Your Bakery Name

Your name goes on every label, every tag, every post, and every text message. People will say it out loud ("I got this from Rosewood Bread") so pick something easy to say and easy to spell.

The name formula

Use one of these three patterns. Each one works, and you can decide in ten minutes.

1. **Your name + bread word** · Sarah's Loaves, Kate's Kitchen Bread, The Miller Family Bakehouse

2. **Your street or neighborhood + bread word** · Maple Lane Sourdough, Hillcrest Bread Co., Northpark Loaf Club
3. **A warm word + bread word** · Golden Crumb, Rise & Shine Bread, Honest Loaf

Bread words to mix and match: Bakehouse, Bread Co., Loaves, Sourdough, Bakery, Bread Club, Kitchen, Crumb, Loaf, Ovenworks.

> *Sarah's tip: say the name out loud three times as if you were telling a friend at school pickup. If it rolls off your tongue, it's the one. Mine is simply «Whitfield Sourdough», and my neighbors shortened it to «Sarah's bread», which I love.*

30 name ideas to get you started

Your name	Your street or town	A warm word
Sarah's Loaves	Maple Lane Sourdough	Golden Crumb
Kate's Kitchen Bread	Hillcrest Bread Co.	Rise & Shine Bread
The Miller Bakehouse	Oak Street Loaves	Honest Loaf
Mama Jo's Sourdough	Cedar Hill Bakehouse	Saturday Crust
Little Ruth's Bread	Brookside Bread Club	Porch Loaf Co.
Anna's Ovenworks	Willow Creek Sourdough	Wild Yeast Kitchen
The Rivera Loaf	Northpark Bread Co.	Slow Rise Bakehouse
Grandma Lou's Bread	Seaside Sourdough	Warm Crumb Bakery
Nell's Sourdough	Pine Hollow Loaves	Golden Hour Bread
The Patel Kitchen Bakery	Riverbend Bakehouse	Hearth & Home Loaves

Before you decide, do a quick check: search the name on Facebook and Instagram and in your state's business name lookup. If nobody local uses it, it's yours. Grab the matching Instagram handle the same day, even if you won't post yet.

Step 2 · Bag Label vs Bag Tag

New bakers mix these up, so here's the simple split. The **label** is the sticker that stays on the bag and carries the required information. The **tag** is the pretty kraft card tied with twine that makes the loaf feel like a gift.

What goes on the bag label (the sticker)

This is the information side. Keep it clean and readable.

- Your bakery name
- The bread name (for example, «Classic Country Boule»)
- Ingredients, in order by weight (for the Master Loaf: bread flour, water, sourdough starter (flour, water), salt)
- Allergens in plain words (for example, «Contains: wheat» or «Contains: wheat, milk, tree nuts (walnuts)»)
- The home-kitchen statement for your state or country, copied word for word from the selling-from-home-legally module
- Net weight (a Classic loaf is about 1.6 lb / 725 g baked; weigh one of yours and round down)
- Your city and state, plus a phone or email
- Baked on date

Here's how a finished Classic label reads, top to bottom:

> ***Whitfield Sourdough** · Classic Country Boule · Ingredients: bread flour (wheat flour, malted barley flour), water, sourdough starter (wheat flour, water), salt. Contains: wheat. Made in a home kitchen that is not inspected by the state or local health department. Net wt. 1.5 lb (680 g). San Diego, CA · hello@whitfieldsourdough.com · Baked on: ____*

That's it. Use the exact statement your local rules ask for, and you're done.

What goes on the bag tag (the kraft card)

This is the friendly side. It's where people fall a little in love.

- Your bakery name, bigger
- The bread name
- One short line in your voice: «Baked this morning with love» or «Toast it, share it, enjoy it»
- Storage tip: «Keep cut side down on the board. Best in 3 days. Slices freeze beautifully.»
- A gentle invitation: «Want one every Saturday? Ask about the Friday list.»

That last line is the most valuable thing on the whole tag. It quietly turns a one-time buyer into a weekly regular.



Label on the front for the facts, kraft tag on the twine for the warm part.

Step 3 · The Price Sign

Your price sign answers the first question everyone has before they even say hello. One look and they know what to choose. Keep it to the three-step ladder:

Loaf	Price
Plain (sandwich, simple white or whole wheat)	$9
Classic (country boule, batard, seeded)	$11
Specialty (cheese, olives, fruit & nuts, chocolate)	$14

Selling in another market? Use clean local numbers: £7 / £9 / £11 in the UK, CA$12 / CA$15 / CA$18 in Canada, A$13 / A$16 / A$20 in Australia. Round, simple prices feel confident.

Design rules for the sign:

- Big, dark text on a cream or kraft background. Someone should read it from six feet away.
- Three lines only. If you add the Friday list, add one small line at the bottom: «Weekly loaf? Join the Friday list.»
- Payment methods in small text: «Venmo · Zelle · PayPal · cash».
- Print it at 5×7 in or 8×10 in, slip it into a cheap photo frame or a clear acrylic stand, and it looks like a café sign.

Step 4 · The Menu Card

The menu card shows what's baking this week. It changes every week, and that's exactly why people love it: «What's on the menu this Saturday?» becomes something they look forward to.

Keep it short. Four to six breads is perfect:

- **Classic Country Boule** · $11
- **Soft Sandwich Loaf** · $9
- **Jalapeño Cheddar** · $14
- **Cranberry Walnut** · $14
- **Discard Crackers (bag)** · $8

Add one line at the top with the pickup details: «Saturday porch pickup, 10 am to 12 pm», and one at the bottom: «Order by Thursday night.» The same menu, as a photo, becomes your weekly post and your Friday text.



This week's menu card, printed at home and propped on a little easel next to the basket.

Step 5 · Paper and Printing at Home

You don't need a print shop. A regular home inkjet or laser printer does all of this beautifully.

Labels (stickers)

Avery sheets are sold everywhere (Target, Walmart, Staples, Amazon) and the sizes are standard, so templates line up perfectly.

What	Avery size	Per sheet	Best for
Round kraft label	2 in round (22817 / 94509 kraft)	12	Front «seal» with your bakery name
Rectangle label	2 × 4 in (5163 / 8163)	10	Full ingredient label, the workhorse
Rectangle label	3⅓ × 4 in (5164 / 8164)	6	Larger label with more room for wording
Small rectangle	1 × 2⅝ in (5160 / 8160)	30	«Baked on» date stickers

In the UK and Australia, look for A4 label sheets of a similar size (for example, 99.1 × 67.7 mm, 8 per sheet). Canada uses the same Avery letter-size sheets as the US.

Tags

- **Kraft hang tags**, about 2 × 3.5 in, pre-punched, come in packs of 100 for $6 to $8. Print on them with a simple template, or buy blank and use a stamp.
- **Or** print on kraft cardstock (65 to 110 lb) and cut with a paper trimmer, then punch a hole. Four or eight tags fit on one letter-size sheet.

Home printer settings

These four settings make the difference between «homemade» and «real bakery»:

1. **Paper type:** set to «Labels» or «Heavy / cardstock». The printer slows down and the ink sits nicely.
2. **Scale:** «Actual size» or «100 %». Never «Fit to page», or your text will drift off the labels.
3. **Quality:** «High» or «Best». It uses a little more ink and looks far crisper.
4. **Test sheet first:** print on plain paper, hold it over a label sheet against the window, and check that everything lines up. Then print the real thing.

> *Sarah's tip: on a kraft label, dark brown or black ink looks best. Light colors disappear on brown paper.*

Step 6 · How to Bag and Tie

Bread must be completely cool before it goes into any bag, at least 2 hours after it comes out of the oven. Warm bread in a bag steams and the crust goes soft. Cool bread in a bag stays crusty and smells amazing when it's opened.

Which bag

- **Paper bread bags with a window** (about 8 × 4 × 16 in for a batard, or a 10 × 12 in flat-bottom bag for a boule): the classic bakery look. Packs of 50 for about $10.
- **Clear cellophane or bio bags:** great for sandwich loaves and focaccia slabs, because people like to see the crumb.

- **Small kraft bags with a window** for discard crackers.

The bagging routine (2 minutes per loaf)

1. Slide the cooled loaf in, bottom first.
2. Fold the top of the bag over twice, neatly, like a lunch bag.
3. Stick the ingredient label on the front, centered, about one-third down.
4. Add the round seal label across the fold, if you use one, to close it.
5. Wrap twine twice around the fold, thread the kraft tag on, and tie a bow.
6. Write the «Baked on» date with a fine marker.



Fold twice, label in the middle, twine around the fold, tag on the bow.

Baker's twine (the red-and-white or natural kind) comes in 100-yard spools for about $5 and lasts months. One loaf uses about 20 inches.

Your packaging costs, per loaf, land right around **$0.35**: bag about $0.20, label about $0.05, tag about $0.06, twine about $0.04. On an $11 Classic, that tiny bit of spending is what makes it look like an $11 loaf.



A row of bagged and tied loaves ready for porch pickup. This is the photo that sells the next batch.

Your Templates Are Ready in the Label Studio

You don't have to design any of this from scratch. In your members area, open the **Label Studio**. Inside you'll find ready-to-edit templates for everything in this module:

- Ingredient labels sized for Avery 2 × 4 in and 3⅓ × 4 in sheets
- Round 2 in seal labels
- Kraft hang tags (front and back)
- The three-line price sign (5×7 and 8×10)
- The weekly menu card
- «Baked on» date stickers

Type your bakery name once, choose your breads, and press print. The Label Studio fills your name across every template so they all match. Then print a test sheet on plain paper, check the alignment, and print the real ones.

Checklist · Your Bakery Look in One Evening

- [ ] ☐ Choose your bakery name and check it's free locally
- [ ] ☐ Grab the matching Instagram handle
- [ ] ☐ Buy label sheets, kraft tags, bread bags, and twine (about $35 for 50 loaves)
- [ ] ☐ Open the Label Studio and type your bakery name
- [ ] ☐ Add your exact home-kitchen statement to the label
- [ ] ☐ Print a test sheet, then your first labels and tags
- [ ] ☐ Print and frame your price sign
- [ ] ☐ Print this week's menu card
- [ ] ☐ Bag and tie one loaf and take a photo of it

When that last box is checked, you have a bakery. Not a hobby, not «my bread thing». A bakery with a name, a sign, and a menu. Next Saturday, your table is going to look the part.