



Vision & Values

We aim to inspire and share the joy of baking, bringing people together, and building stronger communities.

QUALITY

WE BELIEVE IN QUALITY. Great baking starts with great ingredients. From us, the employee-owners, to our relationships with others, to our flours, our recipes, and the sourcing of all our products, we seek the highest standards in everything we are, and in everything we do. Setting our baking community up for success, joy, and endless inspiration begins with a product that bakers trust and return to time and time again.

COMMUNITY

WE BELIEVE BAKING HELPS BUILD STRONG AND VIBRANT CONNECTIONS. Whether you are baking with someone, for someone, or both, King Arthur Baking is there to teach, inspire and provide resources to nurture inclusive community-building connections and relationships. We strive to serve, educate, and inspire those around us, meeting each individual where they are in their baking journey.

EMPLOYEE OWNERSHIP

WE BELIEVE IN EMPLOYEE OWNERSHIP. A shared sense of pride and an engaged, transparent approach to leadership gives rise to success for all stakeholders. As employee-owners, we foster a workplace that cultivates a culture of belonging and embraces differences and prioritizes respect, trust, empathy, open communication, collaboration and personal fulfillment through high performance.

PASSION

WE BELIEVE IN THE POWER OF BAKING. We love what we do; we connect through the rich, global histories and traditions of baking that span thousands of years and countless cultures. Our success is fueled by our genuine passion and excitement for what we do, the depth of our knowledge and curiosity, and the quality of the products and services we offer. We strive to be all baker's trusted resource.

WE BELIEVE THAT BAKING IS FOR EVERYONE. We see ourselves in every one of our customers, inclusive of all identities and abilities.

STEWARDSHIP

WE BELIEVE IN DOING THE RIGHT THING FOR ALL STAKEHOLDERS. This includes our communities, our farmer partners, and our planet. 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 believe farmers play a critical role in engaging in environmentally and socially responsible practices and we work alongside them in our shared commitment to a greener, safer planet.