



Product Catalogue

The story begins



The Story

Sonoma's story begins in the late 1940s, with a young boy's adventures in a country bakery. Andrew's father Kerry would visit his grandparents at their Busy Bee general store in the NSW country town of Bellata. Here he would spend hours watching the local baker knead, stretch, and shape dough in the adjoining 24sqm bakery. Kerry did not know it at the time, but this experience would mark the beginning of Sonoma. Years later, on a whim and driven by unrelenting passion, the family leased and restored the old Bellata bakery and set out on a journey to bake beautiful, wood-fired bread. The family immersed themselves in the art of baking and in 1998 in his search for mastery, Andrew's journey led him to San Francisco and to Point Reyes in California. Here he was inspired by the great Alan Scott, pioneer of wood-fired oven building and the maestro of sourdough, Chad Robertson who was baking what Andrew considered to be the best sourdough bread he had ever eaten out of an Alan Scott-designed oven in a converted laundry. It was this simplicity and authenticity that inspired Andrew and ultimately inspired the principles on which the Sonoma brand has been built.

Andrew Connole and his family created the Sonoma Baking Company from a handful of sourdough starter, an abandoned wood-fired oven, and a whole lot of energy.

True inspiration comes from humble ingredients.



The Bakery

While demand has grown and we have moved away from wood-fired baking, our principles remain the same. All our sourdough breads are naturally leavened sourdough. Made to our traditional recipe, slowly fermented for at least 36 hours to enhance flavour. They are mixed gently, wrapped in Belgian linen, and left to rise slowly. They contain no commercial yeasts or additives, just simple and honest ingredients. Over 20 years of hard work, undying passion, and unyielding determination, we have created Australia's most respected artisan sourdough bakery.

The Bread

Some say the secret to Sonoma's superior taste lies in the 'starter'—a natural leaven created from the authentic San Franciscan sourdough yeast culture. Others believe it's the premium quality flours. The truth is that all Sonoma sourdough bread is made from the same simple ingredients—sustainable flour, sea salt, and filtered water. Each loaf also embodies passion, soul, hard work, and integrity, nurtured with love by the bakers who craft each one by hand. Together, it creates a simple recipe for enduring quality.

We take pride in our craft and are committed to producing bread of the highest quality, using ingredients that taste great and are great for you, from a sustainable source. Our range of artisan foods extends beyond our signature sourdough bread to include handcrafted pastries and muesli – all of which stem from natural and humble origins.



Retail | Sliced Sourdough

Exceptional variety of artisan sourdough breads suitable for retail. Meticulously handcrafted without commercial yeast or preservatives, and thoughtfully packaged in recyclable packaging.



10476
SLICED COUNTRY WHITE
640g
White leaven sourdough batard.



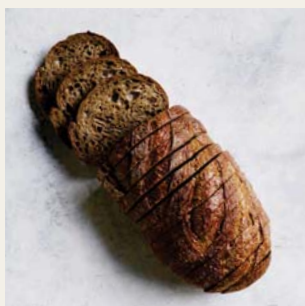
11001
SLICED KALAMATA OLIVE
650g
White leaven sourdough batard with Kalamata olives.



10479
SLICED WHOLE SOYBEAN & LINSEED
625g
White leaven sourdough batard with whole soybean kernels and linseeds.



10996
SLICED SPROUTED RYE
650g
Wheat and rye sourdough batard, with whole sprouted rye.



11002
SLICED WHOLEWHEAT
600g
Wholewheat sourdough batard with a hint of malt.



Food Service | Sourdough

Sonoma sourdough contains no commercial yeast or preservatives. Each loaf is hand-shaped and made simply from sustainable flour, sourdough starter, sea salt and filtered water.

AVAILABLE WHOLE OR SLICED



10250
**CAFE COUNTRY
LARGE**
1.15kg
White leaven
sourdough batard.



10893
ORANGE CRANBERRY
690g
Cranberry, raisin, and juicy
fig loaf complemented by
candied orange peel.



10860
**SOY LINSEED
LARGE**
1.25kg
White leaven sourdough
batard with whole soybean
kernels and linseeds.



10874
WALNUT & RAISIN
805g
White leaven sourdough
batard with walnuts
and raisins.



10230
**WHOLEWHEAT MICHE
LARGE**
1.2kg
White leaven sourdough
batard with wholemeal and
white flours.



11006
APPLE & CURRANT
850g
White leaven sourdough
tin loaf with pink apples
and currants.



Food Service | Yeasted

Lightly yeasted loaves and baguettes, convenient for cafe or restaurant service.

* AVAILABLE SLICED



10012*

BRIOCHE TIN

800g

Traditional French-style brioche, buttery and sweet with a golden crust.



10979

RUSTIC WHITE BAGUETTE

330g

Stone baked for a light crisp crust, and a soft slightly-open crumb.



10503*

RUSTIC WHITE LOAF

820g

Italian-style poolish dough. Light crisp crust with a soft, slightly open crumb.



10032*

RUSTIC BROWN LOAF

820g

Italian-style poolish dough with malt giving it a brown colour. Light crisp crust with a soft, slightly open crumb.



10408*

RUSTIC WHITE TIN

650g

Italian-style poolish dough. Light crisp crust with a soft, slightly open crumb.



10040*

RUSTIC BROWN TIN

800g

Italian-style poolish dough with malt giving it a brown colour. Light crisp crust with a soft, slightly open crumb.



Sourdough Rolls & Baguettes

All Sonoma sourdough rolls are hand-shaped and made simply from sustainable flour, sourdough starter and filtered water.

^ DELIVERY SERVICE AVAILABLE TO SYDNEY METRO ONLY



10316

**WHOLEWHEAT MICHE
BATCH 30**

60g / roll

Pull apart 30 pieces of
wholewheat sourdough rolls.
*Requires 2 days notice.



10207^

**WHITE SOURDOUGH
BAGUETTE**

365g

White leaven sourdough
baguette baked in flute tin.



10317

**COUNTRY WHITE
BATCH 30**

60g / roll

Pull apart 30 pieces of
white sourdough rolls.
*Requires 2 days notice.



10209^

**WHITE SOURDOUGH
FICELLE**

220g

White leaven sourdough
ficelle baguette.



10212^

**WHITE
SOURDOUGH ROLL**

50g

White leaven
sourdough roll.



10067^

**DARK MALT
SOURDOUGH ROLL**

50g

Wheat and malt
sourdough roll.



10204^

**WHITE SOURDOUGH
MINI BAGUETTE**

45g

Hand-shaped white leaven
sourdough mini baguette.



10186^

**SOY LINSEED
SOURDOUGH ROLL**

50g

White sourdough roll
with whole soy beans
and linseeds.



Buns, Sliders & Hot Dogs

Our enriched burger buns, sliders, and hot dog rolls are made with the best quality dairy milk and butter that deliver on flavour and function.



10373

BURGER BUN

70g / 6pk

Light-textured bun enriched with both butter and milk. Each bun is finished with a glaze.



10921

POTATO BURGER BUN

80g / 6pk

Delightfully light and airy potato bun. 100% plant based.



10372

**BURGER BUN
WHITE SESAME**

70g / 6pk

Light-textured bun enriched with butter and milk. Each bun is finished with a glaze and white sesame seeds.



10919

**POTATO BURGER BUN
WHITE SESAME**

80g / 6pk

Delightfully light and airy potato bun, topped with white sesame seeds. 100% plant based.



10872

BURGER BUN SLIDER

30g / 10pk

Light-textured bun enriched with both butter and milk. Each bun is finished with a glaze.

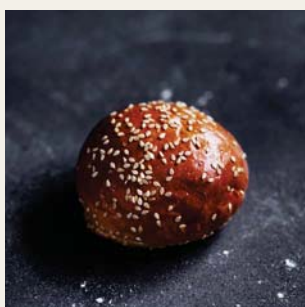


10443

HOT DOG ROLL

80g / 6pk

Light-textured roll enriched with both butter and milk. Each roll is finished with a glaze.



10873

**BURGER BUN SLIDER
WHITE SESAME**

30g / 10pk

Light-textured bun enriched with both butter and milk. Each bun is finished with a glaze and white sesame seeds.



Ciabatta, Panini & Flat Breads

The perfect canvas for culinary creativity. Elevate your sandwiches with a gourmet touch, ideal for delicious melts and creative fillings.



10832

PIDE SMALL

90g

Naturally leavened individual flat bread made with extra virgin olive oil enriched dough.



10492

CIABATTA ROLL

95g

Light-textured rustic rectangular roll made with wheat flour and fermented with 12 hour poolish.



10839

OLIVE OIL PIDE LARGE SEEDED

550g

Naturally leavened flat bread made with extra virgin olive oil enriched dough and topped with toasted sesame seeds.



10491

SEEDED CIABATTA ROLL

100g

Light-textured rustic rectangular roll made with wheat flour and fermented with 12 hour poolish and topped with seed mix.



10664

ROSEMARY OLIVE OIL FOCACCIA

2.1kg

Italian style focaccia slab topped with extra virgin olive oil, sea salt and rosemary.



10490

PANINI ROLL

70g

Light-textured rustic square hand cut panini, made with wheat flour and fermented with 12 hour poolish.



Product Development



Sonoma has established strategic partnerships with renowned food retailers and acclaimed, award-winning restaurants throughout Australia. Our mission revolves around collaborating with premier producers to procure the finest quality ingredients from both Australia and beyond. We thrive on devising tailor-made strategies that precisely address the unique requirements of our esteemed clientele.

Whether your objective involves procuring top-tier ingredients, conceptualising distinctive bakery products, or providing specialised services, Sonoma is ready to craft customised solutions that seamlessly align with your needs. If you are in search of guidance or nurturing a specific vision, we invite you to contact us.