

FUNGI MARKETING

A Wholesale Growth Opportunity

Neomonde Bakery

45,000 pieces baked a day. Let's help even more of that reach new buyers.



Neomonde
BAKERY

Prepared for DeGaulle Saleh, VP of Sales · Neomonde Baking Company

WHAT YOU'VE ALREADY BUILT

A beloved bakery with real room to grow online

Neomonde has built something rare: a wholesale operation at serious scale, a 48-year reputation, and a product people seek out by name. That strong foundation is exactly what makes the digital upside so reachable.

1977

Founded by the Saleh brothers,
Northern Lebanon

45,000

Baked goods produced every
single day

450+

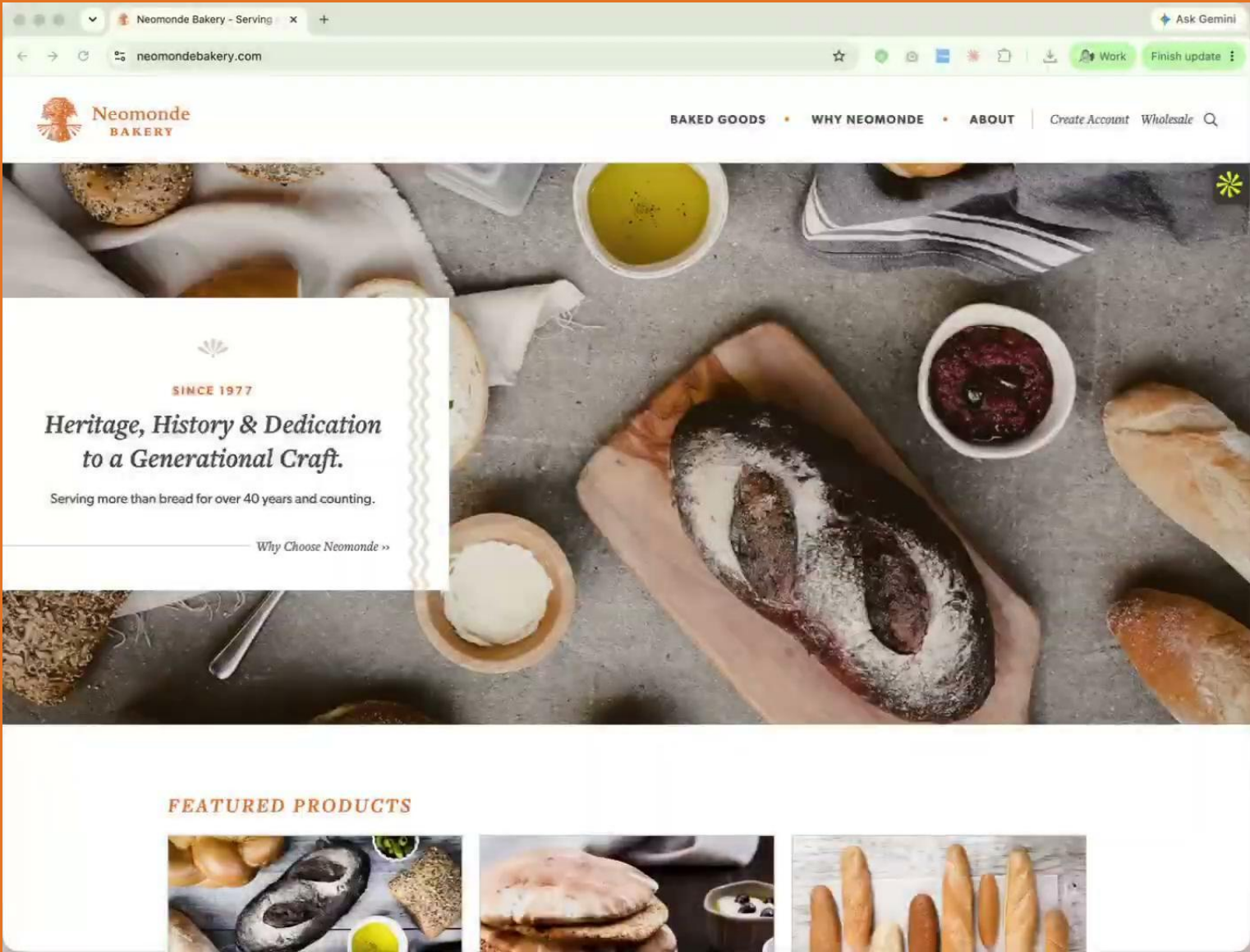
Varieties across artisan, pita,
subs, pastry

~\$15-18M

Estimated annual revenue
(third-party data)

Serves distributors, hotels and restaurants, and institutions such as schools, hospitals, campuses, and military bases.

Quick Video Overview



Two strong brands that could lift each other

neomonde.com

The restaurant (B2C)

- The 2025 rebrand looks fantastic on a clean Squarespace site
- Three NC locations, online ordering, rewards, catering
- Active Instagram and polished photography
- A great template for what the bakery could become

neomondebakery.com

The wholesale bakery (B2B)

- Built on an older 2018 site that's ready for a refresh
- A quick update could tell the full 48-year story
- Room to add fresh content and lead capture
- This is where the wholesale revenue lives

Connect the two, and every buyer who discovers Neomonde also finds the bakery ready to supply them.

Three easy upgrades to the wholesale funnel



01

Make it easy to say yes

Today a new buyer's only path is a phone call: "Call us at (919) 469-8009." Adding a simple form lets buyers raise a hand any time, day or night.



02

Smooth the reorder path

Reorders route to GlobalBake at <http://remote.neomonde.com:9090> over non-secure HTTP. Moving it behind HTTPS clears the "Not Secure" warning buyers see.



03

Capture every interested buyer

A lead form and a simple CRM mean interested buyers get logged and followed up with, instead of slipping by unseen.

The product already moves 45,000 units a day. A modern front door turns more of that demand into accounts.

VISIBILITY

A few simple additions unlock real visibility



Add a B2B lead form

A Request a Quote or Become a Wholesale Customer form gives buyers an easy first step and starts the relationship.



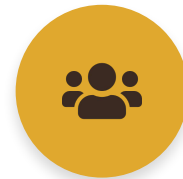
Activate the newsletter

The signup field is already there. Wiring it to a real welcome and nurture turns it into a working channel.



Turn on attribution

Light tracking shows which channels, pages, and campaigns are bringing in wholesale accounts.



Connect a simple CRM

Inbound interest flows into one place the sales team can work and follow up in, so nothing slips by.

Once you can see where demand comes from, every marketing dollar starts working harder.

Room to get found by buyers already searching



Deepen the buyer pages

The Distributors, Hotels & Restaurants, and Institutions pages are a solid start, ready for the depth buyers look for.



Add the proof buyers want

Case studies, spec sheets, a capabilities PDF, and ordering details make it easy for a buyer to say yes.



Win the buyer searches

Wholesale bakery NC and foodservice bread supplier are wide open to own with a little focused SEO.



Refresh a few signals

Telling the full 48-year story, dating testimonials, and updating imagery keeps buyer trust high.

THE UPSIDE

Small fixes, outsized upside

Neomonde already makes a product buyers want. Because the openings are all in capture and conversion, the upside is unusually easy to reach.

24/7

the front door could take new-account interest, not just during phone hours

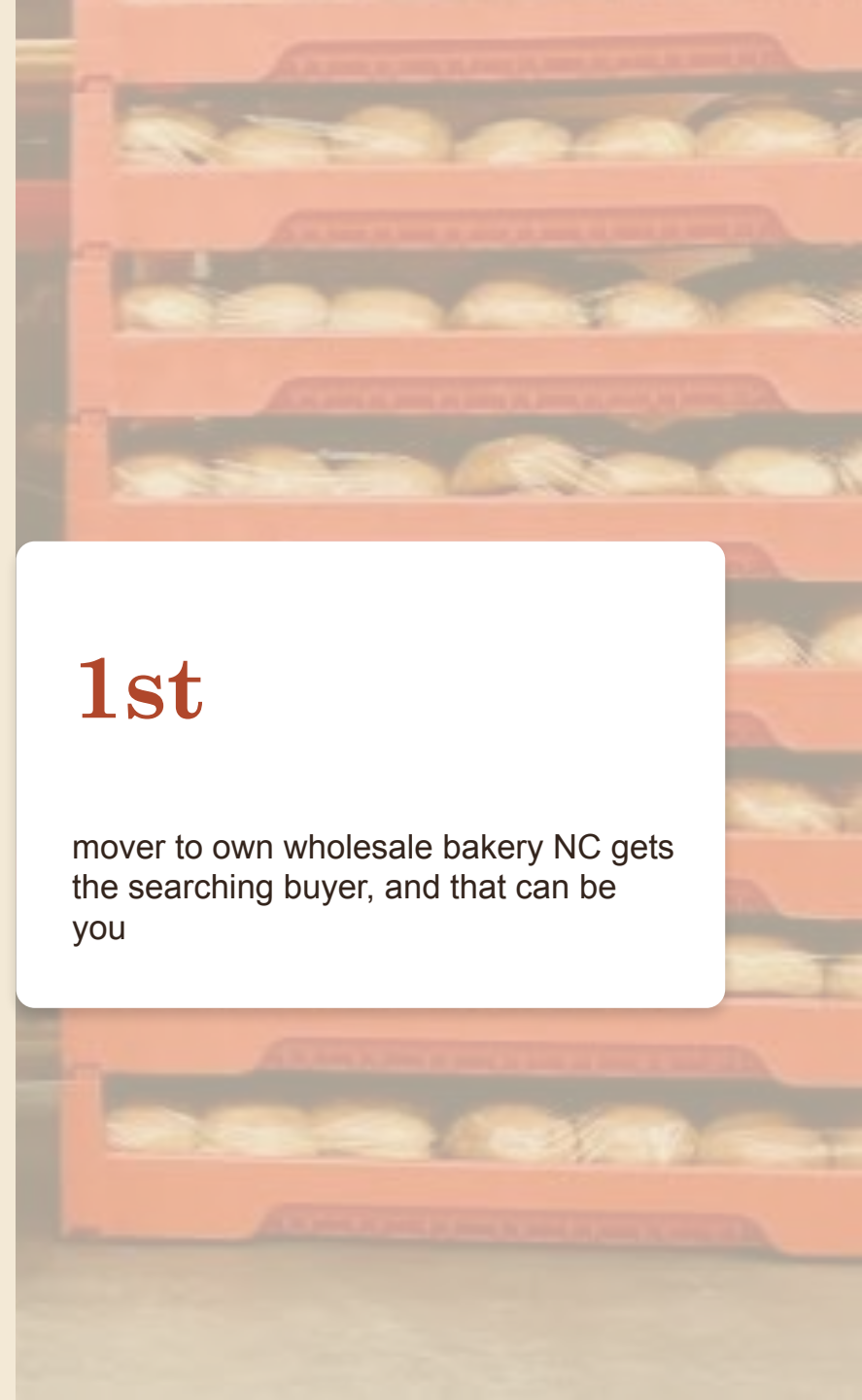
Every

wholesale lead you start capturing digitally is pure upside from here

1st

mover to own wholesale bakery NC gets the searching buyer, and that can be you

The fix is not a new product or a new plant. It is a working digital front door.



START HERE

Three things you could do this week

No retainer required to begin. These are quick, visible wins that start capturing wholesale demand right away.



01

Secure the ordering link

Move the GlobalBake order page behind HTTPS so buyers stop seeing a Not Secure warning the moment they are ready to reorder.



02

Add a wholesale quote form

A simple Become a Wholesale Customer or Request a Quote form on the bakery site captures buyers who will not pick up the phone.



03

Claim & link LinkedIn

Stand up an active company page and link it site-wide, where distributors, chefs, and institutional buyers actually look.

Each of these is a same-week fix that shows momentum before the bigger build starts.

THE PLAN

Where Fungi takes it from there

The quick wins open the door. The real growth comes from a wholesale demand engine built around how foodservice buyers search and buy.



Fix the front door

Secure, modern wholesale ordering plus a quote and account request that works around the clock.



Build lead capture

Forms feed your CRM and sales follow-up, with tracking so every wholesale lead is measured.



Own the buyer searches

Content and SEO for foodservice and distribution buyers who are actively looking.



Show up on LinkedIn

An active company presence and outreach to distributors, chefs, and institutional buyers.



Unify the brand

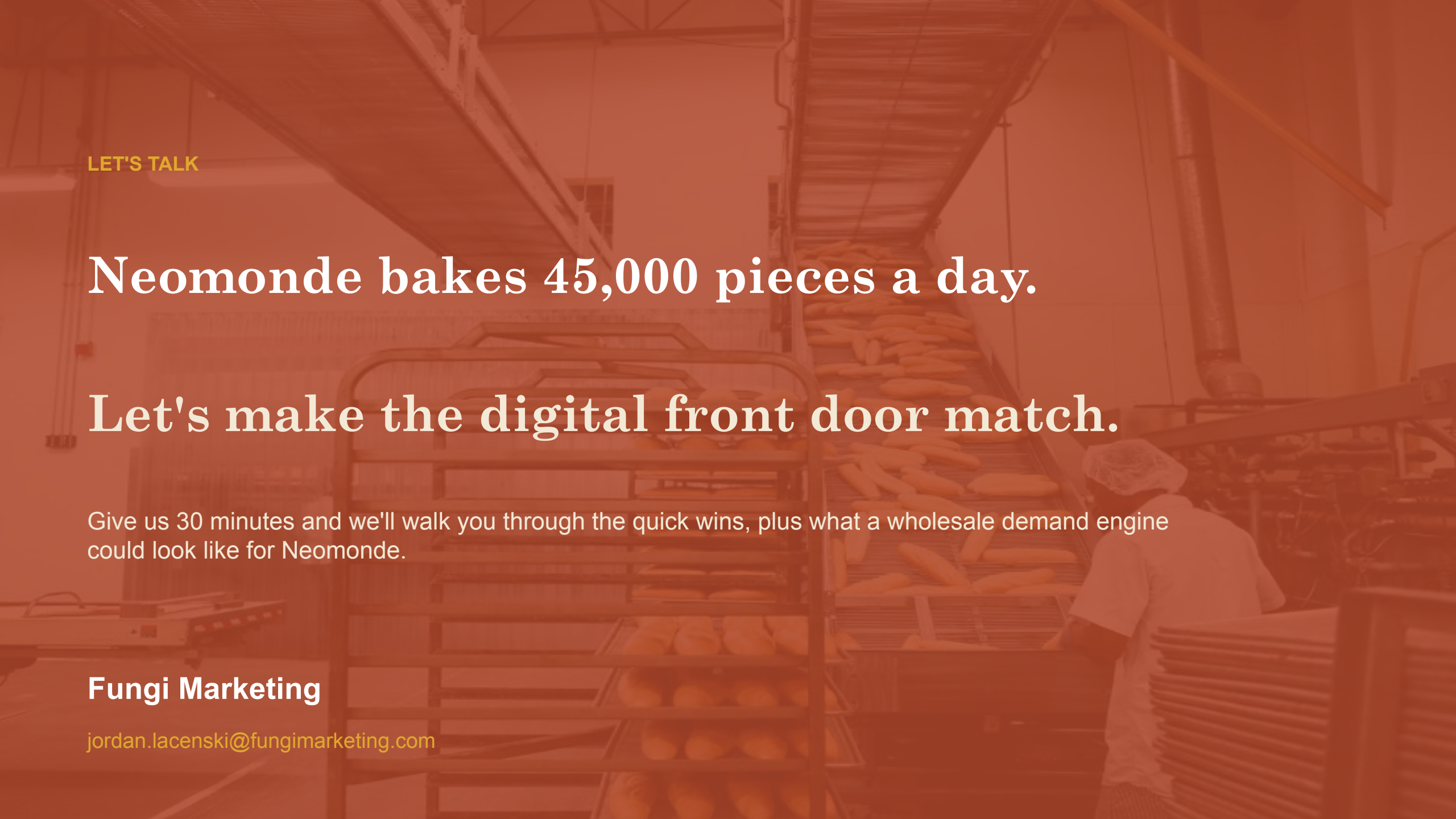
Connect restaurant and bakery so the reputation of one builds the other instead of splitting it.



Measure what works

A simple dashboard on leads, sources, and pipeline so growth runs on evidence.

Phase 1: fix the funnel and lead capture. Phase 2: content, SEO, and LinkedIn. Phase 3: brand unification and attribution.

The background of the slide is a photograph of a bakery interior, featuring long conveyor belts filled with golden-brown loaves of bread. A worker in a white uniform and hairnet is visible on the right side of the frame. The entire image is covered with a semi-transparent orange overlay.

LET'S TALK

Neomonde bakes 45,000 pieces a day.

Let's make the digital front door match.

Give us 30 minutes and we'll walk you through the quick wins, plus what a wholesale demand engine could look like for Neomonde.

Fungi Marketing

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