

MEDIA KIT 2026



Sensible Bakery

vegan & gluten-free

SINCE 1992 · 70+ RETAIL PARTNERS



(718) 786-6691
info@sensiblebakery.com



The Factory Building
30-30 47th Ave Ste. 160
L.I.C. NY 11101

ABOUT US

WHO WE ARE

Since 1992, Sensible Bakery has baked vegan & gluten-free goods for New York, handcrafted from clean ingredients and served through the cafés you love.



MEET THE BAKER

Wassem grew up in the bakery, watching his father launch a vegan & gluten-free wholesale business.



He went on to earn a Master's in Biology from Queens College, where his thesis on pesticides in our crops deepened his commitment to organic, healthy ingredients.



Today he runs every part of Sensible Bakery: family tradition, backed by science.



100% gluten-free kitchen • 10% donated to charity • no preservatives

SOCIALS



@sensible_bakery

14k+ followers

47k+ monthly views

@wassembakes

270k+ followers

537k+ monthly views

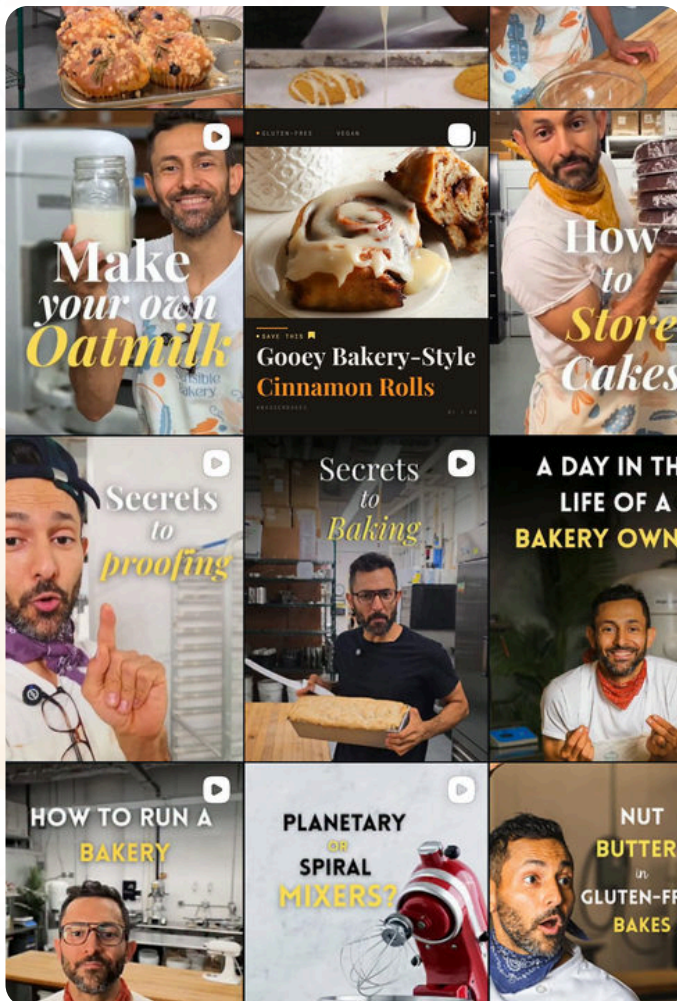


@sensible_bakery

4.6k+ followers

@wassembakes

63k+ followers



MONTHLY WEBSITE TRAFFIC

10K+ sessions

7K+ visitors

sensiblebakery.com

OUR PRODUCTS

Cookies



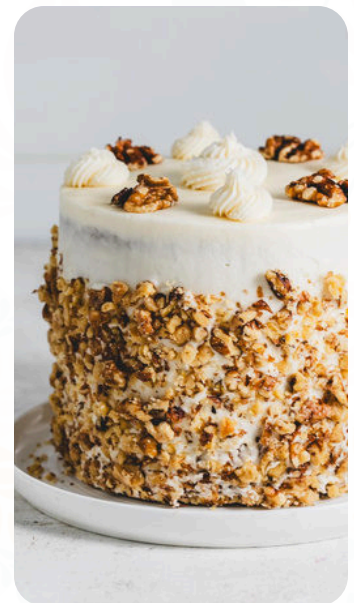
Muffins



Bars & Brownies



Cakes

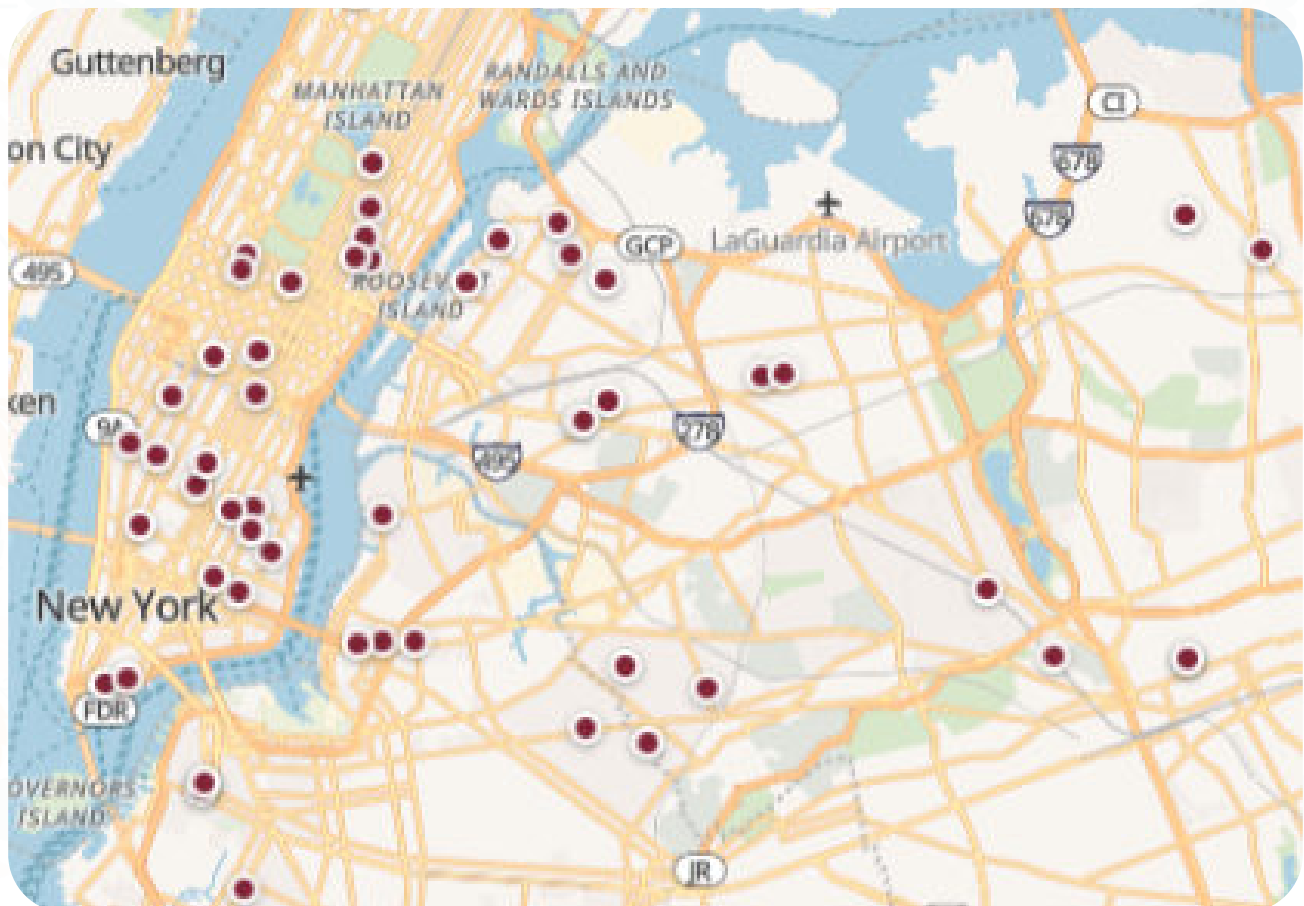


& much more — full menu at sensiblebakery.com

PARTNERS & CLIENTS



over 70 retail partners across NY/NJ area



WORK WITH US



BRAND PARTNERSHIPS

Sponsored Reels, recipe features, and product reviews.

Baking science content that teaches and sells

WHOLESALE & RETAIL

Stock our vegan & gluten-free line in your café or store

Join 70+ partners across NY/NJ



Let's bake something together.

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