

Sample Street Bakery.

Everything on this page is invented. There is no Sample Street Bakery, no Maplewood Heights and no Dana Example. We made up the brief so you can see exactly what a real pack looks like without using anyone's real business. A real pack is written the same way, from the facts the owner sends and nothing else.

[This sample as a PDF](#)

1. THE BRIEF THE OWNER SENT (INVENTED)

Question	Answer
Business	Sample Street Bakery (a bakery that does not exist)
City	Maplewood Heights (made-up town)
Opened	2016
Owner	Dana Example
Does	sourdough loaves baked overnight, morning pastries, custom birthday cakes to order with 3 days' notice, wholesale bread to 4 local cafes
Not	no wedding cakes, no gluten-free line, no delivery
Good at	customers say the crust and the morning rush being quick; same-day cake pickups when there is a cancellation
Story	Dana baked at home for a farmers' market for 2 years, then took over an empty hardware store on Sample Street in 2016 with one deck oven; a second oven came in 2019; 4 staff now
Owner story	grew up two streets away, first job was washing pans at a hotel kitchen, still mixes the sourdough starter every evening
Hours	Tue–Sun 7am–2pm

Question	Answer
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Never	no 'best in town', no awards (there are none), no claims about the cafes by name
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2. THE OLD TEXT

Best bakery in Maplewood Heights!!! Fresh bread, cakes, pastries, coffee, sourdough, birthday cakes, wedding cakes, catering, delivery. Award-winning. Come visit us!!! Call 555-0100 or follow @samplestreetbakery. Leave us a 5-star review!

A keyword list, three runs of exclamation marks, an award that does not exist, two services the bakery does not offer, a phone number, a handle and a review ask: six of Yelp's rejection reasons in 230 characters.

3. SPECIALTIES (901 OF 1,500 CHARACTERS)

Sourdough is what we are known for. Every loaf is mixed in the afternoon, shaped by hand and left to rise overnight, then baked from 5am so the first loaves are on the shelf when the door opens at 7. Alongside the bread: croissants, morning buns and seasonal fruit pastries baked in small batches through the morning, so the tray you see was usually baked that hour.

Custom birthday cakes are made to order with three days' notice. Tell us the size, the flavour and what it should say, and it is boxed and ready at the time you pick. If a cake order is cancelled we sometimes have same-day pickups; ask at the counter.

We also bake wholesale bread for four local cafes, so if you have had our sourdough with your breakfast somewhere else in town, this is where it came from.

We do not make wedding cakes, we do not have a gluten-free line, and we do not deliver. Open Tuesday to Sunday, 7am to 2pm.

4. HISTORY (530 OF 1,000 CHARACTERS; YEAR ESTABLISHED: 2016)

Sample Street Bakery started at the Maplewood Heights farmers' market, where Dana sold loaves baked in a home oven for two years. In 2016 the old hardware store on Sample Street came up empty, and Dana took it on with one second-hand deck oven and a single counter.

The second oven arrived in 2019, which is when the wholesale bread for local cafes began. Today there are four of us on the early shift, the same starter that came from the market days, and the same rule: nothing on the shelf that was not baked here this morning.

5. MEET THE BUSINESS OWNER (424 OF 1,000 CHARACTERS)

Dana Example grew up two streets from the bakery, and the first job Dana ever had was washing pans in a hotel kitchen. The baking came later, at home, for a market stall, and then for the whole street.

Dana still mixes the sourdough starter every evening before closing up, and is usually the one at the oven when the first loaves come out. If you want to know what is good today, ask; the answer is whatever came out last.

6. SUMMARY AND HIGHLIGHTS

Overnight sourdough, small-batch morning pastries and custom birthday cakes to order, baked on Sample Street in Maplewood Heights since 2016. Tuesday to Sunday, 7am to 2pm.

- Sourdough mixed in the afternoon, risen overnight, baked from 5am

- Birthday cakes to order with three days' notice
- Wholesale bread to four local cafes

7. CHANGE SHEET

Old text	What we did	Why
"Best bakery in Maplewood Heights!!!"	cut	a superlative with no source, and Yelp's guidelines reject excessive punctuation
"Fresh bread, cakes, pastries, coffee, sourdough..."	rewritten as sentences	Yelp rejects keyword lists; the same facts are now in Specialties as what is baked and when
"wedding cakes, catering, delivery"	cut	the owner's brief says no wedding cakes and no delivery; nothing is claimed the business does not do
"Award-winning"	cut	no award on the brief
"Call 555-0100 or follow @samplestreetbakery"	cut	contact details belong in the page's own fields; Yelp rejects them here
"Leave us a 5-star review!"	cut	Yelp prohibits asking for reviews; we never write that line
Opened 2016, second oven 2019, four staff, four cafes	kept, as given	every number is from the brief; the year goes in Yelp's 'year established' field too

8. CHECKED AGAINST YELP'S GUIDELINES

- Keyword lists: none (each service is a sentence about what is baked and when).
- Excessive formatting: none.
- Contact details: none in the sections (they belong in the page's own fields).
- Review solicitation: none, and the brief's "leave us a 5-star review" was cut.
- Every number (2016, 2019, four staff, four cafes, three days' notice, 7am to 2pm) is on the brief; nothing was added.

Guidelines read 15 October 2026: [Yelp Business Help Center, guidelines for the "From the Business" information](#); [Don't Ask for Reviews](#).