

FOR IMMEDIATE RELEASE

Crust Craft Bakery Opens in Choices for Youth's New Social Enterprise & Innovation Hub

St. John's, NL (October 15, 2025) – Crust Craft Bakery is proud to be reopening its doors in their new location at Choices for Youth's Social Enterprise and Innovation Hub, 340 LeMarchant Road. The much-loved bakery and pizzeria is officially opening its doors to the public as of Wednesday, October 15, 2025. The bakery not only offers delicious pizza and baked goods, but also provides life-changing training and employment opportunities for vulnerable youth under 30 through their social enterprise

Operating on Pearson Street since 2022, Crust Craft Bakery has long been known for its mouth-watering pizzas, delightful baked treats, and commitment to creating social impact. As a social enterprise owned and operated by Choices for Youth, the business provides vital hands-on training, support, and work experience for youth who face barriers to employment.

"This isn't just a reopening – it's a restart with purpose," said Jen Crowe, Executive Director of Choices for Youth, "Crust Craft Bakery directly addresses youth unemployment while helping young people create stability, gain employment experience, and reach their goals. We have missed our loyal customers, and are thrilled to be back, creating great food that supports even greater impact."

Crust Craft Bakery will offer both eat-in and takeaway services, with opening hours from Wednesday to Saturday, from 11:00am – 4:00pm. Customers can:

- Dine in and enjoy the relaxed atmosphere at the Social Enterprise & Innovation Hub
- Place pickup orders via www.incrustwetrust.ca
- Phone in orders at (709) 685-1609
- Walk in and order anytime during opening hour

While Crust Craft Bakery is currently limited to eat-in and pick-up service from 11:00am – 4:00pm, Wednesday to Saturday, the team hopes to extend opening hours and delivery services in the coming weeks. To celebrate the reopening of Crust Craft Bakery, the team is planning for a Grand Opening later in November – a date to be announced in the coming weeks.

With every pizza or treat purchased, customers support Crust Craft Bakery's mission to build skills, confidence, and brighter futures for youth facing barriers to employment – one slice at a time.

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