

This is the answer Heath Squier was giving to people when I think he realized it was useless and gave up.

"Our diabetic customers were experiencing sugar spikes after eating the breads; we had to change it due to liability issues; thus, the Original will not be offered; a comparable bread is the Amazing Sourdough. It is low carb, low in calories, and the texture is extremely similar to that of the Original #1 with just a hint of a sourdough taste."

Of course in time the sourdough also went the way of the golden goose.

6/30/2013

The Paleo bread is a joke. Do not buy it unless you like eating dishwashing sponges. It smells like a sponge, too. I've never been so disturbed by a product before. I checked the packaging again just to make sure I didn't buy actual cleaning sponges by mistake. Yep, it says Julian's Bakery paleo bread. It's gross, even my dogs didn't want to eat it. I returned it to the store immediately and got my money back. This is my first and LAST purchase of their product.

6/10/2013

I am wondering if following the success of their healthy, high quality, excellent and delicious original products, Julian Bakery was sold to a large corporation that's in the business of making junk food.

This is probably the most noticeable downgrade/complete change in product quality/philosophy I've seen in a brand. I used to LOVE their breads. They had no 'fillers' (ie nutritionally wasteful ingredients), they used a variety of sprouted grains and they were delicious. Now, it appears that all those wonderful products that built Julian Bakery's reputation are gone, and all that's left are the high prices. I was happy to pay \$8 for a smallish loaf of bread from Julian's before, because I was grateful that such products existed- yeast free, no added sweeteners, maximized protein via sprouting, minimal processing and so forth.

The new "breads" are highly processed, cheap filler filled (tongue twister, not tongue pleaser) conveyor belt made trash. Look at the ingredient list...egg whites and Psyllium Seed Powder, the latter of which you may be more familiar with under the brand name "Metamucil". Yup. I'm sure that's exactly what our prehistoric ancestors (on the diet of whom the so-called "Paleo" diet is based) were eating. Laxatives.

6/8/2013

Finally received my online order after waiting almost 3 weeks...I can't tell you how excited I was to finally receive the package.

I was like: \o/

Two of the coconut paleo loaves had mold on them and one of the almond paleo loaves had an acrid, spoiled smell and a gross yellowish skin atop the loaf.

I've purchased perishable items via the internet many times before and they at least pack the box with insulation and/or cold packs to survive the journey. In this box, there was only my bread and a paper receipt...no wonder they spoiled. I'm not going to even attempt to eat the other 2 because I'd like to keep my lunch in my stomach, thank you very much.

For spending \$7.99 for a loaf of bread (x5), this is really how you sell and ship your products? Fail.

A big, moldy fail.

6/2/2013

I sent for 6 items by internet to get special shipping rate to Oregon. The bread is expensive, but I was DESPERATE....it looked good on the website! I am use to eating healthy food so I don't have junk food taste buds. I ordered 2 low carb cookies and 4 zero carb breads. One of the cookies was Chocolate instead of Ginger Spice. It took 4 or 5 phone calls and the same in emails to get the order fixed. They never answered my phone calls. Finally the cookies were replaced. The cookies were passable, but I have a tricky digestive system and I found I can't eat them. I accept that. But the zero carb bread was not edible. I tried it toasted and in every way I could think of and it ended up making me sick every time. It tasted like heavy cardboard. I asked for my money back. They said it states on the website no returns on perishable products. I never saw that before I ordered. Maybe it was because I was desperate for some good tasting bread. I still asked for my money back.. I took a loss on it I can't afford. And, I honestly believe that if a company is confident in their product they will guarantee it. That way they will have good customer relations with not only that customer, but many others. In my case I had two people and one health food store waiting to hear how the bread was and they would order it. In the case of our local health food store it would be a big order. But Julian refused to refund my money. I left one slice out for one day and it got black spots of mold and turned a funny orange color. It smelled terrible.....after one day! I took a local baker(who makes gluten free products)a frozen slice and she looked at it, smelled it, felt it, and said it looked terrible. She has cooked for people with health problems all over the world. She took pity on me. So, before you try the zero carb bread read the Yelp reviews. I did not. Somehow try only one loaf. I could not as the closest place to get it was a 60 mile round trip.. Then, I probably wouldn't order it. I question the integrity of a company who does not stand by their product EVEN if the customer is asking for their money back on a perishable product. I wanted this to work! I badly wanted a good bread! I would have been a good customer! Julian didn't care.

6/1/2013

I just received my second order of the paleo bread, both almond and coconut, and am disappointed to see that the loaves have shrunk about 40% in size. The bread wasn't exactly a good value before, but it was very nice to have while doing low carb. What used to be sandwich size bread is now more like large cracker size bread, so there's even less value for the dollar. I like the product, but how can I justify the money?

5/31/2013

I'm so sad that they reformulated all the breads and then got rid of the sourdough. I had been a loyal customer for years but don't care for any of the breads they now offer. They are simply awful!!!

5/25/2013

Ok so I'm not going crazy! I use to by the Carb Smart 1 and 2... it was awesome! I bought 4 loaves not knowing they changed the formula AND spit it out. It is now disgusting. Looking for another company for low carb bread.

YUCK Julian Bakery.. you need to change back to the original recipe.

5/18/2013

YUCK! Let me first say that I was a HUGE supporter of Julian Bakery, starting in 2004. I lost over 35 lbs. eating their bible recipe bread every morning for breakfast, toasted with warm almond butter (among other healthy choices). It was literally what I looked forward to each and every day, it was so good! I even liked the carb smart bread.

Now that they have changed the recipe, the bread is completely inedible. I mean, the most terrible "bread" (if you want to call it that) I have ever eaten. Maybe if I was on Survivor, or living in a North Korean prison camp, I would tolerate it. Let me think about this....NOPE. I would rather eat bark. In fact, it tastes like bark, but worse.

I'm very, very disappointed that my delectable bread is gone. There is an easy fix to this. Instead of changing the recipe, and losing countless customers, and perhaps a business, why doesn't the company change the MARKETING. Don't market to diabetics!! Instead, market to health-conscious people who want to eat bread high in fiber and protein. Period. An easy fix. Bring back the original recipes, I BEG OF YOU!!! Don't market the product only for a

unique group of people. Instead, everyone can decide from where they are going to purchase bread, and what kinds of things they put in their own mouths. Make your original product, and you will have very, very happy people spreading the word that this is hands-down the best bread full of great nutrients and good for you.

5/16/2013

I recently went to buy some more of Julian's "Amazing Sourdough" which is a good substitute for the old recipe Low Carb #1 and #2 which we loved! They were out of stock, and I was told they were changing the recipe just like they did for #1 and #2 which rendered them inedible! Absolutely amazing that they would continue to sell #1 and #2 under a new recipe - that's like putting a Cadillac label on a Chevrolet and selling it as a Cadillac. Very poor business plan! I am amazed they are still there. When I get coffee at Birdrock Coffee Roasters next door, I will be checking to see if they have something close to the original recipe products I mentioned above, but until then, I agree with all of the the negative comments below and those appearing on Google reviews. BTW, I tried to post this review on Google reviews, but it no longer works for Julian Bakery.

5-16-2013

I was informed they no longer make sourdough. I switched after the reformulated Carb 1 tasted so bad. Now no more Sourdough....

What a way to run a company, Lost me as customer once after carb 1 disaster...came back with Sourdough now lost me again as a customer...

I hear also bad comments about never getting their order at 2 unnamed chains that carry their bread in SoCal area.

How do you go out of business....1 customer at a time.

5/14/2013

I am so bummed that they have discontinued all of their good bread! The sourdough is no longer available which is really disappointing considering I have been eating low carb for years and was always able to maintain and or lose weight while eating it.

Why does it have to be discontinued if it is fine for some and not others?

Julian Bakery please update the labels on your old recipes and start selling them again. Your new breads suck (I have tried them all) and I can't imagine you staying in business. Also you should have posted something on your website explaining why you made such a drastic change. You had a lot of loyal customers who I am sure would come back if you go back to your old recipes.

5/4/2013

It doesn't take a genius to read the Julian Bakery reviews to see an overwhelming trend. I'm just so disappointed that this small business which I supported for years of \$50-80/month purchases could have gone all wrong. I'm always reluctant when considering 1-star performance, but the truth is that I'd go lower if Yelp allowed it. Here's the bottom line - their customer service is awful and inconsistent. It's a bakery so that could be overlooked when they provided the "goods," that WAS, great low-carb and gluten-free bread. But now that they don't have the goods and so I don't believe there are any redeeming qualities. I used to order Smart Carb #1 and #2. I won't describe it as others have done an excellent job of doing that. Needless to say, between the Zero Carb and Paleo breads they are now pushing, I have to believe that they were formulated by lawyers, not bakers. They taste terrible, smell funny, do not toast and should be used to clean your countertops - not for eating. I thought I was crazy because of all these great email newsletters they'd send with recipes making the bread look appetizing. I thought -- maybe I'm missing something? Then I'd make the sandwich and the only the inside was tasty - the bread gets tossed.

Julian - what are you doing? I've been a loyal customer for years. I'm no longer buying your bread on a monthly basis and even my El Segundo Whole Foods (where I purchase that quick loaf when I used to run out) says that they are

going to stop buying it because of the customer complaints. You used to have something great going - you've replaced your breads with something inedible. Manna From Heaven even? Where is it? Your customer service? Non-existent. You don't pick up phones, answer emails? You don't post information on your site for your loyal followers to understand why you went off the rails. Nothing would give me greater pleasure than to give you my business again, but you have to produce the breads that made you famous. What you're peddling now is some space-lab astronaut survival food. Contact me when you have it worked out, but in the meantime, I encourage everyone to avoid Julian Bakery - there are other low-carb, gluten-free bakeries out there and this one is not worth buying from.

By the way, it's clear that the bulk of the reviews share the same opinion -- that your current offerings are terrible. Whoever posted the 5-star review has to work for the place. I agree - change CAN be good - when it's for the BETTER. But the consensus is in - from many and over many months - Julians has alienated its customer base and puts out bad-tasting bread-like products which may work to buff and wax my car but in no way should be consumed. And this coming from someone who drunk the kool-aid and got family and friends on-board years ago because I was such a big believer. Shame on you, Julian Bakery! Retool and redo!