

# THE edge Business Spotlight CONNECTION

## 2B Whole

2B Whole is a 100 percent gluten and peanut free bakery that prepares paleo, vegan and European baked goods, such as breads, cakes, pies and so much more. 2B Whole baked goods are healthy, great tasting wheat and dairy free products. Egg free options are also available. Baked goods can be purchased in local farmers markets, online and at the \*NEW\* 2B Whole Bakery located at 42 Milton Avenue in Alpharetta, Georgia.

### Contact 2B Whole Today!

**Online:** [www.2bwhole.net](http://www.2bwhole.net)

**Phone:** (404) 919-8875

**Email:** [GF@2bwhole.net](mailto:GF@2bwhole.net)



### Meet the Owner: Toula Argentis

Toula Argentis started baking gluten free products for her family once she discovered they all had allergies to gluten. Toula wanted to prepare treats that were healthy, but still enjoyable for her children. After creating a variety of different baked goods and receiving positive feedback from her children, Toula used decided to start her own gluten-free bakery business, 2B Whole.

As Toula was seeking a facility to produce her products, she came across an ad about The Edge Kitchen listed in the Atlanta Business Chronicle newspaper. Once she started preparing her goods from The Edge Kitchen she decided to sell her goods at local farmers markets to see if customers would like them as much her family. At this time, gluten free products were not popular and due to the lack of education people automatically assumed that it must not taste good if its gluten free. Toula states "I do not sell anything unless my children have approved it during the initial testing phase. I like to create a variety of great tasting food that allows people with allergies to eat well and be happy, regardless of the type of allergy they may have (i.e. wheat, dairy, sugar, eggs, etc.)."

2B Whole has now been in business for three years and through gluten-free nutrition education and by producing tasty gluten free options, Toula and her family have grown a very successful brand and business. 2B Whole is serving customers across the country, as far Hawaii and into Canada. Toula reaches her customers through email orders, social media pages, farmers markets and now through her flagship store located in Alpharetta, Georgia.

#### ***My vision for 2B Whole is:***

"To continue growing our product line and to become more accessible to our customers through retail outlets across the country."