



Bread With Gusto!

By Jill L. Ferguson

In Spanish, the word *gusto* means taste, flavor, pleasure, and to savor. In English, *gusto* means to do something with zest, enjoyment, and style. Both definitions of this word describe founder of Gusto Bread's Arturo Enciso's passion and pleasure in embracing ancient knowledge to create fully organic breads and the pan dulces and foods themselves, which are richly textured, flavorful delights.

Opened in August 2020 on 4th Street, Gusto Bread is storefront of the company, which started in 2017 at local Farmers' Markets and in a two-story cottage at 928 Chestnut Avenue. Enciso and his partner, Ana Belén Salatino (an entrepreneurial graphic and web designer), work side by side along with six employees. "We're just getting started here and getting used to the space," Belén Salatino said, on a Saturday afternoon in October, where there was line of customers even though it was near closing time. "We're committed to being in the neighborhood for a long time."



All of their breads begin with a sourdough starter—masa madre—and are cooked in a wood-fired oven. And the loaves of bread sometimes surprise Gusto's customers. Enciso said, "What we do takes so much time...and education. Some people don't understand that some loaves take more than 48 hours to make." And they expect to taste "sourdough" since the bread was made with a wild yeast sourdough starter. But most of their breads lack the sour taste.

Belén Salatino explained, "Sourdough makes bread more digestible, and because all of our ingredients are organic and carefully sourced, none of them are going to cause harm. We take care and want to have integrity with our ingredients and everything we do."



Arturo Enciso and his partner, Ana Belén Salatino, are baking up flavor at Gusto.

The bakers at Gusto love to play with whole grains and with ancient grain ingredients such as heirloom wheats, spelt, rye, and buckwheat. Their breads are all vegan; their cookies and other sweets are not due to ingredients like eggs and chocolate. Some items on the menu, like the California loaf (made with an heirloom red wheat) and the seeded loaf (which is the California Loaf packed with sunflower, pumpkin, and poppy seeds), as well as the baguette, are staples and are always available. Other items are seasonal or for sale on a daily or weekly basis, depending on the availability of local ingredients. The owners mentioned a banana bread, made with their neighbor's organic bananas grown on his tree, that was available for a few days.

[Gusto's website](#) is clear about its values: "We constantly strive for Gusto Bread to foster community connections, to celebrate diversity and culture, to be conscious of our resources and waste, and to always source the best, organic, and regional ingredients possible."

In addition to breads and sweets, the company also sells packages of beans, horchata, enameled logo coffee cups, and other gift items. The Panadería Orgánica is open at 2710 E. 4th Street on Wednesdays through Sundays from 8 a.m. until 1 p.m. and offers a cluster of outdoor seating if you'd like to stop for a snack during your time shopping on Retro Row.

Jill Ferguson is an artist, best-selling author, coach, consultant, entrepreneur, and founder of Women's Wellness Weekends. She lives in Bluff Heights with her husband, Rick Heckt, and their dog Coconut.