



MOONWOOD[®]

COFFEE • BAKERY • CATERING

MEDIA KIT



At Moonwood Coffee Co., every cup and pastry has a purpose. We bake, brew, cook, and cater with your dream in mind. Relax, and leave the rest to our expertly trained team.

Our vision is to encourage our community to begin their day with a *fresh* start.



50 YEARS OF BAKING EXCELLENCE

Located in the heart of Huntington Beach, Moonwood Coffee Co. has successfully built a name for itself in Orange County for its excellent catering services, delicious coffee and baked goods, and commitment to bettering the community. Our co-owners Alecia Draper and Bernadette Neace share over 50 years of baking industry experience between them. They've used their expertise to train a team committed to high-quality craftsmanship and delivering the best catering service, every time. Ask about our popular and delicious Affogato dessert and our organic pour-over coffee method! We also have a wide variety of coffee and espresso selections upon request.



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MOONWOOD *Taste a cup of good.*

MOONWOODCOFFEE.COM

@MOONWOODCOFFEE

WHO WE ARE

We are a team of bakers, brewers, and tastemakers who love to share our delicious treat with the world. With years of experience in professional kitchens, the team at Moonwood is built for excellence. At Moonwood Coffee Co., every cup and pastry has a purpose. We bake, brew, cook, and cater with your dream in mind. Relax, and leave the rest to our expertly trained team.

Ongoing Training, Personal Development, and Managements Opportunities for survivors of child sex-abuse are at the heart and mission of Moonwood Coffee Co. We care for our team: the baristas, bakers, cake designers, and catering servers. Our leadership's top priority is ensuring each team member is given every opportunity to accomplish their goals and dreams.

We believe with love, support, and treatment, survivors will be able to find hope for a better future.



OUR MISSION

To build a community that supports each other to grow, celebrate the most important moments in life, and enjoy a good cup of coffee when it's needed most.



WHY MOONWOOD IS DIFFERENT

Years of training and experience has given our team the ability to bake and brew with a perfected precision you'll rarely find in the kitchen. More importantly, we pass that knowledge down to each new member of our team in a way that resonates best with them. We see our staff as a community, and we lift each other up for the betterment of our team. At Moonwood, growth is a cause for celebration, and we celebrate with every cup and cookie.



SHOP THE MOONWOOD EXPERIENCE

Come into our shops, rest, have some coffee, and grab a delicious bite to eat. We've got delicious treats and fresh brewed coffee – the perfect way to start your day!

Our shops' have tons of treats just for you:

- SAVORY BITES
- CELEBRATION CAKES
- COFFEE DRINKS
- COOKIE CHIP CHILLERS
- CUPCAKES
- DANISH DELIGHTS
- DESSERT BARS
- FESTIVE SEASONAL DECORATED SUGAR COOKIES
- GOURMET HOMESTYLE COOKIES
- HOMESTYLE COOKIES
- MASON JAR DESSERTS
- MUFFINS
- PARFAITS
- SCRUMPTIOUS LOAVES
- SIGNATURE BREAKFAST PASTRIES
- SPECIALTY DRINKS
- TEA DRINKS
- WHOLE BEANS COFFEE
- PARTY TRAYS



SHOP



CATERING

INDULGE IN EXCELLENCE WITH MOONWOOD'S CATERING SERVICES

Offering mobile coffee and flexible catering options in Orange County. With extensive industry experience, we ensure a seamless and delightful catering experience.

Delight your guests with the unmatched taste of our freshly baked goods and artisan coffees. Elevate your event further with our charming mobile coffee cart, adding a fresh twist to your gathering. Our commitment to quality is evident through years of curating the finest coffee brews, selecting top-notch ingredients, and perfecting recipes for our baked goods. Treat your guests to a superior culinary experience—we're confident you'll savor the excellence.



All Services Include:

- 2 HOURS
- 2 BARISTAS
- MOBILE COFFEE BAR
- SET UP
- TEAR DOWN
- TRAVEL
- FULL TRAILER
- LIGHTING
- CATERING



OUR CLIENTS INCLUDE



MOONWOOD KIDS

WHISKING UP SMILES: MOONWOOD KIDS' MAGICAL BAKING ADVENTURES FOR UNFORGETTABLE CELEBRATIONS IN ORANGE COUNTY!

Add a sprinkle of fun to your next birthday party or celebration by inviting Moonwood Kids to host hands-on baking and decorating experiences for children K-5th grade! Activities may include decorating cookies, cupcakes, or a cake according to the event theme. Moonwood Kids brings baking fun to schools, homes, parks, recreation centers, and events spaces across Orange County, CA. Theme options include flower garden, beach, princess, mermaid, mad hatter, and other custom themes.

Highlights Include:

- BUILD BAKING SKILLS
- NURTURE CREATIVITY
- DEVELOP READING, MATH, AND LIFE SKILLS
- BOOST KIDS' SELF-ESTEEM
- CRAFT MEMORABLE EXPERIENCES





MOONWOOD
SEE • BELIEVE • TELL

MOONWOOD MOVEMENT



The Moonwood Movement is dedicated to raising awareness and a system of support for victims of child sex abuse. Every day,

Moonwood's co-owners Alecia and Bernadette fight for education on childhood indicators of abuse, raising awareness on courses of action within the justice system, and resources for abuse survivors and their families. Moonwood Movement's purpose is to help survivors find their voice, to give their hands the tools needed to move forward independently, and to motivate change in the way our community currently approaches child sex abuse. For years, co-owner Alecia's daughter has used the imagery of the woods as a safe space when feeling overwhelmed by memories of sexual abuse during her childhood. Co-owners Bernadette and Alecia are focused on making Moonwood an environment where abuse survivors can work and gain skills they can take wherever they go next on their journey of healing.

We believe with love, and support, survivors will be able to find hope for a better future.



SEE the things happening around you.

BELIEVE molestation and sexual assaults are happening by someone close.

TELL someone.



WHY BAKING?

Baking and coffee brewing has long been used as a cathartic release for those who need a soothing reminder of a bit of good in the world. Within the world of commercial food production, craftsmanship is key. You learn as you go, and start whenever you are ready. There is no need for long-drawn-out educational requirements. The journey starts as soon as you step foot into the kitchen.

THE SPECIAL MEANING OF THE NAME:

For years, co-owner Alecia's daughter has used the imagery of the woods as a safe space when feeling overwhelmed by memories of sexual abuse during her childhood. Co-owners Bernadette and Alecia are focused on making Moonwood an environment where abuse survivors can work and gain skills they can take wherever they go next on their journey of healing.

MOONWOOD MOVEMENT'S MISSION

Ensuring each team member is given every opportunity to accomplish their goals, gains independence, and the experience they need to move forward.

RAISE AWARENESS FOR MOLESTATION. WHY THE DENIM?

"For the past 21 years, Peace Over Violence has run its Denim Day campaign on a Wednesday in April in honor of Sexual Assault Awareness Month. The campaign began after a ruling by the Italian Supreme Court where a rape conviction was overturned because the justices felt that since the victim was wearing tight jeans she must have helped the person who raped her remove her jeans, thereby implying consent. The following day, the women in the Italian Parliament came to work wearing jeans in solidarity with the victim. Peace Over Violence developed the Denim Day campaign in response to this case and the activism surrounding it. Since then, wearing jeans on Denim Day has become a symbol of protest against erroneous and destructive attitudes about sexual harassment, abuse, assault and rape. In this sexual violence prevention and education campaign we ask community members, elected officials, businesses and students to make a social statement with their fashion statement by wearing jeans on this day as a visible means of protest against the misconceptions that surround sexual violence."



HOPE RUN



EMPOWERING CHANGE: JOIN US FOR THE HOPE RUN EVENT WITH MOONWOOD MOVEMENT

The Hope Run annual event in April is of paramount significance to the Moonwood Movement, embodying our resolute dedication to raising awareness and establishing a robust support system for victims of child sex abuse. Co-owners Alecia and Bernadette ardently advocate for education on childhood indicators of abuse, shedding light on pathways within the justice system, and offering crucial resources for survivors and their families. Rooted in empowering survivors,

Moonwood strives to equip them with tools for self-discovery and independence, aiming to revolutionize the community's approach to child sex abuse. The symbolism of the woods as a sanctuary further underscores our broader mission to foster a nurturing environment where survivors can acquire skills and embark on their healing journey.

Through unwavering love and collective support, we firmly believe that survivors can find hope for a brighter future, making the Hope Run event a poignant embodiment of our commitment to transformative change.



NURTURING RESILIENCE

Uplift survivors of child sex abuse through education, advocacy, and resources, fostering a resilient community of healing and support.

MEET THE OWNERS



ALECIA DRAPER

CO-OWNER

With 32 years of industry experience, Alecia Draper knows her baked goods. Her training started with her first job as a cake decorator at her local Haagen Daas. She soon found that the hustle and bustle of a commercial-grade baking kitchen was her place to be. At the young age of 17, she was promoted to the role of manager, overseeing cake and pie orders for wholesale accounts, training employees, and managing all store operations. Through these early experiences, Alecia learned that teamwork, attention to detail, and a consistent work ethic are critical to a successful kitchen. Through years of training, Alecia established herself as a master of her craft and even was awarded recognition for "Best Wedding Cake" for the bakery she owned in Las Vegas from 2001 to 2010.

The Meaning of the Moonwood Movement:

Eventually, Alecia moved to California with her children to heal from a severe child sexual abuse trauma experienced by her daughter. Though her family was devastated by the situation, Alecia knew she could use her knowledge and skillset to bring light back into their lives. In 2017, Alecia Draper purchased Moonwood Coffee Co. with her business partner, Bernadette Neace. Through Moonwood Coffee Co., they are dedicated to training survivors the vocational skills needed to move forward and live independently in a secure and comfortable environment which they need to heal.

Alecia is using her years of expertise in the baking industry, as well as her knowledge as the primary caretaker for child sex-abuse survivor, to make Moonwood Coffee Co. kitchen a safe haven for those who are on the lifelong journey of healing.



BERNADETTE NEACE

CO-OWNER

Bernadette Neace has made a name for herself with 32 years in the bakery industry. Beginning at the young age of twelve, Bernadette has consistently been working to support herself and her family within the food world. While her early experiences instilled a strong work ethic in Bernadette, her years within the field have honed her ability to build strong working relationships and an eye for quality. She has made a name for herself in the restaurant catering business working with clients like California Pizza Kitchen, TGIFriday's, and Cheesecake Factory. She was able to grow sales from 150 thousand to 38 million and has led several teams to success throughout her career. For the past 16 years, Bernadette has used her expertise to grow her very successful Bakery Brokerage Company. Bernadette joined Alecia in 2017 to purchase the Moonwood Coffee Co., and together they have combined their years of experience and skills to create a coffee and baked goods experience unlike any other.

The Meaning of the Moonwood Movement:

Through Moonwood Coffee Co., Bernadette, along with her partner Alecia, has committed to creating a space where child sex-abuse survivors can work and gain the knowledge they need to succeed within the baking industry. Through her businesses and within her free time, Bernadette is dedicated to helping educate and support those within the survivor community. In her free time, Bernadette is also very passionate about helping with food donations to the homeless and volunteering with Feed America.





COME SAY HELLO!

ENJOY A MOONWOOD
BEVERAGE & GOODIES,
SAVORY & SWEET

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