

ALUMNI BUSINESS SPOTLIGHT

**BAKED
TRUE
NORTH**
GLUTEN-FREEDOM



About Baked True North

Baked True North is a gluten-free bakery located in the North Hills of Pittsburgh. The bakery's mission is to create baked goods that everyone can enjoy, regardless of dietary restrictions. Beginning as a passion project in a small home kitchen, Baked True North has become a beloved local destination offering treats, savory items, and coffee.

A Brief History

Before attending Grove City College as an Entrepreneurship major, Lauren Marts '10 spent much of her childhood baking with her grandmother. As an adult, Lauren and her husband cut gluten from their diets. She used her baking skills to modify some of her favorite family recipes. After some trial and error, she began to perfect her gluten-free desserts. Lauren started Baked True North out of her home kitchen in 2016, initially selling only one product: her signature Chocolate Chip Cookie. She sold her baked goods at farmer's markets and distributed them to cafés across the area. Eventually, demand became so high that she needed to expand. In May 2022, Baked True North opened a storefront café.

Lauren's Grove City connections have continued to shape the growth of her business. In Spring 2024, Baked True North participated in the pilot E+I Fellows Program. In 2025, the bakery earned first place for Best Gluten-Free Options in Pittsburgh City Paper's *Best of PGH Competition*.

Baked True North celebrated their 10 year anniversary in April 2026. Since then, they have been serving the Greater Pittsburgh region with 100% gluten-free desserts. In addition, they offer a variety of dairy-free and vegan options. The café also serves as a place for people to enjoy specialty coffee and purchase vintage goods.

**EVERYONE DESERVES DELICIOUS BAKED GOODS
WITHOUT COMPROMISE**

MILESTONES

2012

Lauren and her husband cut gluten from their diets, leading Lauren to start experimenting with recipes for gluten-free desserts

2016

Baked True North is officially started

2022

The storefront café opens in the North Hills area of Pittsburgh

2025

Earns first place for Best Gluten-Free Options in Pittsburgh City Paper's *Best of PGH Competition*

2026

Baked True North celebrates their 10 year anniversary


Team

Lauren Marts '10

Owner

B.S. in Entrepreneurship

Contact

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