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FOR IMMEDIATE RELEASE

Con Gusto Artisan Bakery is Niagara's Latest Certified Living Wage Employer

The Niagara Poverty Reduction Network is pleased to announce that [Con Gusto Artisan Bakery](#) has become a certified living wage employer at the Champion level.

Since first opening its doors in 2006, Con Gusto has earned a reputation as a go-to source for premium-quality artisanal breads, pastries and traditional Italian baking in Niagara. Based in St. Catharines, they currently employ six full-time and one part-time staff.

"Con Gusto's most important values are quality and integrity, which are just as important to the way we run our business as they are to the products we create. We care about our employees and being a Living Wage Employer is a way of demonstrating our commitment to their well-being and to the well-being of our community." Says Giovanni Stanziano, Owner of Con Gusto Artisan Bakery.

"With this latest certification, Niagara now has 30 certified Living Wage employers," says Glen Walker, Chair of the Niagara Poverty Reduction Network. "We are very pleased to see so many local employers from various sectors who recognize the value and benefits of paying their employees at least a living wage. Paying a living wage takes direct action to tackle poverty and we are excited to see the growing number of Niagara businesses joining us in this work."

A living wage reflects what earners need to be paid based on the actual costs of living and being included in the community. A living wage is not the same as the legislated minimum wage. It is a voluntary commitment that employers can make to compensate directly-employed and contract-employed full-time and part-time workers. The 2019 living wage for Niagara region has recently been calculated to be \$18.12/hour. If an employer's total compensation package includes benefits such as dental and prescription drugs, the living wage can be lowered by at least \$1.00/hour. Learn more about Niagara's living wage at www.wipeoutpoverty.ca

Niagara-area employers interested in becoming living wage certified can contact the Ontario Living Wage Network for more information at www.ontariolivingwage.ca

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The Niagara Poverty Reduction Network is a collective of over 30 agencies and individuals working to wipe out poverty in Niagara through education, collaboration, and advocacy to address poverty's root causes.

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