

Brenner Bros. Bakery, Seattle, has a corner location and offers off-the-street parking. Store has full glass front providing passers-by a view of delicatessen and bakery displays inside.

Business Booms From Start For Specialty

Advance planning by four Brenner brothers, plus wide variety of products, gets results

When the four Brenner brothers, Joe, Itsey, Bernard and Charles, opened their own bakery in Seattle last May, they were not without considerable apprehension as to what the future might hold.

They were opening a new hearth bread bakery in a city already well supplied with bakers of variety breads. They had located in a quiet residential section, several blocks from the nearest shopping center. They had invested \$50,000 in a larger than usual retail bakery before they were sure of a single customer.

So the four worried brothers plus one worried sister were not quite prepared for the overflow of customers that descended upon the bakery on opening day.

By the second day, the bakery had reached a heavy volume which might normally be expected only after several years of hard work and intensive promotion. The business was sufficient to keep the Brennens fully occupied and it took the help of three other bakers, plus four clerks to keep apace of a demand that held steady throughout the summer.

The Brenner brothers had ample experience before they went into business for themselves. For many years

they were associated with their father, the late Abe Brenner, in the operations of a small bakery until the elder Brenner's death several years ago.

Thus, they were in a position to do a great deal of thoughtful planning, covering a variety of details, even though some of their decisions had to be proved successful. And they credit the way the business has worked out to their advance study, to a large extent.

First, the Brennens rejected the theory that a modern retail bakery, to be successful, must be located in a supermarket or established shopping center, with a heavy volume of traffic. They did, however, seek a location that offered parking facilities.

The latter decision has proved its value for up to 400 cars daily have used the drive-in area provided by the bakery and as many as 90 per cent of the customers drive to the bakery.

The location selected—2800 East Cherry Street—is in a residential area, not far from the city center and near Seattle's international settlement. It is also near the major Jewish neighborhood, for the Brennens had long specialized in baking Jewish-type breads and pastries and knew this business intimately.

They purchased a corner location, 60 by 120 feet, for the bakery, providing a shop 40 by 90 feet and a sales store 30 by 30 feet. Adjacent to the building is off-the-street parking area for 10 cars.

The shop, a concrete block structure, is lined with plasterboard on the inside. The roof is supported by laminated beams extending the width of the shop which eliminates the need for supporting posts in the working area.

There are glass louvres in the store and shop to permit extra ventilation during hot weather. Additional small windows at ceiling height in the work area provide cross-ventilation and also allow additional lighting which makes this shop a pleasant place to work.

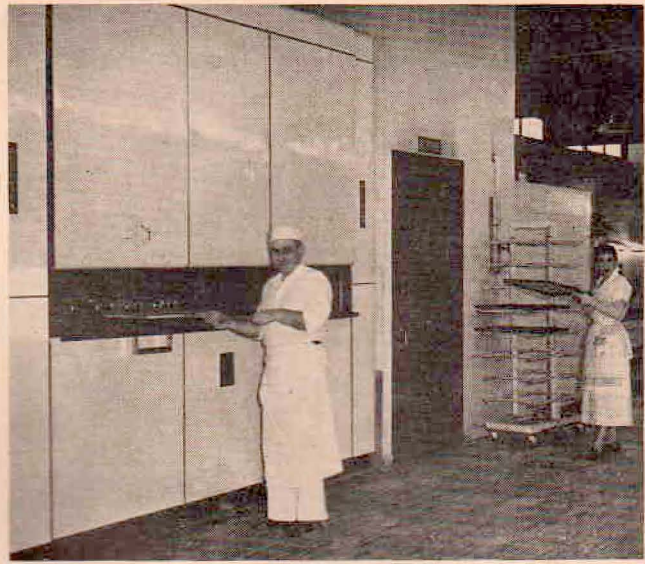
The boiler room was situated between the oven and the proof box, so the piping system is very efficient. Most of the wiring, the oil lines, and all the plumbing is underground. A shower, dressing room and locker room were provided for employees' comfort.

Work flow in the shop was planned very closely, with the traffic evenly divided between the flour room—bench—oven—to store, without cross-traffic.

Planning the store was regarded as equally important for this was to be a main influence in attracting new customers. The store was designed without conventional-type windows but with a full glass front to make the interior completely visible.



Customers of Brenner Bros. Bakery are offered a wide selection of hearth breads and rolls, coffee cakes, pastries and cookies. Delicatessen section is in front of store.



Bernard Brenner is seen at new Petersen 40-bun pan oven, with a sister, Yetta Brenner, in background. Section between oven and proof box is the boiler room.

Bread Bakery

Just inside the entrance are two island displays of delicatessen items and the bakery cases are placed at the rear.

In their old shop, the Brenner brothers had been accustomed to baking with a wood-fired brick peel oven, so it was with some concern that they decided to install a 40-bun pan Petersen revolving tray oven in their new bakery.

However, they found that the modern oven, especially designed for bottom breads, with transite-covered trays and built-in steam, gave them the necessary control of their bake and excellent uniformity.

Other equipment includes Peerless mixer and flour handling unit, a Robinson-built proof box and a Puffer-Hubbard 80-bun pan retarder. All makeup of bread and rolls is done by hand on the bench.

Variety is no idle byword at the Brenner Bros. Bakery, for here is one of the largest selections of variety breads in the city. This now includes French and Viennese hearth breads and ryes, including several sour ryes—Russian rye, 100 per cent rye, caraway rye, and pumpernickel, as well as standard whole wheat bread and home-made white. Egg bread is a top seller, both in the twist and square shapes. Cinnamon bread and deluxe raisin loaf also share a brisk demand.

Bagels, kaiser rolls, salt sticks, onion rolls, parker house rolls, twist rolls, Vienna rolls, French rolls, pumpernickel, rye, knob, sesame, poppy, and

butter rolls are every day specials, "probably the widest selection of rolls this side of Miami Beach," to quote Joe Brenner.

The Brennens also produce a large line of sweet goods. They make Danish coffee cakes of all types, tarts, fruit, honey, layer, sponge, and pound cakes. They are one of the few bakeries in the city which regularly makes cheese cake, the plain variety as well as with pineapple, cherry, and strawberry flavors. About 25 varieties of cookies are kept on the shelves.

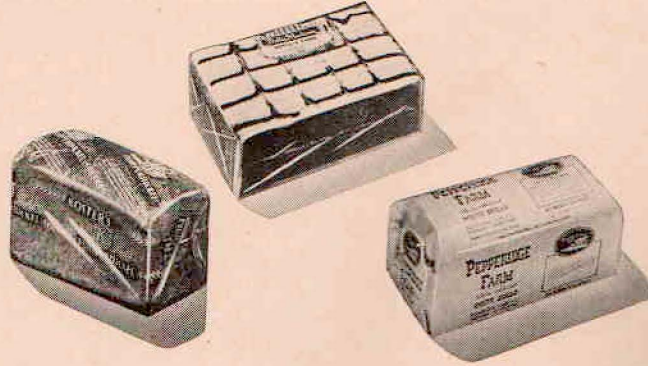
The customers' reaction to the varieties and quality offered has been extremely gratifying and they come from points all over the city, as well

as from out-of-town. Much of the trade is Jewish, of course, as the bakery uses strictly kosher ingredients and advertises regularly in the local Jewish newspaper.

The delicatessen is a feature in itself, as the Brennens claim to be the largest retailer of kosher cold cuts in the city, including pastrami, corn beef and salami. And on the shelves are such exotic offerings as condensed Kasha soup, matzos, buckwheat groats, Wisconsin whitefish, kippered and smoked salmon, pickled herring, creamed shav, cream style borscht, kreplach, and blinzles and many other eastern and imported delicacies. The delicatessen also has standard items



The four Brenner brothers whose teamwork and concentrated efforts got their new bakery off to a rousing start are (l to r) Itsey, Joe, Charles and Bernard. A sister, Yetta associated with them, is seen in background.



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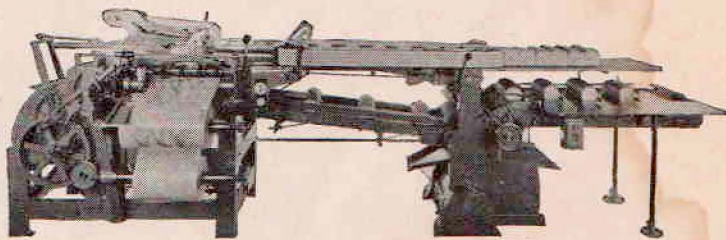
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such as beer and pretzels and a wide variety of cheeses, which all supplement the bakery products.

As has been pointed out, the Brenners are a well-known baking family and two weeks before the bakery opened they had enough orders from local stores and delicatessens to run a full-time wholesale route. Charles is the outside salesman and actually spends all of his time filling orders, so that he has no time to solicit. The product sells itself, he reports.

Joe and Bernard work in the shop, with Itsey dividing his time between retail sales and office. Their sister, Yetta, has proved a valuable employe in the store, as she exhibits the same cheerful zest for the business exhibited by her energetic brothers.

The father, Abe Brenner, is well-remembered in Seattle. He came to the U.S. from Austria in 1890 when he was 10 years old and learned his trade with an uncle in Virginia. He moved to Seattle in 1907 and soon helped found the old St. Louis Bakery, said to be the first kosher bakery in the city. He started his own bakery in 1912, which he operated until his death in 1952.

Another brother, Sam, operates Brenner's Bakery in Oakland, Calif.

**Rocky Mountain Bakers Assn.
Changes Annual Meet Plans**

The board of governors of the Rocky Mountain Bakers Assn., at a dinner meeting in Denver, Colo., in November, voted to change the place and date of the 1955 annual convention of the association.

The convention will be held at the Broadmoor Hotel, Colorado Springs, April 21-24, 1955. The first day will be given over to registration and a "do as you please" schedule. The annual association golf tournament will be held on the second day. The final two days, Saturday and Sunday, will be given over to regular business sessions.

The convention was originally scheduled for the Albany Hotel in Denver.

**1955 Convention Dates Set
By Southwest Bakers Assn.**

About 50 bakers from all parts of the Southwest attended the fall meeting of the Southwest Bakers Assn. recently in Ruidoso, N. Mex. The program was mainly a social one, although plans for the 1955 annual meeting of the association were reviewed.

The convention next year will be held April 30-May 2 at the Cortez Hotel, El Paso.