



PRESS RELEASE

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BEST FOR IMMEDIATE RELEASE

Healdsburg Born in 1899 Slices The Cake for Town Birthday!

One of the most incredible sights of all he has witnessed in 108 years, says a revered Healdsburg man, took place Saturday August 18th as Costeaux French Bakery assembled a birthday cake in honor of the town's 150th birthday.



Photo Caption:

Enduring Spirits Walter Murray, Angelo Micheli, Evelyn Iverson, George Greott, Eleanor Rich and Barney Barnard (seated) make the first ceremonial slice in Healdsburg's 150th birthday cake! Photo by Rick Tang.

That gentleman and five fellow “enduring spirits” named by the City of Healdsburg as town treasures had front row seats as the 5-tier 200-pound cake was carried in a tier at a time, stacked higher and higher, and decorated. The crowd of 4,000 well-wishers sang *Happy Birthday*. One of the “enduring spirits” quipped that even if a full lifetime of Barney’s birthday cakes were put side by side and stacked in tiers, they wouldn’t *hold a candle* to the spectacular poppy seed rum cake with raspberry filling and Grand Marnier-laced cream cheese frosting prepared especially for the Healdsburg Sesquicentennial birthday celebration.

Months prior to August 18th Costeaux French Bakery General Manager William Seppi and his pastry team strategized on the perfect cake recipe to commemorate the joyful occasion of the founding of Healdsburg. The Bakery has been a beloved Healdsburg establishment for almost 85 years and, as such, was honored to contribute the cake. There has been a companywide policy of civic responsibility and community service in place from the get go. Even for the Seppi family, though, the baking and donating of *this* cake was an incredible undertaking requiring 475 eggs, 65 pounds of flour and sugar, 19 gallons of heavy cream, and so on. A specially-designed carrying board was commissioned, as were a hand-crafted cake topper and cutting knife utilized by the “enduring spirits.” Costeaux pastry chefs then took over in mesmerizing the audience with their cake cutting technique and speed. Soon everyone on the Plaza had a piece in hand. All 4,000 people that is!

Costeaux French Bakery and Café, at 417 Healdsburg Avenue, is a destination for residents, wine country enthusiasts and international visitors. Guests delight in the open-air café for a classic French breakfast or lunch, or stop in at the Bakery counter for fresh-baked sweepstakes breads and legendary desserts. Private and corporate events are also hosted on site.

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