



PRESS RELEASE

Costeaux French Bakery
417 Healdsburg Ave.
Healdsburg, CA 95448
P 707.433.1913
www.costeaux.com
info@costeaux.com

Contact: Abby Whitenack – Manager for Marketing & Communications

IMMEDIATE RELEASE

October 1, 2008, Healdsburg, CA – Costeaux French Bakery

Costeaux GM William Seppi Honored with 2008 *Spirit of Sonoma* Award

The Healdsburg Chamber of Commerce and Visitors' Center has chosen William K. Seppi, General Manager of Costeaux French Bakery, Inc., to honor as the 2008 *Spirit of Sonoma*. He will be honored at the Chamber's News At Noon luncheon on Wednesday, October 22nd at Villa Chanticleer in Healdsburg and by the Sonoma County Economic Development Board on Friday, December 5th, 2008 at the DoubleTree Hotel in Rohnert Park.



William K. Seppi,
General Manager,
Costeaux French Bakery
of Healdsburg

The *Spirit of Sonoma* award honors outstanding people from different organizations throughout the county. The Healdsburg Chamber found Seppi's contributions to be exemplary in each of three areas – community outreach, civic responsibility, and business/economic development. He has tripled revenue in his three years at the helm of the business despite challenging commodities and transportation increases, along with spearheading new business ventures, partnerships, adding in excess of 25 jobs throughout the Bakery's operations, and expanding the physical plant to include a 6,500 square foot baking facility which operates around the clock. The Bakery has won numerous regional and national awards, most recently at the Sonoma County Harvest Fair's Awards Night for Professional French Bread and Professional Specialty Bread along with many Double Gold and Gold awards. Costeaux has already been featured in international publications and we predict more feature



articles to follow the extensive and magnificent retail store and bakery café renovations just completed in honor of the Bakery's 85th birthday. Seppi has continued the family tradition of magnanimous philanthropic gifts including donation of the Celebrate Healdsburg 150th Birthday Cake donation on August 18th, 2007 (value of over \$10,000) and the annual Evening with Santa fundraiser benefiting Shared Ministries of Healdsburg. In fact, in 2007 total company donations exceeded \$25,000 not including those just mentioned. Seppi's leadership is particularly evident in the Healdsburg business community, active participation in economic development committees, ad hoc research teams, and most recently, the Healdsburg Business Attraction Task Force. His interest, participation and support of Healdsburg, his hometown, and willingness to serve as a prominent community and economic leader have earned him this distinguished acknowledgement at the age of only 34. He is the second generation of the Seppi family to manage Costeaux French Bakery, following in the footsteps of his esteemed parents Nancy and Karl Seppi.

This year marks the eighth annual *Spirit of Sonoma* event. The honorees are chosen by individual chambers and business organizations, which are partners in the Spirit award event. Although each organization creates its own criteria for the businessperson to honor, in general, honorees are chosen for their contributions to the economic development and enhancement of the communities in which they live and work. This year 26 organizations are participating in the *Spirit of Sonoma*. Previous winners of the award have been Curt Wheeling with ATG, Bob Smith of Microsource, Inc., Michael Hatfield of Calix, and Herb Liberman, Economic Development Coordinator for the City of Healdsburg.

A longtime Healdsburg establishment, Costeaux French Bakery and Café serves as a destination for area residents as well as international visitors. Private and corporate events can be hosted on site which has recently been renovated with a decidedly French flair. Family owned and operated since 1923. For more information on William Seppi and Costeaux French Bakery visit www.costeaux.com