

# Modern Baking

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## Costeaux uses donation as marketing tool

**The management team** at Costeaux French Bakery, Healdsburg, Calif., believes product is the best marketing tool. In business since 1923, the bakery welcomed the chance to support its hometown's 150th anniversary celebration last month by donating a cake to serve more than 3,000 celebration attendees.

"It's not everyday you witness a milestone sesquicentennial event. We could think of nothing more fitting than a giant birthday cake," noted General Manger William Seppi, a second-generation Costeaux French Bakery manager. "To get our product into the mouths of over 3,000 local, regional, and international well-wishers was a golden promotional opportunity. In less than a week, we noticed a significant increase in cake orders. Business at the Café the next morning broke records."

Costeaux French Bakery's cake was the centerpiece of the celebration held last month in downtown Healdsburg.

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