

News Release



FOR IMMEDIATE RELEASE

October 27, 2017

Contact information:

Olivia Holabird, Media Director

317-000-2822

olivia.sweets@bb.com

Family-owned local bakery invites community to 100th Birthday Bash

Butter Bakery will open its kitchen doors for classes, competitions and cake

INDIANAPOLIS – Local Butter Bakery welcomes all customers, aspiring bakers, and sweet enthusiasts alike to commemorate its centennial anniversary this Saturday. The Brandt Family who have owned the bakery for the past five generations want to thank the community for decades of loyalty. To show their gratitude, they are offering baking classes, cupcake competitions and tours of the bakery itself.

Party goers will be welcomed with a giant birthday cake that was decorated by the bakery's master decorator and covered in 100 candles. Guests can then see how the cake and all the bakery's other sweets are made by stepping behind the kitchen doors. Guests will even be able to learn how to make these desserts through hands-on demonstrations running throughout the day.

"We want to thank the community in the best way we know possible—by giving them an inside look at what we love to do, bake," said Billy Brandt, chief executive officer, co-owner of Butter Bakery. **"If you stop by early enough, you can catch my class on cupcake decorating. I would love to see what you guys come up with!"**

Another opportunity for guests to show their creative side is the "Butter Battle" competition. Bakers of all levels can participate in fun challenges similar to those on the popular show, *Cupcake Wars*. The Butter Bakery staff will see who is worthy of Great Grandma Brandt's Trophy, in honor of the founder herself.

"I wish I could go back and tell my Great Great Grandma Brandt that her prized sugar cream pie recipe would do more than win the grand prize at the county fair," said Brandt. **"It would launch a successful business that has blessed our family and the community for an entire century."**

Guests will be able to try the pie that inspired the bakery back in 1917. There will be a special edition of Great Grandma Brandt's sugar cream pie, available for all those who want to taste the history of the bakery.

The bakery on the Northeast side of Indianapolis will open its doors to party guests from 10 a.m. to 2 p.m. For more information about the event as well as a timeline of activities, visit www.butterbakery.com.

- more -

About Butter Bakery

Bula Brandt started selling sugar cream pies out of her kitchen in the early 1900s. On April 5, 1917, she and her husband Barry officially opened Brandt Bakery, which was renamed Butter Bakery in 2000. For 100 years and five generations, the bakery has provided a variety of baked goods – including breads, rolls, cupcakes, cakes, pies, cookies, and doughnuts. The original site was located in downtown Indianapolis and moved north in 1961 to the Castleton area. The bakery now operates at four locations around town.

###