

## **History of BREADWORKS...*Pittsburgh's Bread and Roll Bakery***

The core of BREADWORKS was formed in 1979. For the first five years it was known as French Oven Bakery; becoming The BreadWorks in 1984 after the rights to the name French Oven Bakery were sold to a franchise. In 1997 it became known as BREADWORKS when the current logo was created and put into operation.

The original bakery, which was located at 2809 Brighton Road, North Side, supplied two small specialty food stores owned by co-founder Tom McMahon, and included a retail outlet. (Other co-founders were Blair Eiler, Bill Braund, and Karl Bock.)

In 1983, Aldo Pieracci joined the French Oven Bakery as Head Baker. Before making the move, Aldo had many jobs with Barsotti Bros. Bakery (1950 – 1983), including rising to the position of Head Baker. Aldo retired from The BREADWORKS in 1988.

In 1985, Ben Hartman, who had been an independent distributor for the Barsotti Bros. Bakery, became the exclusive wholesale distributor for The BreadWorks. Mr. Hartman's route started with 13 customers and was delivered in a very fashionable blue AMC Pacer. By 1987, Mr. Hartman's customer list had grown to over 200 wholesale accounts, and the bakery itself was outgrowing its small quarters. To simplify operations and to facilitate a move to a new location, Mr. Hartman combined his distributorship with The BreadWorks and became a partner in January, 1987.

In November, 1987, The BreadWorks moved into its current modern baking facility at 2110 Brighton Road, North Side. Product quality and consistency improved due to having adequate space for operations, as well as incorporating a number of custom-designed features.

In 1991, The BreadWorks started making its now infamous Rustic breads...to complement its already popular American/European restaurant/deli style bread line. Rustic Italian, Rustic Sour, Peasant Wheat, and Country Corn Rye, were the first four Rustics out of the gate...and are widely regarded as reinvigorating Pittsburgh's desire for good bread! There are currently 14 varieties of Rustics...in all shapes, sizes, and textures. There have been numerous improvements in the Rustics bread line through the last 20+ years, but one thing has not changed; the commitment to making only great-tasting bread. After all, when it comes down to it, *TASTE IS REALLY ALL THAT MATTERS!*

In January, 1994, Fred Hartman, Don Walsh, Dave Thomas and Dave MacKenzie became partners in BREADWORKS after serving for a number of years as Sales and Distribution Manager, Baking Supervisor, Maintenance Supervisor, and General Manager, respectively. The four partners continue to make improvements to the bakery operation and run the bakery on a daily basis.

BREADWORKS continues to send representatives to trade shows, baking exhibitions, and other bread bakeries, around the country and around the world, in search of the next great-tasting bread trend. They also continue to leave chasing bread fads and bread gimmicks, to others!

## **Partner Bios**

In January, 1994, Fred Hartman, Don Walsh, Dave Thomas, and Dave MacKenzie became partners in BREADWORKS after serving for a number of years as Sales and Distribution Manager, Baking Supervisor, Maintenance Supervisor, and General Manager, respectively. The four partners continue to run the bakery on a daily basis and are also in charge of planning for the future.

### **Fred Hartman: Sales and Distribution/Partner**

Fred is the “unofficial” face of BREADWORKS. Known to many prominent Pittsburghers (and all of our customers), he was born and raised in the Pittsburgh community of Brookline, and currently lives in Scott Township. He is the father of three wonderful children...Dalles, Sheena, and Ben (who is named after Fred’s father, one of the founding members of BREADWORKS). Fred started working with the French Oven Bakery in 1980, while he was a junior at Seton LaSalle High School in Pittsburgh’s South Hills. At that time he made deliveries to our 13 original customers. By the summer of 1981, business had picked up and there were two delivery routes. Fred handled one of them in his very fashionable blue AMC Pacer. He went from his job as a delivery driver to running our Packing Department, and then he moved into his current position, handling our sales and distribution. Along with numerous other duties, Fred runs our Customer Committee. This committee attends the membership meetings of all of the food industry organizations BREADWORKS belongs to, and also works with the charities BREADWORKS supports, daily, weekly, and monthly...throughout the year.

### **Don Walsh: Head Baker/Partner**

Don was born and raised in the Pittsburgh community of Millvale, and currently resides in Shaler Township with his wife and daughter. He graduated from Shaler Area High School and Beattie Technical Institute in 1980. Don joined BREADWORKS in May of 1980, and was promoted to Baking Supervisor in 1981. Over the last 30 years he has travelled to France, Germany, Mexico, Canada, and numerous cities in the U.S. to sample bread and study bread-making techniques with some of the best bakers in the world. Don is regarded as one of the top professional bakers in the U.S. In the early 1990’s Don completed a course at the accredited School of Baking in Aurillac, France.

**Dave Thomas: Maintenance Supervisor/Partner**

Dave grew up in the Pittsburgh community of Carrick, and attended Carrick High School. Prior to coming to work as Maintenance Supervisor for BREADWORKS, Dave worked as a Stationary Engineer at The Gateway Towers in downtown Pittsburgh, and as a Building Superintendent at The Atrium. Dave also spent 6 years in the Army National Guard as a helicopter mechanic. He and his wife Jeanlynnne reside in Cranberry Township with their 5 children.

**Dave MacKenzie: Managing Partner**

Dave was born in Inverness, Scotland, and grew up in Winnipeg, Manitoba, Canada. He graduated from Colgate University in Hamilton N.Y., in 1978, and was inducted into the Colgate Athletic Hall of Honor in 1993, for both soccer and ice hockey. Dave arrived in Pittsburgh in 1978 to play professional indoor soccer with the Pittsburgh SPIRIT of the Major Indoor Soccer League. He joined BREADWORKS in 1989 after playing and coaching professionally, for a total of 11 years.

Dave's wife Jackie (Hartman) grew up in the Pittsburgh community of Brookline, and in the late 1970's she was a Junior College All-America basketball player for C.C.A.C on the North Side (near BREADWORKS), and currently holds scoring records for the women's program. They have three sons all of whom were born in, and currently live in, the Pittsburgh area. Dave coached in the Chartiers Valley Soccer Association and with the Beadling Soccer Club. He also helped raise money for local charities by playing with the Pittsburgh Celebrity Hockey Team for 10 years. Dave and Jackie currently live in Scott Township.

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