

OLD WORLD TRADITION



NEW WORLD METHODS

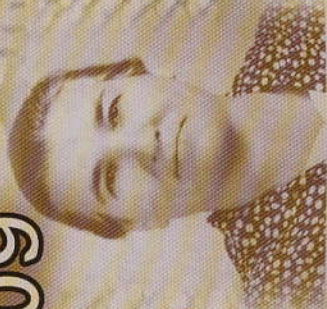


Family tradition for five generations.

Calabria, Italy

In an effort to better his family's life, Alessandro brought his wife, Maria, and their first daughter to America in 1909. "My father always said Italy was his mother, because he was born there, but America was his father because it supported him," said Louis Rotella Sr.

1850-1909



My mother was very instrumental in the business," said Lou Sr., noting that although his father, Alessandro, did not have a formal education, his mother, Maria, had been educated in Italy. "Between the two of them, they made the business go."

1926

1921-1964

2117 Pierce Street

By 1947, Alessandro had been running the bakery for 26 years and was ready to retire. "My brother Ameado had come back home from the Army in 1945 and was helping my father run the bakery. I came home from the Army in 1947 and relieved my father," said Lou Sr. "My brother Ameado and I became partners and ran the bakery for the next 28 years."



1969

1926



1949



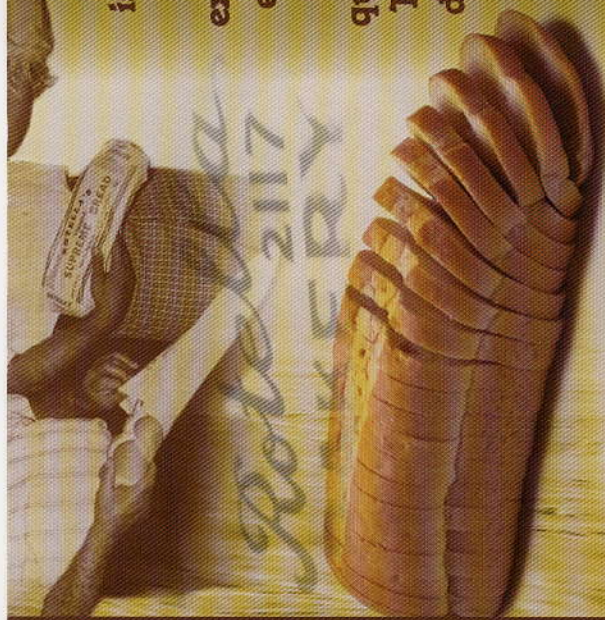
1964-1989

1105 South 24th Street

"My son, Lou Jr., worked side-by-side with me since he was in grade school," recalled Lou Sr. "By the time he was in 8th grade, Lou Jr. was able to run production in the plant."



Rotella's Italian Bakery...A proud f



From our very beginning in Calabria, Italy to our present day state-of-the-art bakery... The Rotella tradition has always remained the same, a commitment not only to the products, but also in the personal relationships Rotella's Italian Bakery maintains with its loyal customers.

of Rotella's Italian Bakery, Inc. is to masterfully blend old world skill and experience with modern efficiencies to provide the very best in high quality breads and rolls. This, coupled with our dedication to strive for extraordinary service, is what really completes our mission.

We wish you the very best... from the Rotella family.



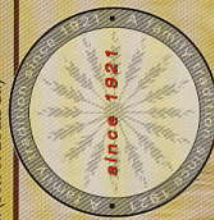
1994



1989-PRESENT
6949 South 108 Street



Left to right: Louis Rotella III (grandson of Louis Sr.), Dean Jacobson Jr. (grandson of Louis Sr.), Dean Jacobson (son-in-law of Louis Sr.), Rocky Rotella (great-nephew of Louis Sr.), Louis Rotella Sr., James Rotella (nephew of Louis Sr.) and Louis Rotella Jr. (son of Louis Sr.)



www.rotellaskbakery.com

Experience the Flavor...Online.

Rotella's Italian Bakery Inc. invites you to experience the flavor and variety on our new state-of-the-art customer friendly website.

www.rotellاسبakery.com

NEW FEATURES

- History / Interactive Timeline
- Production Video Tour
- New Product Listing & Photos
- Taste and Texture Hi-Lite
- Wholesale Section
- Family Favorite Recipes
- Sales Rep Locator



True to our roots, both the wonderful taste and texture are craftily blended with new modern efficiencies resulting in a unique consistent flavor, and an appearance that genuinely sets our product apart from the competition.



6949 South 108th Street
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www.rotellaskbakery.com



A family tradition since 1921...

