

# CITY OF JERSEY CITY

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## ***Jersey City to Hold Third Annual 'Made in Jersey City Day' This Thursday, June 16th*** ***Event, which celebrates Jersey City-based entrepreneurs and businesses, gets a delicious new twist by showcasing bakeries and confectioners — How Sweet It Is!***

JERSEY CITY — Mayor Jerramiah T. Healy in conjunction with the Jersey City Economic Development Corporation will host the Third Annual “Made in Jersey City Day” from 12 p.m. to 2 p.m. on Thursday, June 16, 2011, at City Hall, 280 Grove Street.

“Made in Jersey City Day” was initiated by Mayor Healy in 2009 to showcase and honor those businesses that contribute to the City’s ongoing economic success by establishing and operating their businesses in Jersey City. This year, the City will honor some of the City’s bakeries and confectioners in a special-themed edition called “How Sweet It Is.”

“While all of the businesses featured in this year’s event are considered small businesses or microenterprises, their impact on the lives of the residents and other business people of Jersey City is enormous,” Mayor Healy said. “Many of the bakeries and confectioners are family-owned, and several have been in Jersey City for decades, and almost all employ Jersey City residents.”

“These businesses reflect the rich cultural diversity of Jersey City, and they are the real backbone of our economy,” Mayor Healy added.

There are a record number of participants in this year’s event — 18 bakeries, confectioners and sweet shops from all parts of Jersey City. They are: Angel Azul Bakery; Carmen Rosa's Bakery; Dahlia's Ice Cream Spot; Fischer Confections; Fizzy Lizzy; Goehrig's Bakery; How Sweet It Is; Hudson County Community College Culinary Arts Institute; L'Atelier de Chocolat; Made with Love Organic Bakery & Café; Pecoraro Bakery; Philippine Bread House; Rajbhog Sweets & Snacks; Red Ribbon BakeShop; Rita's of Jersey City; Sassy Sweet Treats; She Bakes Cheesecakes; and Tommy 2 Scoops & Then Some!

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*Profiles of most of the participating companies follow.*

*Here are profiles of most of the businesses participating  
“Made in Jersey City Day 2011: How Sweet it Is!”*

**Angel Azul (Blue Angel) Bakery** in The Heights brings the heavenly and delightful flavors of Ecuador and Colombia to Jersey City ... and it brings a delicious and comforting bit of familiarity to those who have come to make this country their home.

Since the family opened the business in 1998, Angel Azul Bakery has built a large clientele who come for the scrumptious sweet and savory breads, pastries, cookies, cakes and snacks that are baked fresh on the premises each and every day. Come savor the Colombian pan de bono, pan de queso, buñuelos, and arepas de choclo, as well as the Ecuadorian pan de dulce, pan injerto, rosquitas, aplanchados and biscochos de sal y de dulce. Additionally, there is a feast of Ecuadorian humitas, daily specials and sandwiches, plus a wide variety of juices and other beverages.

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**Carmen Rosa’s Bakery** is the story of a business that began with one woman’s passion for baking and decorating, and blossomed into a thriving family enterprise.

Carmen Rosa began her career thirty years ago, armed with her love of baking. After taking some project-based classes in New York she focused on combining her newly learned skills with the recipes and techniques of cakes from her native Dominican Republic. With the support of family and friends, she fine-tuned her skills and baked and decorated made-to-order cakes from her home in Greenville. In time, she had built a reputation for creating cakes that were as beautiful to see as they were delicious!

1999, having outgrown her home kitchen, Carmen founded her business at its present location in Harsimus Cove. Together with her staff of five talented bakers and decorators — all family members — she produces the delectable art cakes and custom cakes that are the focal points of many a happy gathering in Jersey City and throughout the New York metropolitan area. However, the enjoyment doesn’t stop there: Carmen Rosa’s Bakery is also well known for their luscious Latin-American and American desserts and pastries!

Carmen credits daughter Vanessa as being an integral part of her success. Vanessa, who learned baking and decorating from her mom, also looks to find new recipes and to create whimsical designs for children.

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**Dahlia’s Ice Cream Spot** is the reincarnation of a much-loved Jersey City landmark, Amourville Ice Cream. Seven months ago, Delia Campos purchased the business from Domingo Handal, who had owned and operated Amourville on Central Avenue for 36 years. Here’s the delicious twist to the story: Delia was Domingo’s protégé!

For twenty years — from the time she was just fifteen years of age — Delia worked side-by-side with Domingo, who was like a father to her. Handal taught her every aspect of the business, from creating the various flavors of homemade ice cream to constructing cakes and keeping the books. When Handal announced his desire to retire, neither he nor Delia wanted the store to be lost and the business dissolved, so Delia took over the reins.

Now, with the assistance of her sister and niece, Delia is hard at work in the newly christened ice cream shop, and their ice cream delights and cakes have an even bigger following. Customers from all

over the Heights head for Dahlia's Ice Cream Spot when they are yearning for a delicious, old-fashioned sundae, banana split and ice-cream birthday cake. Delia's goal: To continue supplying Jersey City residents with the best flavors of ice cream and cakes anywhere ... for at least another twenty years!

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**Fischer Confections** is a family-owned candy shop that has brought smiles to the children and adults of Jersey City since 1919.

Longtime Jersey City residents knew the shop as Mueller's, an old-fashioned ice cream parlor/luncheonette and sweet shop that boasted mahogany shelves, stained glass, and an impressively large soda fountain. Mueller's was opened by the present owner Frank Fischer's grandfather shortly after he emigrated here from Germany, and it was the place families took their children as for birthdays and special occasions, and as reward for good report cards and other achievements. Over the years, and in keeping with the changing times, the soda fountain was removed, the shop's name was changed, and the business focused on its efforts on its strongest suit: making incredibly delicious, silken-smooth chocolates.

Today, all of Fischer Confection's chocolates are made completely by hand utilizing treasured family recipes, the best and freshest ingredients available, and time-honored techniques. The results: a spectrum of about 40 different delicious chocolates that are a dream-come-true, including Fischer's best-selling chocolate-covered strawberries and their Pecan Pixies (akin to turtles).

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**Fizzy Lizzy** beverages are award-winning blends of fruit juice plus carbonated water with no sugars or preservatives added. Each bottle of Fizzy Lizzy (there are seven incredibly delicious and thirst-quenching flavors) contains about 60% juice. The proud recipient of the food industry's coveted soft™ (special outstanding food innovation) Silver Awards in 2007 for Outstanding Product Line and Outstanding Cold Beverage, Fizzy Lizzy has also been treated to accolades in the media, including the *New York Times*, *Food & Wine* and *Better Nutrition*.

In 1995, the company's founder Liz Morrill was riding her bike, toting a carton of grapefruit juice and a bottle of sparkling water in her backpack so she could mix them for a refreshing drink. Suddenly, she had her "aha" moment, thinking, "Why can't I buy this in a bottle?" In the not-so-distant future she was running her start-up company out of her apartment, knocking on doors and proclaiming the virtues of juice-and-sparking water beverages made without the usual sugars, gums, etc.

The rest — as they say — is history. Today, Fizzy Lizzy, which is based in Jersey City but produced in a Pennsylvania brewery (it has to be pasteurized so preservatives don't need to be added), is available in Raspberry Lemon, Yakima Grape, Grapefruit, Pineapple, Fuji Apple, Cranberry and Tangerine Passion Fruit flavors at health and specialty food stores throughout Jersey City and the greater New York metropolitan area.

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**The Culinary Arts Institute (CAI) of Hudson County Community College** provides an award-winning, nationally recognized curriculum — one of just two programs in the New York region accredited by the American Culinary Federation Educational Institute. The CAI's prestigious affiliations include La Confrérie de la Chaine des Rôtisseurs, the Council on Hotel, Restaurant and Institutional Education, the James Beard Foundation, Les Amis d'Escoffier Society, the American Culinary Federation, the National Restaurant Association, and the New Jersey Restaurant Association.

Areas of study at the HCCC CAI include every aspect of the culinary, catering and hospitality management industries under the tutelage of award-winning chefs and professionals. Students may pursue certificates as well as associate degrees in Culinary Arts, Hospitality Management, Entrepreneurship and Travel & Tourism. Additionally, the CAI's chef/professors offer a wide variety of informative and enjoyable non-credit courses.

The HCCC Culinary Arts Institute's home — the Culinary Arts Institute/Conference Center located at 161 Newkirk Street in Journal Square — speaks to the College's commitment to its students and the community. The 72,000 square-foot facility — which has been featured in TLC's series "The Next Great Baker" and in Progresso Soup commercials — includes "smart classrooms," conference center, dining rooms, library, kitchens, bakeries, and areas for ice sculpting, butchering, as well as front-desk operations for hotels.

The chefs/instructors included in 2011 "Made in Jersey City Day" — Chef Antonia Mastrella and Chef Anuchit Pukdeedamrongrit — are also graduates of the HCCC CAI.

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**L'Atelier du Chocolat** is where Master Chocolatier Eric Girerd creates the confectionary magic that has earned him worldwide acclaim.

Mr. Girerd, who approaches his chocolate art as haute couture, has had his chocolate kitchen in Jersey City for four years. Combining the finest selected ingredients with artisanal techniques, and a timeless style with classic and contemporary overtones, L'Atelier du Chocolat delicacies are unforgettably exquisite. The richness of the chocolate is due in part to the use of 72% cocoa beans — a very high concentration for chocolate making — which are carefully sorted, roasted to release their sensational flavors, then crushed, ground and mixed to perfection with an amazing palette of spices, herbs, salts and more. Mr. Girerd's signature collection is characterized by its creative infusions of flavors, and there are chic chocolates in the balsamic, citrus, floral, fruity, marine, roasted and spice families.

Choices are many — and all are beautifully packaged. Opt for scrumptious truffles, bars, snacks, jams and chocolate spreads, and of course, patisserie.

Right now L'Atelier du Chocolat delights are available only online or at the L'Atelier du Chocolat shop in Manhattan. But take heart, a shop is scheduled to open soon in Downtown Jersey City.

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**Made with Love Organic Bakery & Café** is a community enterprise dedicated to being the first and best choice for baked goods, and to making people happy through the experience of eating!

Made with Love is the creation of Celeste Governanti, a former fashion executive who rediscovered her first love — cooking and baking — a few years back. After learning the art of artisanal bread-making at the prestigious French Culinary Institute in New York City, she began making the kind of scones, muffins and cakes that reminded her of those she enjoyed in France and Italy and selling them at local farmers' markets. In December 2008 Celeste opened her shop on Jersey Avenue.

Using the finest organic and fair-trade ingredients — including local organic farm products — all of the mouth-watering breads, cookies, cakes, scones, pies and pastries are handmade — the shop uses very little electric equipment and no commercial mixes.

Made with Love has become a Downtown gathering place. In addition to the yummy baked goods, customers may enjoy all sorts of delicious brunch fare, savory soups and salads, empanadas and an award-winning vegetarian chili! There are also communal dinners and cooking classes for everyone in the family. Celeste and her goodies may also be found at the Grove Street PATH and the Van Vorst Park Farmers' Markets.

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**Pecoraro Bakery** is deeply ingrained in Jersey City's fabric of life. Established in 1923, Hugo Steiner purchased the bakery three years ago and retained the long-time baker.

It has been said that to visit Pecoraro Bakery is to travel back in time. The bakery maintains its old-fashioned neighborhood charm, and still utilizes its original coal-fueled brick oven, which operates 24 hours a day, 7 days a week. Movie producers have used the bakery in several films.

Residents and workers from all over the area — many of whom grew up in Downtown Jersey City — flock to Pecoraro Bakery for the all-natural, whole wheat Italian breads and biscuits. Pecoraro's trademark offerings are its delicious and savory stuffed breads (those prepared with sausage, pepperoni, prosciutto, spinach, broccoli, and broccoli rabe), and their calzones, focaccia, pizzas and sweet breads also have earned a devoted following. Indeed, the bakery ships breads to customers as far away as Las Vegas. Pecoraro's croissants, muffins and cookies are also at the top of many must-have lists.

Everything at Pecoraro's is prepared by hand fresh daily with no preservatives added, and the bakery also provides breads (delivered warm!) to a variety of restaurants and delis throughout the area.

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**Philippine Bread House** has been serving the people of Jersey City for more than three decades! At its inception founder Elma Santander offered two authentic breads to comfort members of the Filipino community who missed their homeland —pan de sal (which is similar to a scrumptious small baguette) and ensaymada (a velvety-rich bread reminiscent of brioche). Today, there is an array of dozens of breads and sweets, and customers are of every nationality and race. "Our customers reflect the beautiful mix of people who now live in Jersey City," Ms. Santander says.

The menu of baked goods reflects 400 years of Spanish rule and other influences of China and Japan that make Filipino cuisine so uniquely delicious. The Philippine Bread House also has a restaurant where one may savor delicious, authentic Filipino meals. People are known to travel from all over Hudson County and New York to enjoy desserts such as pianono (miniature chiffon cake roll), puto (steam rice cake), and Brazo de Mercedes (a glorious meringue-pie roll).

In addition to the Newark Avenue location, the Philippine Bread House's breads and food products are sold at nearly 100 outlets in the tri-state area and along the East Coast as far south as Maryland and Virginia.

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**Red Ribbon BakeShop** may be part of a national chain, but it provides its customers with the same delicious cakes, pastries, entrees, attention to detail and impeccable service as any local family-based establishment.

Founded in California in 1984, Red Ribbon BakeShop opened its doors in Jersey City in 2006. Manager Ria Maldonado says the company chose to locate in Jersey City because of its large Filipino

community and its easy accessibility to other major eastern U.S. cities. According to Ms. Maldonado, people from every state this side of the Mississippi travel to Jersey City to feast on Red Ribbon's cakes and pastries, especially the Mango cake (a confection of the world's best Philippine mangoes that's mixed with cream and then used to fill and cover three layers of super-moist white chiffon cake) and Ube cake (another very unique Filipino treat — a chiffon cake made with purple yam and covered with creamy white frosting and purple yam crumbs). Patrons writing online say to come early — especially on Sundays — because there are always crowds for the heavenly cakes, breads and pastries!

Jersey City's Red Ribbon BakeShop also serves up a full menu of mouth-watering light meals — everything from Pancit Palabok and dinuguan to pork buns and empanadas. And to top everything off, there are refreshing and irresistibly delicious beverages like Halo-Halo, Sago & Gulaman, as well as other shakes and specialty coffees.

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**Rita's of Jersey City** may rightly be called one of the coolest places in town: The shop is home to some of the most delicious frozen treats anywhere!

Part of a national franchise, Rita's of Jersey City opened and began offering its “made fresh daily” ices, custards and other frozen delights in March 2009, but its pedigree stretches back to 1984 when the first Rita's store opened in Bensalem, PA.

At Rita's of Jersey City, “Ice Custard Happiness” is a way of life, with products made fresh every day using only the finest ingredients. (The store's policy requires that ices and cream ices not sold within 36 hours be thrown away.) The refreshingly delicious menu includes: signature Italian Ice made with real fresh fruit; smooth and silky Cream Ice; Gelati — a layering of any favorite Italian Ice and creamy Frozen Custard or Slenderita; Misto — a blend of Italian Ice and Custard; Old-Fashioned Frozen Custard which can be enjoyed in a cup or cone; Blendini — a blend of Italian Ice, Frozen Custard or Slenderita, and mix-ins such as cookie or candy pieces; Sugar-Free Italian Ice; and Slenderita — a totally fat-free version of frozen custard!

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**Sassy Sweet Treats** was “born” on June 1, 2006 out of Chief Baking Officer Jennie Broderick's passion for baking, something that was handed down to her over the years by her mother, grandmother and Bube.

The business began after Broderick tweaked a cookie recipe, and friends and family requested that she bring her delicious treats to all of their parties and get-togethers. She says she never entertained the idea of baking as a career, until the day when someone asked, “Have you ever considered selling these?” The idea of being able to combine her love of baking, bringing enjoyment to others and making baking a daily job cinched the decision for her, and she began establishing Sassy Sweet Treats as a staple in Jersey City.

A Jersey City resident, Broderick began her venture by selling her scrumptious cookies and brownies at the area's Farmers' Markets. Less than a year later, she had launched the online Sassy Sweet Treats store, which has proven to be very successful with fans placing orders for her mouth-watering Dark Chocolate-Chunk, Milk Chocolate-Chunk, Oatmeal Raisin, Oatmeal Toffee Chocolate-Chunk, Peanut Butter Chunk and Sugar cookies as well as Blondie and Double-Dark Chocolate brownies, Whoopie Pies and Challah bread.

Sassy Sweet Treats products are also incorporated into the dessert menus of Edward's Steakhouse, Lamp Post Bar & Grille and Tommy 2 Scoops and Then Some. Broderick hopes to one day open a store in Jersey City as well.

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**She Bakes Cheesecakes** began as a bet. Owner Cinita Ray wagered that she could bake a better cheesecake than one that could be bought. Not only did she win the wager, she also opened up a bright and thriving new business that satisfies the sweet teeth of area residents and business people!

Now in its third year of operation, She Bakes Cheesecakes offers 27 flavors of cheesecake that will make one's mouth water — including best-selling Banana Pudding and Strawberry Shortcake — and, there are thirteen more scrumptious flavors in the works.

But don't let the company's name fool you; the business's delicious and inventive product line doesn't end with cheesecakes. Ms. Ray and her associates Jahan Paul, Nafeesah Peoples and Tyese Cox have also built their business upon their unique and delectable decorated cakes and cupcakes as well as the edible favors (lollipops, cookies and cupcakes) they custom-design and decorate for parties, showers, weddings and corporate events.

She Bakes Cheesecakes' future is looking very sweet, as well. Ms. Ray (who juggles operating her baking company with a being a full-time mom to a two-year-old and five-year-old, as well as a full-time job on the Waterfront) says the company is hoping to soon open a shop in Jersey City.

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**Tommy 2 Scoops And Then Some!** is the dream-made-real of owner/entrepreneur Tom Parisi, who spent many a happy childhood hour enjoying the company of neighbors at his uncle's candy shop and his father's grocery store.

The shop (which will celebrate its one-year anniversary next month) has quickly become a meeting place for people who live and work in the area, and is renowned for its delicious gelato and sorbet, which is homemade on the premises. With flavors that range from traditional (chocolate, vanilla, et al) to exotic (maple syrup, brown sugar-and-bacon, coconut curry and others), there is something delectable and cold to suit every palate and every age.

The "And Then Some!" part of the business is equally popular and delicious. Open for breakfast, lunch and dinner, the daily offerings include more than a dozen panini sandwiches, crisp salads, whole wheat wraps, baskets with chicken fingers and mozzarella sticks, soup, chili, fries (including truffle fries), hot dogs, chili and chili-cheese dogs, and even PB&J!

Since its inception Tommy 2 Scoops has utilized its "backyard" for outdoor parties that have been such a hit with families, Parisi recently constructed an indoor dining room for year-round use.

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**Goehrig's Bakery** is a Jersey City culinary landmark. Founded in 1932, the European artisan bakery has a very large and very loyal following of customers who rely on Goehrig's for the delicious cakes and scrumptious classic pastries and breads that grace their tables every day and, of course, on special occasions.

A family-owned business, owners Joseph and Nancy Gigante purchased the bakery in 2005 from Peter and Carol Gigante. Joseph is a Certified Master Baker, who built upon the baking and decorating skills he learned from his parents by attending and graduating from the acclaimed Johnson & Wales University.

Goehrig's Bakery offers a full line of cookies, pastries, tarts, and cakes all created using only the finest and freshest ingredients, and absolutely no preservatives and no artificial flavors or colors. Joseph says the establishment is best known for their ingenious and delectable specialty cakes (real works of art) and tasty coffeecakes.

Joseph's masterful cake sculptures and sugar art (two- and three-dimensional, decorated birthday and tiered wedding cakes, plus a whole spectrum of special-occasion cakes in any shape, character or theme one might imagine) have brought him and the bakery special acclaim, including the "The Knot" Best of Weddings 2010 for Wedding Cake Bakers.

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**Rajbhog Sweets & Snacks** is a leading manufacturer and nationwide distributor of authentic Indian sweets, snacks, savorys, frozen dinners, ice cream and beverages that was founded more than 20 years ago in New York by Ajit and Lata Mody. Today, the founders' sons Sanjiv and Sachin play critical roles in operating and expanding Rajbhog Foods. The company has been headquartered in Jersey City since 2006, with a USDA processing plant and distribution center on Amity Street, and retail store on Newark Avenue.

A pioneer in bringing Indian sweets and snacks to America, the Rajbhog brand signifies finest quality (Rajbhog means, "king's offering to the gods"). The company uses only the best ingredients —such as pure ghee (butter) and mawa (fresh milk)— to create their wholesome and delicious sweets and other foods. This, coupled with the Mody's philosophy of providing customers with a good experience and good value for their dollar, has helped the business to grow to include 11 Indian fast-food franchises and a thriving mail-order business.

Visitors enjoy a homey atmosphere where they may eat in or take out lunch and dinner as well as a whole host of amazing snacks — namkeens, fresh lassies, ice cream, cakes, chaats, and more. Catering is also available.

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