

Sweet Sally's Bakeshop



Sally Saltzbart Minier grew up in Colts neck, attended Colts Neck schools, and graduated Marlboro High School.

Sally, daughter of Dr. Al & Carrie Saltzbart was always sweet, but she is smart as well.

She parlayed a degree from Wellsley and her background in the culinary arts to a position at Lehman Brothers as Vice President of dining services, overseeing the food service program of 25,000 meals daily from the multinational company's offices in North and South America.

Her duties at Lehman Brothers included stocking the company's cafeteria 24/7, catering special events and negotiating all the contracts to support this huge enterprise.

In last November's economic melt-down, as Lehman Brother's teetered on bankruptcy, Sally incredulously said, "They (the feds) can't let Lehman Brothers go under." In fact, they were thrown under the bus. Sally Saltzbart Minier was out of a job with no equivalent job on the horizon.

There's an old saying: There's opportunity in adversity. Sally Saltzbart Minier decided to follow her passion --food--and launched a bakery.

Sally fondly remembers the afternoons spent at The House on Monmouth Street, a restaurant launched by her mother, Carrie Saltzbart in the 1970's. Said Sally, in a Wall Street Journal article, September 12, 2009 on her re-directed career, "Food is in my blood."



Drawing on her Jewish heritage, and her mother's and grandmother's holiday recipes, Sally devised two recipes for her bakery launch. She rented a commercial bakery in Whippany, NJ.

Sally anticipated doing a mail order operation avoiding the expense of a storefront. Early orders of 200 or more fueled the launch.

The winning recipes? A chocolate version of rugelach and a classy chocolate caramel and matzoh creation that she aptly named the "Big Apple Crackle." It is a tasty combination of salt and sweet.

Launching new products does not come easy. Sixteen hour days are required, not only the physical day of baking, but of finding the markets for her new products.



A front page article in the Wall Street Journal, featuring the re-directed lives of Lehman Brothers employees, certainly helped in opening markets for Big Apple Crackle in the Wall Street community.

It's been an adventure for Sally. She launched an internet contest for logo design. The family was so confident in Sweet Sally's Bakeshop, they became primary investors.

The confections: Chocolate Rugelach and Big Apple Crackle are packaged in two sizes.

Sally describes Big Apple Crackle as a decadent, crunchy combination of matzoh topped with bittersweet chocolate, caramel and toasted almonds. Packaged in a tin keepsake box, it contains 10 ounces or approximately 45 pieces. At \$20 it makes a perfect holiday gift. Buy the \$12 size and \$20 size for a value price of \$28.

It is a big enterprise launching a new product. Sweet Sally's Bakeshop looks like a winner. A dedicated, hardworking and smart Sally Saltzbart Minier, is the key to it's success. Following her passion --food-- with the whole-hearted support and heritage of her family, is another key ingredient.

And did I tell you -- Sally is sweet.

To reach Sweet Sally's Bakeshop, email: sally@sweetsallys.com (917) 656 - 3114

HOW TO ORDER FROM SWEET SALLY'S

The smell of fresh baked goods is in the air! Sweet Sally's, a new wholesale and e-commerce bakery opened this fall.

Sweet Sally's home baked goods and sweet gifts will remind you of those childhood years when life was simple and just the smell of oven baked cookies would bring a smile to your face. You will experience my family's time honored, traditional recipes and stories that were born in my mom's and grandma's kitchens and have found a home in mine. Sweet Sally's commitment to high quality, all natural ingredients, local products and client service is delivered each day from my family to yours.

Yesterday's Memories Delivered Today

Treat yourself this holiday and surprise your loved ones.

BIG APPLE CRACKLE

A decadent crunchy combination of matzoh topped with bitter-sweet chocolate, caramel and toasted almonds served in a keepsake gift tin (10 ounces--approximately 45 pieces) \$20.00

CHOCOLATE RUGELACH

A traditional pastry filled with chocolate, currants and jam; all rolled up into a two bite delicacy, sprinkled with cinnamon sugar for extra sweetness and presented in a sweet satchel (8 ounces--approximately 10 pieces) \$12.00

BIG APPLE CRACKLE AND CHOCOLATE RUGELACH GIFT PACKAGE

Buy one of each at a special price \$28.00



Ordering and Shipping Details

1. Get ready for the holidays and email your order to: sally@sweetsallys.com.
2. Indicate the number of each item you would like to order.
3. List your billing address. Do not include any other payment information at this time.
4. List your contact telephone number.
5. Specify the delivery address and note whether it is a residential or business address. (Note: we cannot ship to PO boxes).
6. Indicate if the order is a gift. If so, note the recipient's name.
7. Place all orders EARLY
8. To ensure freshness and the most effective shipping method, Sweet Sally's ships orders 2 day Federal Express. Standard rates apply. Please see www.fedex.com for more information.

Payment Process

1. Once Sweet Sally's receives your order, an invoice and a PayPal link for payment will be sent to you within 24-48 hours.
2. Orders will be processed upon confirmation of the PayPal payment.

Contact Information

sally@sweetsallys.com (917) 656-3114

Hurry and reserve your holiday sweets today.



SILVER TULIP FLORIST OVERFLOWS WITH GIFTS IDEAS

Carol Kenney, owner, comes with a wealth of background in agriculture. A graduate of Texas A&M Horticulture Program, she not only is trained in the technological aspects of floral culture, but the best practices of managing a small florist shop, as well.

Flowers celebrate the special occasions in our lives; weddings, holidays, proms. Flowers can also convey our sympathy or congratulations. Silver Tulip Florist, owned and operated by Carol Kenney, enables us to celebrate these occasions with her deft hand at floral design.

Pick up the phone and Carol will translate your floral wishes into stunning designs. Of course that includes delivery of your floral choice to its destination. Plush animals and gift baskets can also be delivered or shipped.

Today's floral delivery may include so much more than flowers. A visit to Silver Tulip Florist, located

at 681 Newman Springs Road, Lincroft, has an extensive display of Gund plush "singing" animals in a variety of sizes and prices. Gund is a very high quality line of all kinds of animals: The yellow sunshine duck sings "You are my Sunshine." The ballerina bear, named Harmony, sings "From a Distance." The smallest bear is \$7. and special ones can go up to \$150. If there is a particular bear you may want, Carol will order it for you.

These gifts are as desirable as are flowers. Or they may be included with a floral arrangement or plant garden. You'll have fun choosing from among the animated or musical plush animals.

One of the hot new gifts, in many colors and designs, is the wine hard case "purse", like a tiny satchel which holds a single bottle of wine, or special wine glasses. They come in 12 different colors and patterns for just \$35. Perfect for a hostess gift or to use as a tote to a party.





Branches

Date: SUNDAY, DECEMBER 13TH

**ore Breakfast With
Santa at Branches!**

Time: 9:00 A.M. - 12:00 P.M.

\$15 FOR KIDS (AGES 2-12)

\$25 FOR ADULTS + tax and 18% gratuity

Price Includes:
PHOTO WITH SANTA, KID'S TATTOOS
AND FACE PAINTING!

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Carol likes to offer unique gifts that no one else has, such as the wax pottery by Habersham Candle Company. An assortment of thick bowls in artistic designs and colors release a continuous fragrance can be the basis of a novel gift.

"Weeding Glasses" are hand-painted and come with either clear or tinted glass, bifocals or not, for the gardener in your life.

"No need to go to the internet to order flowers," says Carol, "which just puts added cost. Use the internet to 'find' the florist, but 'call' on the telephone to save fees and get the best flowers and service."

A visit to Silver Tulip Florist can solve all your holiday gift giving and shipping chores..