



News Release

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Indianapolis Bakery Throws A Butter Bakery Birthday Bash

A family-owned staple invites the community to celebrate its 100th anniversary

INDIANAPOLIS -- The Brandt family invites the community and customers to a 100th Butter Bakery Birthday Bash in honor of the store's upcoming anniversary next week. The party will take place Saturday, November 10 from 11 a.m. to 3 p.m. at the bakery's flagship store on the Northeast side of Indianapolis.

In an effort to celebrate both community and bakery, it will feature a storytelling wall: Customers and community members can bring and share their own pictures of special Butter Bakery cakes and baked goods such as wedding or birthday cakes that were part of their own family gatherings and special occasions.

"I am so grateful to share Butter Bakery's legacy with the local community. I had a Butter Bakery cake at my own wedding, and I'm excited to place my pictures on that story wall," said Billy Brandt, CEO and co-owner, Butter Bakery.

There will also be a separate "timehop" wall featuring still photography of the early storefront, kitchen equipment and showroom and a timeline showing how the bakery has evolved and changed over the past 100 years.

The party will also feature some friendly competition. One of the celebrity judges from Food Network's *Top Cakes* show will be on hand to host and judge a "Butter Battle" competition for aspiring or amateur bakers and decorators who want to participate in a fun challenge like those featured on popular baking shows like *Top Cakes*. The winner will go home with a \$200 gift certificate to Butter Bakery, and they may want to use those to buy cakes, cookies or sugar cream pies.

Special edition sugar cream pies will be sold at the event. The recipe has been passed down in the Brandt family for generations, and that recipe initially launched the family bakers in 1918.

"I wish I could go back and tell Great Great Grandma Brandt that her prized sugar cream pie recipe would do more than win the grand prize at the state fair. It launched a successful business that has blessed our family and the community for a century." adds Billy Brandt, CEO and co-owner, Butter Bakery.

A timeline of events and other details can be found on the company's website at www.butterbakery.com.

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