

2013-J1092

LEGISLATIVE RESOLUTION commemorating the 100th Anniversary of The Charles Freihofer Baking Company

WHEREAS, It is the sense of this Legislative Body to recognize that the quality and character of life in the communities across New York State are reflective of the concerned and dedicated efforts of those businesses and individuals that are devoted to the welfare of the community and its citizenry; and

WHEREAS, It is also the sense of this Legislative Body to recognize and commend those who work to better their local community and work hard to keep a local tradition alive; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, this Legislative Body is justly proud to commemorate the 100th Anniversary of The Charles Freihofer Baking Company on March 12, 2013; and

WHEREAS, Several events have been planned to celebrate this milestone anniversary; Albany Mayor Gerald Jennings unveiled the honorary "Freihofer's Way" street sign located on Prospect Avenue, the home of Freihofer's bread and cake bakeries; in addition, "The More You Get, The More We Give" Campaign (bread giveaways), will take place and free loaves of bread will be handed out at planned events and random locations to all who attend; the amount of loaves that are distributed will be donated to a previously determined food bank or charity within that market, giving away up to 1,000 loaves per event, with approximately 40,000 loaves total to be donated by the end of 2013; and

WHEREAS, On March 12, 1913, The Charles Freihofer Baking Company opened its doors in Troy, New York; the baking company would leave free loaves of Freihofer's "Pan Bread" or "French Bread" on Troy residents' doorsteps for four days; at the end of the four day period, customers could elect to have home delivery continue for five cents per loaf; and

WHEREAS, Two weeks after opening, nature struck with torrential rain and the Hudson River reached its highest mark since 1886; while people were stranded without food and shelter, The Charles Freihofer Baking Company distributed hundreds of loaves of bread to residents of Stow

Hill and the Eleventh Ward; and

WHEREAS, In 1914, a second plant was built in Schenectady, New York, and a third was added in Albany, New York, one year later; and

WHEREAS, In 1919, Freihofer's added a cake plant with the purchase of Schupp Bread Bakery and offered a different cake each day of the week; and

WHEREAS, Freihofer's traditional delivery system, a horse and wagon, was used up until 1962; home delivery in trucks ran through the early 1970s; and

WHEREAS, The annual Freihofer's Run for Women 5K is one of the world's largest and most prestigious all-female road races; the 35th anniversary event will take place on June 1, 2013, featuring thousands of women of all ages and abilities who will compete alongside many of the world's greatest long distance champions; and

WHEREAS, The currently operating Albany locations were opened in the mid 1970s; the Albany bread and cake plants employ more than 500 associates; together, the two production facilities produce more than three million units of bread, rolls, muffins, cereal bars and cookies each and every week; and

WHEREAS, Freihofer's has always worked to ensure consumers have easy access to product during good times and in times of need; the company strives to keep delivery routes open during natural disasters, from the

Troy flood of 1913, through the devastation of Hurricane Sandy in 2012, to provide product for members in the community; and

WHEREAS, Freihofer's continues their dedication to the community of Troy, Albany and Schenectady, as well as the other markets throughout the State of New York; and

WHEREAS, The Charles Freihofer Baking Company has remained dedicated, even through hard times, to serving the community for the past century; and

WHEREAS, It is the practice of this Legislative Body that those who enhance the well-being and vitality of their community and have shown a long and sustained commitment to excellence certainly have earned the recognition and applause of all the citizens of this great Empire State; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to commemorate the 100th Anniversary of The Charles Freihofer Baking Compa-

ny; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to The Charles Freihofer Baking Company.