



## **Bubba Rolls: Not your average, everyday treat.**

Since many people did not grow up with the tradition of nut and poppyseed rolls, we try to share the tradition to help people understand why they are special and what distinguishes them from more common pastries and desserts.

Our Bubba typically made them only for special occasions – primarily Christmas and Easter. She would also serve them to her guests and give them as gifts – if she had any available. Everyone knew they were getting a special treat when they got some of her rolls.

### **More substance, less fluff**

A big reason Bubba made the rolls so rarely was the cost. Unlike most pastries, cakes, donuts, and such, Bubba's rolls were not primarily flour, sugar and butter whipped into something fancy-looking. The primary ingredient in our nut rolls (based on her recipe) is WALNUTS!

Likewise, *all* of our rolls have, by weight, **more filling than dough**. Pies are the most common baked good similar *in this sense*, but even those fillings are highly adulterated concoctions – and many pies are now made by *machines!*

### **Handmade, homebaked with care**

Which brings us to another reason why Bubba made her rolls infrequently – the sheer amount of time and energy that goes into making them! To make a small batch at home (say 3-6 rolls) would easily take 4-6 hours if you could do everything contiguously – all the way from acquiring the ingredients to wrapping them for safekeeping after they've cooled sufficiently.

Like Bubba did, we use only the highest quality, freshest ingredients: liquid milk, fresh eggs, special-milled flour, freshly hulled walnuts, etc. We eschew the processed ingredients, preservatives and additives that most commercial bakeries now use to lower their production and spoilage costs and boost their margins.

To help us with the production volume, we use a few machines (mostly big versions of things in your own kitchen - mixers, ovens, grinders, etc.), but the process is still very hands-on. The modern lingo for this process is *artisan*, but we've always called it **homebaked**.

### **You decide!**

In carrying on the tradition of Bubba Rolls, we do everything we can to maintain their specialness and let YOU decide the **special occasions!**

## Our Story...

Bubba's HomeBaked & Co. is a family business based near Pittsburgh, PA. John Welsh began the company in 1984 both because he needed work and his family could not find either walnut or poppy seed rolls on the market that equaled those his mother, Grace, had made for as far back as they could remember. Grace came to be called "Baba" by her grandchildren who unknowingly adopted an American spelling ("Bubba") of the Serbian word for grandma. With her passing in 1983, the taken-for-granted tradition was at risk of being lost.

Initially, John produced rolls in his wife's kitchen to give away to family and friends around the holiday. Feedback and demand urged him into business. With some funding from his father, John remodeled the lower level of his home into a baking facility which remains our primary base of operations and is regularly inspected and licensed by the PA Department of Agriculture.

In those early days, John would bake "Bubba Rolls" until he had a car load and then drive to stores around southwestern PA until he sold them – sometimes staying on the road for 12 hours or more. After a while, he developed a regular and devoted customer base. Interest has grown to include fundraisers and orders from around the country through our website. John Jr. now also helps run the company with his focus in online sales and marketing.

Our recipes and methods are, of course, traditional and from scratch – very similar to the way Bubba had always made her rolls. We strive to honor her memory and her devotion to family by baking substantive products with the same uncompromising standards she held.

More than ever, we believe that families need ways to connect. Through our baked goods, we hope to provide something similar to what our Bubba and many grandmas have for generations – a reason (an excuse!) to slow down and spend time with the important people in our lives to create memories worth cherishing.

Even though we hope that you can still enjoy the baking of a special person in your life, it might be that our baking can fulfill a tradition for your family like it does for ours.

***Bubba Rolls™ - good any way you slice them!***

