



## Meet the Grower

### Tell City Pretzels Jasper, IN

#### A BAKER'S SECRET RECIPE

In 1858, Casper Gloor, a master baker from Switzerland, settled in Tell City, Indiana as a member of the Swiss Colonization Society. Using a secret recipe he brought from Switzerland, he began baking fine pretzels.

Bringing a long-established tradition to Indiana, Gloor never revealed his secret formula and his famous hand-twisted pretzels became known throughout the region. After he died in 1912, the recipe was passed down to the new master baker, Alex Kessler who had worked alongside Gloor for 17 years. Continuing with the long-standing tradition, the recipe was only passed on to future bakers. So when Alex Kessler passed away, his two sons became the bearers of the famous recipe, and as time went on future owners of the company.

Rising on centuries of tradition, Tell City Pretzels has been hand-twisted and baked in strict accordance with the centuries-old fashioned formula since it began, establishing the fine quality and taste it has become known for.

#### HAND-CRAFTED TRADITIONS

The history of Tell City Pretzels had a brief stop in production, but the future of the company resumed with a hunt to find the famous Tell City Pretzels. In 2008, Sandy Smith could no longer find her husband Brad's favorite snack in area stores. The Tell City Pretzel had been a part of the lives of these High School sweethearts since the 1970s. Manufactured an hour away from their hometown of Jasper, these pretzels were Brad's go-to snack and were always easily found in local grocery stores. So when Sandy could no longer find his favorite snack, curiosity led her to the discovery that Tell City Pretzels had closed.

Brad and Sandy saw an opportunity and on July 2, 2009, purchased the assets of the famous Tell City Pretzels. Brad not only broadened his business interests, but he brought back his favorite snack! The fine quality, unique taste, and crunch of the Tell City Pretzel legacy could continue! While people all over the

world could now purchase this savory snack and observe baking the pretzels, the baking techniques and secret recipe remain in the hands of the current baker!

#### **RAISING THE DOUGH**

A new idea emerged, while preserving the strong history of the Tell City hard pretzel. The company began exploring the creation of a soft pretzel option. Tell City Pretzels was ready to rise into a new era, creating a more mainstream product that could open a new customer base.

After years in the baking room, finagling with ingredients and a lot of testing - the soft pretzel was made!

And just like the hard pretzel, the recipe is still a secret!

