



Robert Entenmann '46

In 1898 William Entenmann emigrated from Germany to New York and opened his first small bakery in Brooklyn. He moved his residence to the country (Bay Shore) several years later when his young son, William Jr., developed rheumatic fever. In 1924 William Jr. took over the family business and moved the bakery from Brooklyn to downtown Bay Shore.

William Jr. married and had three sons Robert, Charles, and William. All served their country in the Korean War. When their father passed away, they returned to assist their mother Martha in running the family business.

In the mid 1950's the Entenmann's recognized a trend toward one-stop shopping and the growth of large supermarkets. They discontinued making breads and concentrated on providing pastries to Food Fair, one of the first supermarkets on Long Island.

They grew their product line, developed the "see-through" cake box, and expanded their business into New Jersey and Connecticut. In 1961 they relocated their Main Street bakery to a five acre site in Bay Shore and soon opened the largest bakery of its kind in the United States.

Entenmann's was sold in 1978 providing a financial foundation to increase the scope of Entenmann's sales. They expanded their sales and distribution across the United States. The Entenmann's brand was purchased by CPC International in 1995 and has continued to grow worldwide.

The oldest of the three brothers, Robert Entenmann was born in March of 1928. He attended the Bay Shore Public Schools, graduating from the high school in 1946.

He was married to Mary Bayer and they have two children, Robert and Jackie. He currently lives on his North Fork Farm, Martha Clara Vineyards, named for his mother, where he produces wine and raises horses.

He retains his ties to Bay Shore and is still active in the Entenmann Bakery business. He is also involved with many organizations including the Bay Shore Lions Club, and he was a member of the Bay Shore Hose Company for 25 years. In his spare time he enjoys fishing and sailed around the world several years ago on his 91' sloop.