



William Entenmann '49

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 youngest of the three brothers, William Entenmann was born in December 1931. He married Christine Sutton of Great River in 1953 and they have three children, Denise, Jaime, and William and two grandchildren, John and Kelly.

William, along with his brothers Robert and Charles, worked diligently for the success of Entenmann's Bakery established by their grandfather in 1898. Opening the plant in Bay Shore not only expanded the Bakery operation, but also helped the community by employing hundreds of local residents. William worked at the Bakery until his retirement in 1999.

For now, being the owner of a thoroughbred horse racing business occupies most of his time. Nevertheless, William still manages to get out in the open seas and enjoy his other love, fishing.

William has always been dedicated to maintaining the integrity of Bay Shore and will continue his support of local organizations in order to do so. Bay Shore will always be his home no matter where he travels.