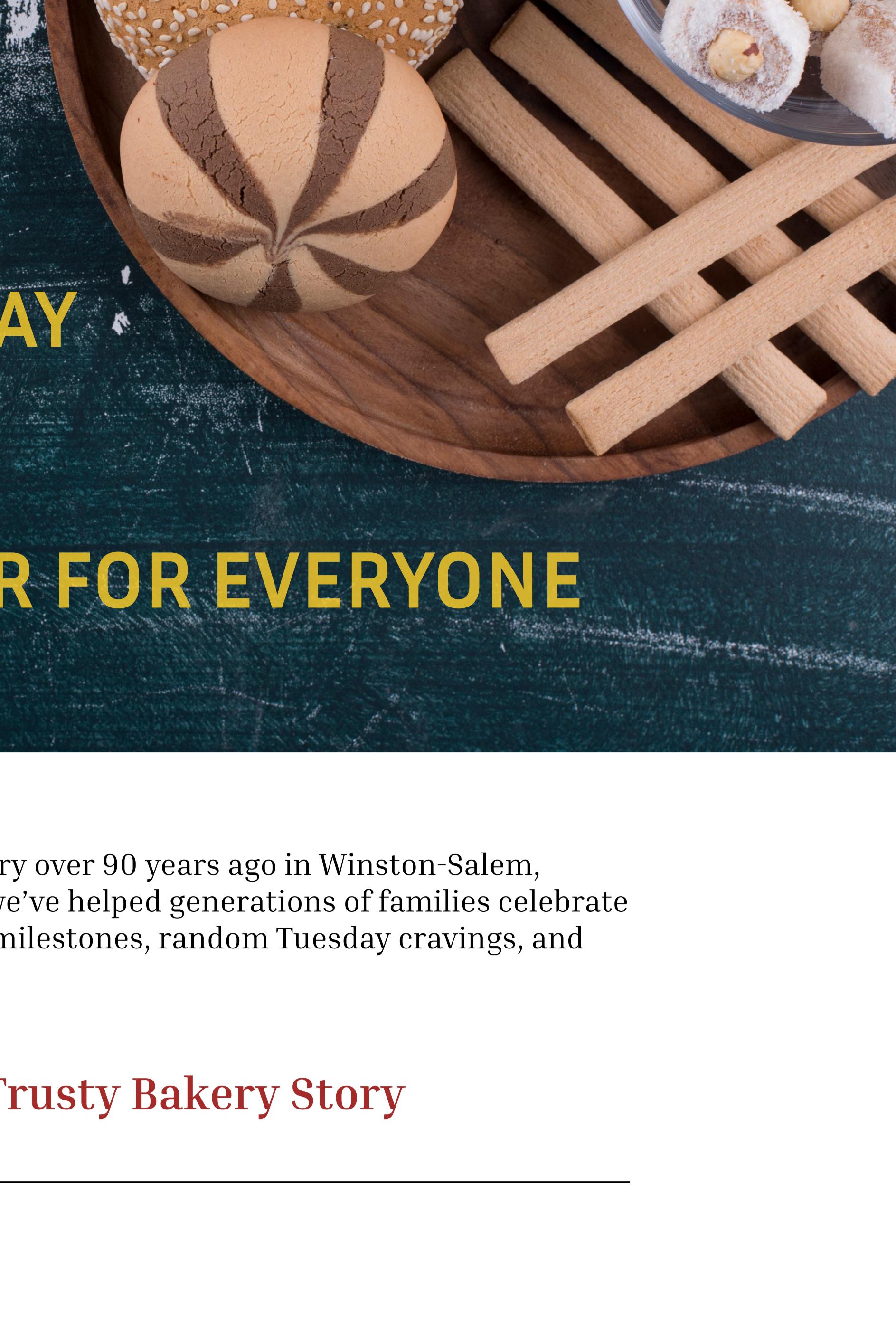
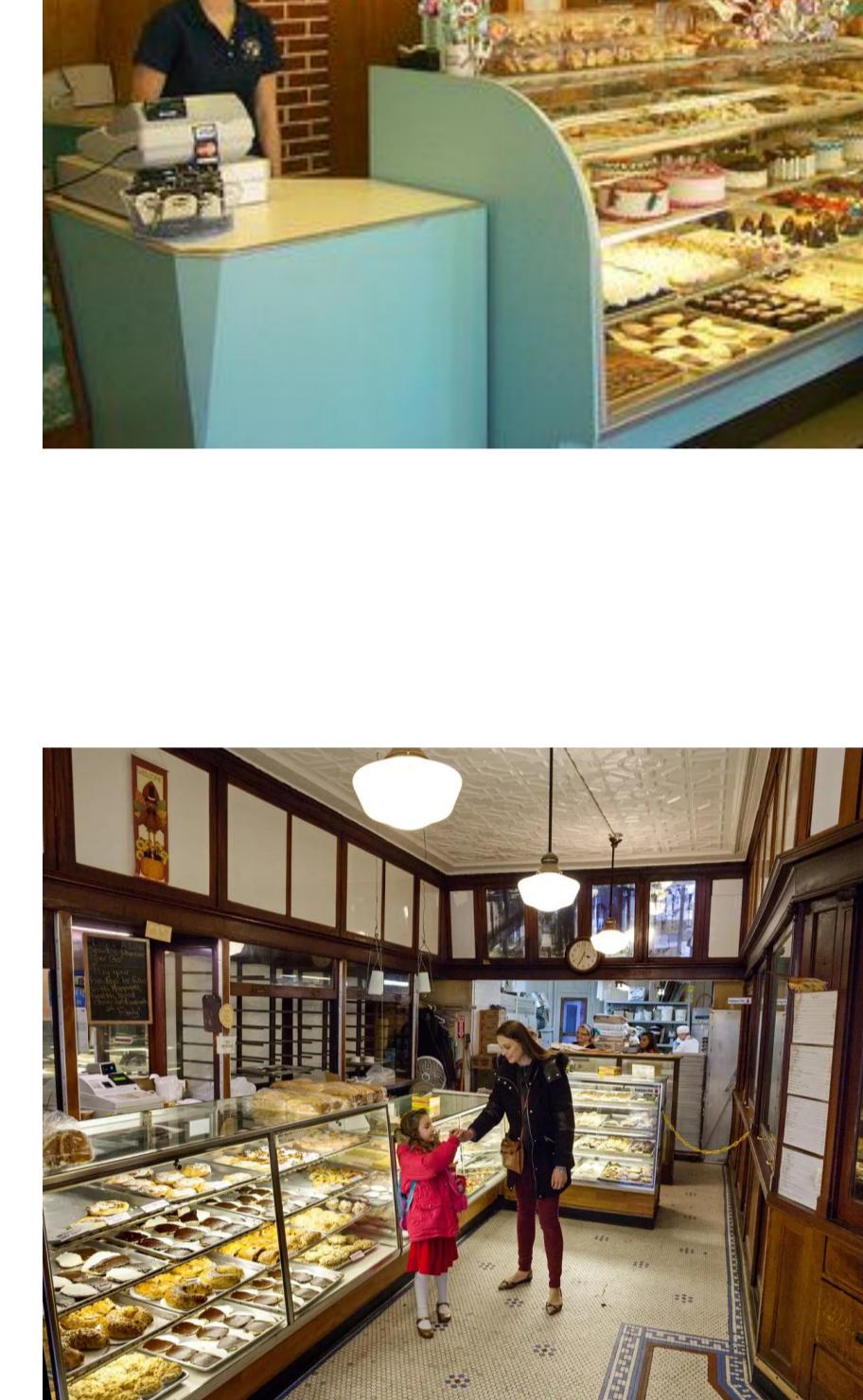


WE BAKE TO MAKE EVERYDAY A LITTLE SWEETER FOR EVERYONE



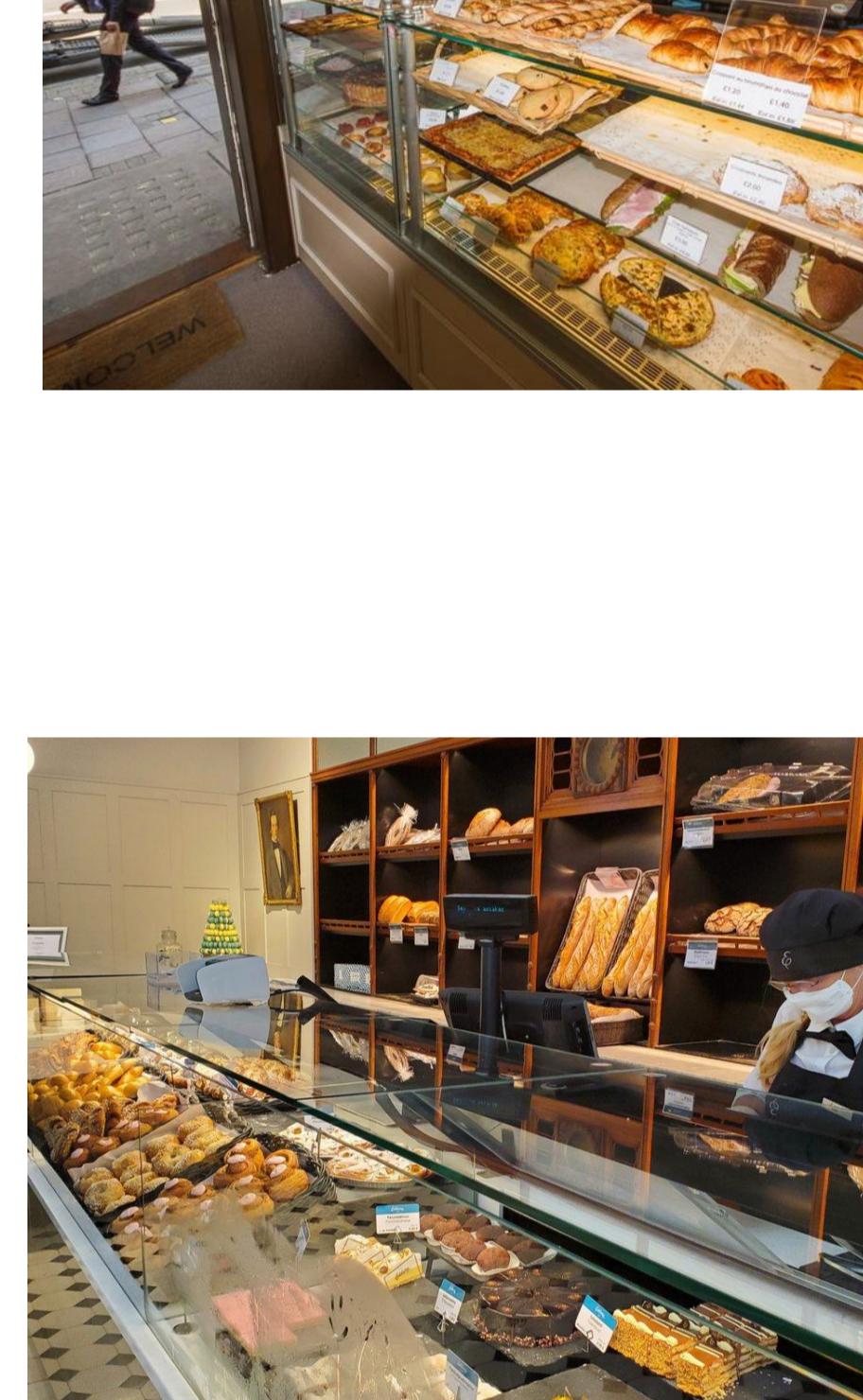
We opened our first bakery over 90 years ago in Winston-Salem, North Carolina – where we've helped generations of families celebrate birthdays, holidays, life milestones, random Tuesday cravings, and everything in between.

The Crusty and Trusty Bakery Story



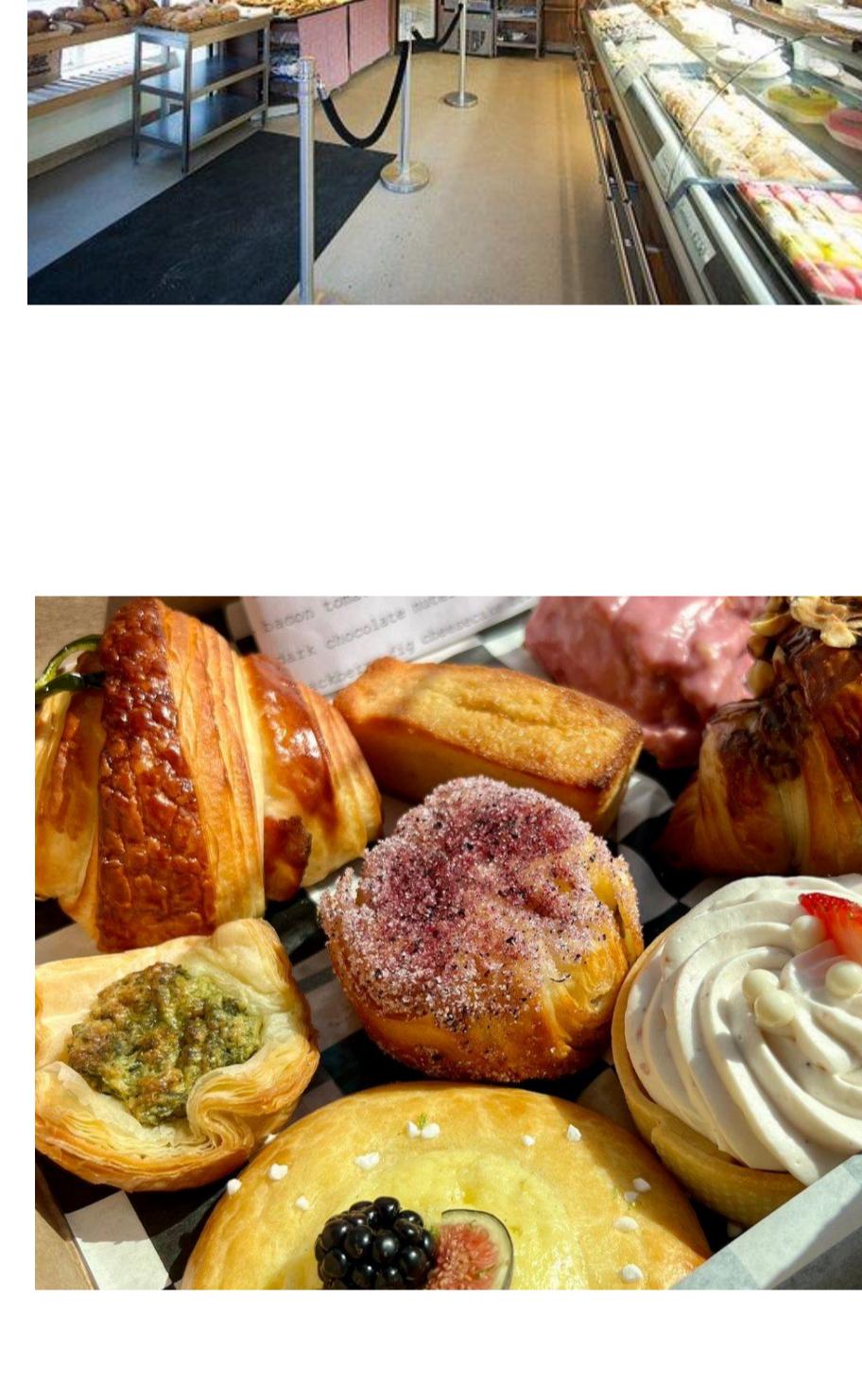
1940

Our bakery was founded in downtown Winston-Salem during the Great Depression. We became known for our thin, crisp Moravian Cookies, originally created by immigrants who journeyed to our hometown in the 1700's from the European kingdom of Moravia.



1950

Sugar rationing during WWII made it difficult to keep up with demand at the bakery, but our customers were happy to contribute. Customers ordering cakes offered to bring in one cup of sugar to help in the production of their cake.



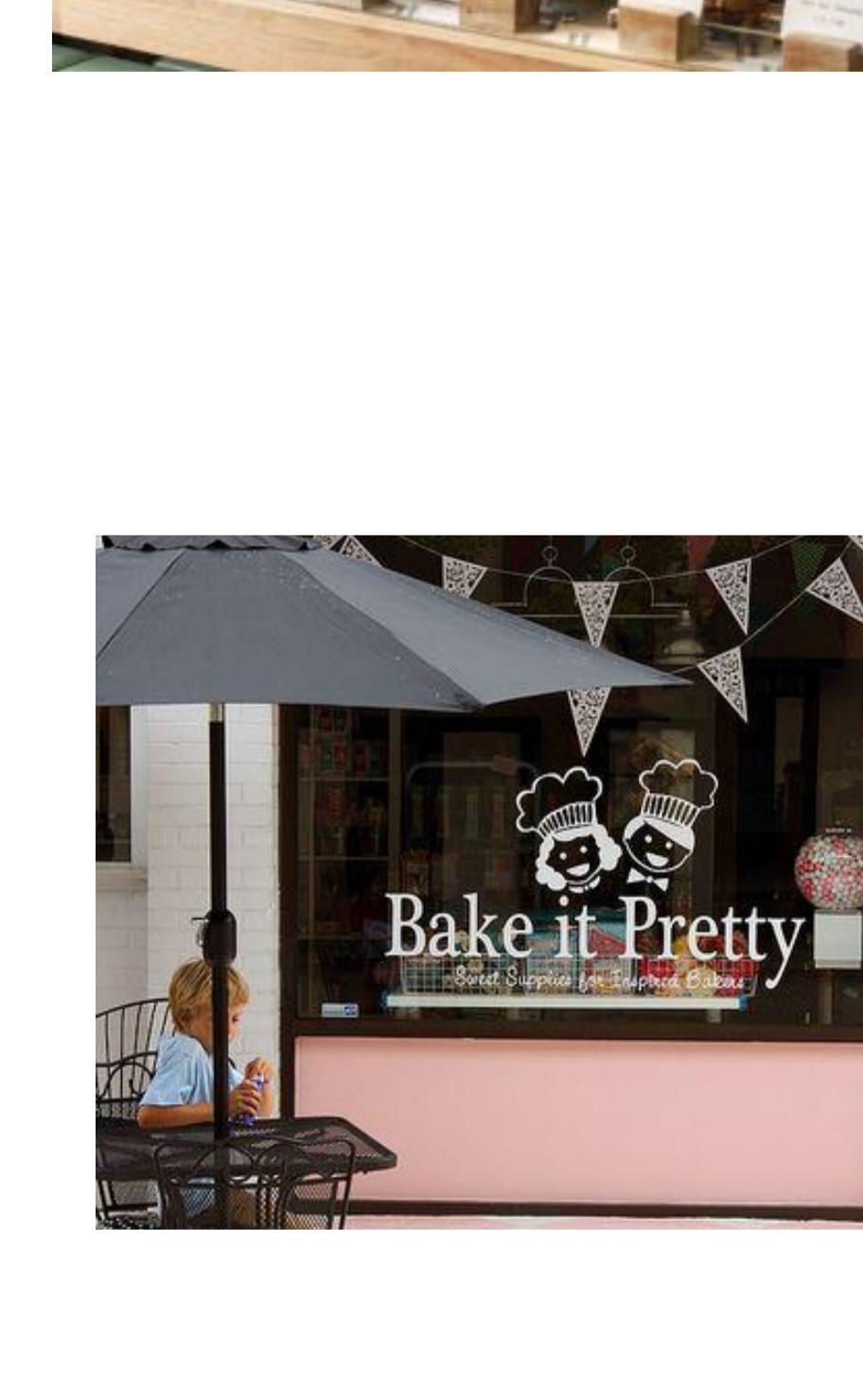
1960

We shipped 12,000 pounds of fruitcake to servicemen all over the world to thank them for their wartime sacrifices.



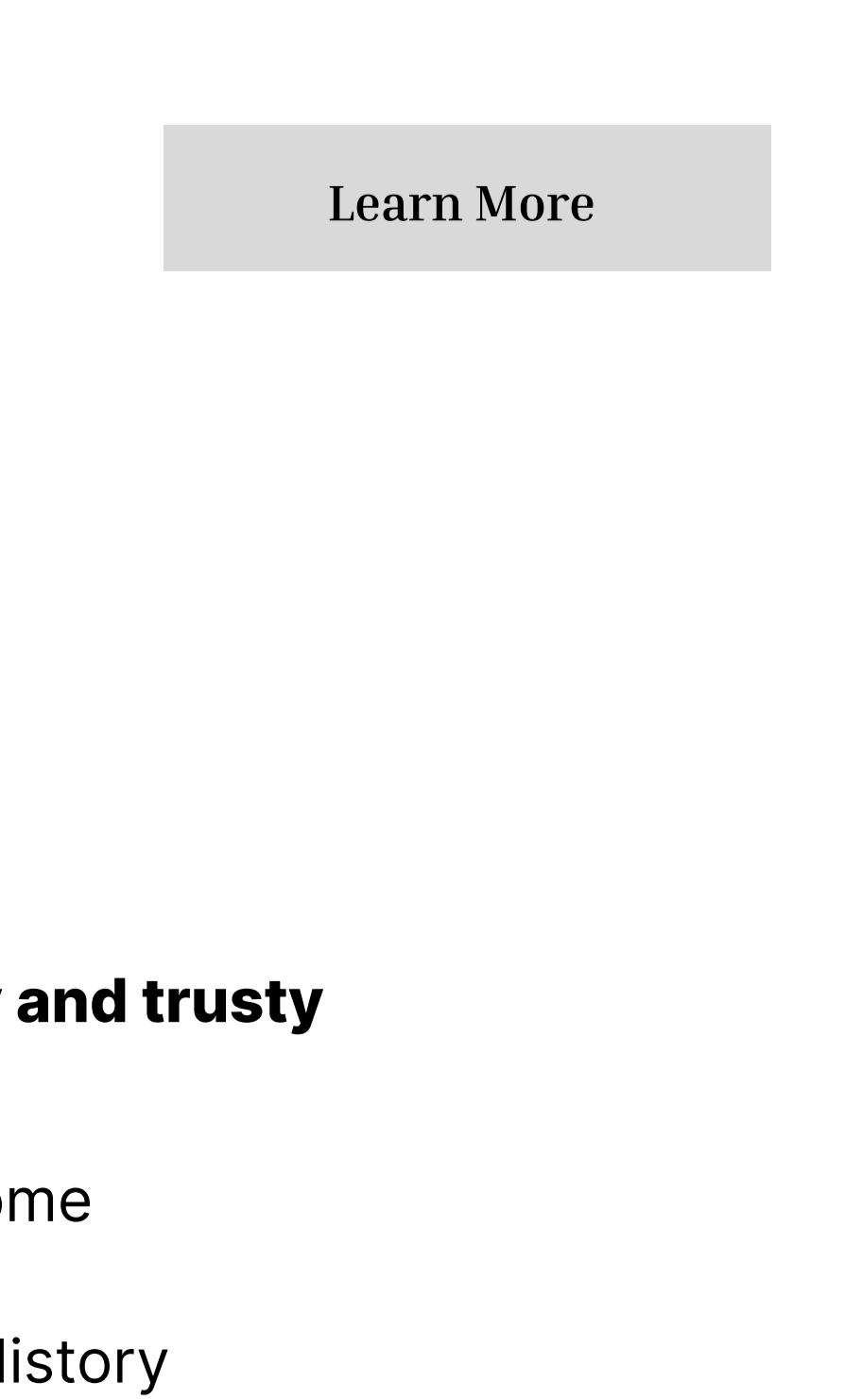
1970

On Easter Monday in 1970 a fire destroyed our bakery. The Winston-Salem community responded quickly to get us up and running again by offering temporary space and baking facilities.



1980

That same year, we moved into our flagship location at Thruway Shopping Center and are the only original business still here today.



1990

We created one of our most popular cookie flavors, Meyer Lemon. Made with grated lemon zest and cold pressed Meyer Lemon oil, the bright and zesty flavor of this cookie makes it a fan favorite!



2000

Our cookies became a holiday staple and a local favorite to enjoy at get-togethers or give as gifts between families and friends (did you know they are also Santa's favorite cookie?)

2010

We created our Pink Lemonade Cake, a zesty, one-of-a-kind flavor that has been a fan favorite ever since. Our recipe is a well-kept secret, and you'll have to visit our Winston-Salem, NC bakeries for a taste.

2020

After testing hundreds of recipes over the years, we added Triple Ginger, Toasted Coconut and Salted Caramel to our all-star cookie lineup.

2021

As demand for our flavorful cookies grew, we needed more baking space. We opened a commercial bakery just a few miles from our flagship location and continue to bake cookies and other treats there every day.

2022

Our Fundraising Programs began, and since then they've put 4 million dollars back into the community through partnerships with North Carolina schools, churches, and other nonprofits. Click to learn more about our Holiday Pop-Up Fundraising stores.

2023

Our original chocolate cookie had a glow-up, transforming into our decadent Brownie Crisp cookie. These cookies are inspired by the flavor of the rich, indulgent brownies that we bake each morning at our hometown bakery.

Now

Our cookies are available nationwide in grocery stores and online, and we are now helping even more generations of families celebrate birthdays, holidays, life milestones, random Tuesday cravings, and everything in between. Because sweetness is meant to be shared!

Come Work With Us

Ovens aren't the only sources of warmth in a crusty and trusty Bakery. Our bakers bring our company's values to life every day, celebrating teamwork, individuality, joy and the pursuit of sweetness. Our cookies are as big as our hearts, and we're always looking for the right people to work with us.

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Crusty and trusty

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