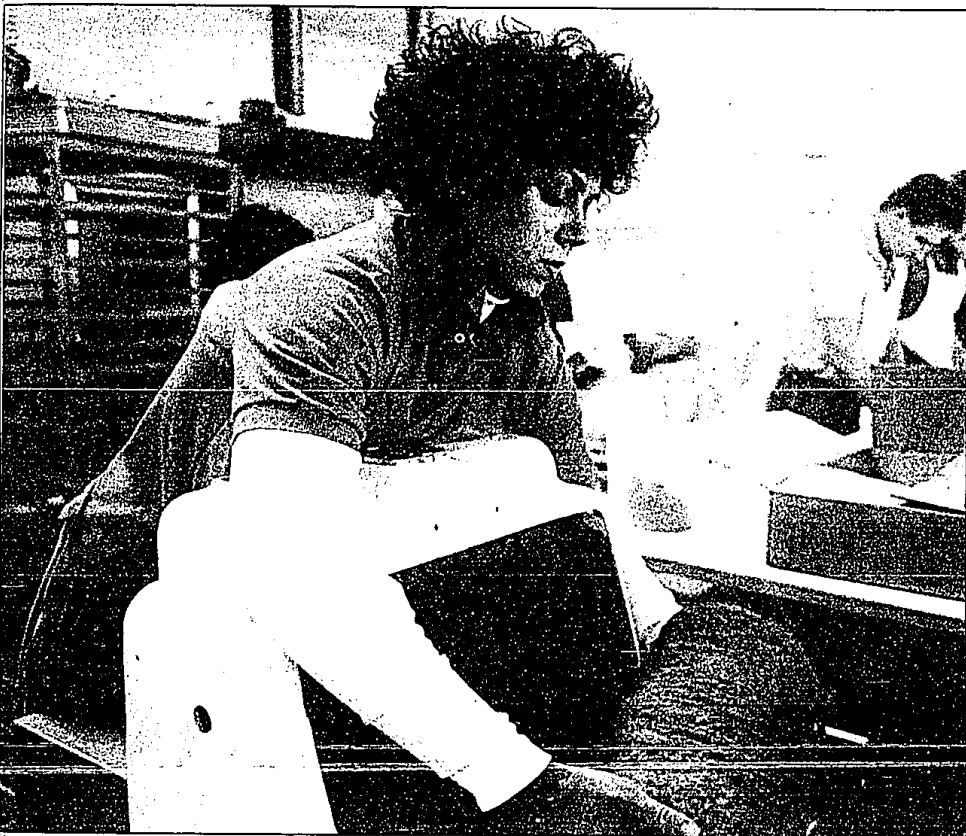


## Family bakery on the cutting edge



Susan Jaroch pulls a loaf of bread out of a slicer at the Breadwinner bakery in West Bloomfield. Other members of the Jaroch family, who also own another bakery in Rochester, work in the background.

## Bread gains popularity

By Naomi Siegel  
special writer

**M**ARK JAROCH of Birmingham and his 10 brothers and sisters grew up in Romeo (Mich.), eating their mother's wholesome, homemade breads.

No one dreamed then that most of the Jaroch family would be into tons of dough by 1989 — and meanwhile become an inspiration to older fledgling entrepreneurs far beyond their Breadwinner bakeries in Rochester and West Bloomfield.

With his diploma from Central Michigan University in 1982, Mark Jaroch got the traditional advice: "Think of graduation as a beginning." He did. Nonetheless, there were big surprises and dramatic career changes ahead for the new graduate, and for his family.

Starting out in a period of recession, Mark's search for a business and finance position stretched into a strenuous, yet fruitless year.

Luckily, all the Jarochs were "brought up to believe that a crisis really is an opportunity," says Mark. "From the beginning, Dad's mottoes were, 'Give an honest day's work for a day's pay,'" and, "If you can find a way, be your own boss."

So the Jarochs brainstormed. They listed the skills Mark had developed in responsible part-time jobs throughout his college years. From cook to kitchen manager, Mark had gained hands-on experience at the popular Embers restaurant in Mt. Pleasant, the Sixpence in Warren and the Kings Mill Inn, also in Warren.

IN ONE OF these busy kitchens, Mark recalls, "A wonderful old German pastry chef taught me some European techniques."

As the Jarochs reviewed Mark's skills and business education on that memorable evening in 1983, his father, Val, said, "Son, maybe it's time to start your own business."

The product? It didn't take long to settle on their mother Gerre's popular baked goods — already taste-tested, different from mass production breads on competitors' shelves, and "good for you."

However, the Jarochs' image of a large student clientele in Mt. Pleasant, where they began with an investment under \$15,000, "was one of many misconceptions we had to correct," brother Eric said. "We soon found most of our customers were university faculty and staff, or professionals from nearby gas and oil companies. Since students often budget by buying day-old goods, we just broke even on those sales."

Mark's new direction was only one change under way. Eric, then 19, opted to leave studies at Macomb Community College to become Mark's partner. Val, an industrial engineer from Wayne State University, now company president, became engineer-cum-leasing agent from day one, and fulltime Breadwinner in the company's fourth year.

GERRE AND VAL now live in Rochester. She is the mother of nine children, plus two adopted sons, Calrose-American Tom, now 42, and Dan (pronounced Yahn in Vietnamese), 23. Somehow she found time to teach kindergarten for 18 years. "But only half-days," she said.

Today, Gerre, a University of Detroit/Wayne State journalism/education graduate, is the company's advertising and personnel manager. She is also the friendly voice behind the Informative "Breadwinner Beat" fliers found on the display counters.

As family historian, Gerre sometimes has trouble remembering the exact year when Nancy, Greg, Susan, Mark, Tom, Matthew, Joel, Michael, Eric, Todd and Dan — and their several spouses — came into the family. But she never fails to appreciate each one's special talents.

Greg, for example, at 34, is the company's chief financial officer "with a real gift for planning." Bakers include Susan, Mark, Joel and Eric Larissa (Joel's wife) and Lynn (Greg's wife) handle bookkeeping and payroll.

Today, Eric, is owner-manager, with a staff of nine, at the Breadwinner, 918 Main St. in Rochester. Store number two opened in mid-1985 with profits made during their first 18 months in Mt. Pleasant "because the boys only drew \$100 a week for a long time," Val explains. "Now," she adds with a smile, "Eric's aim is to retire at 40."

LAST SEPTEMBER, Mark, Joel and Gerre opened the new West Bloomfield store at 4301 Orchard Lake Road near Lone Pine Road in the recently remodeled Crosswinds Mall.

Please turn to Page 2

## Gourmet cooks can take break

Even a gourmet cook likes to take time out, so although much of your cooking may be fancy, what do you like to prepare when you want something that's just "plain" tasty?

Is there a secret dish you like to cook for yourself when you need a little comfort? Or maybe you enjoy making something special and comforting for family or friends. If so, you've got a surefire entry for the Comfort Foods Contest.

Send your recipe, along with your name, address and phone number, to: Comfort Food — Taste, The Observer & Eccentric, 36251 Schoolcraft, Livonia 48155. The contest closes today, and entries must be postmarked no later than Tuesday, Jan. 17 (due to today's holiday).

Prizes will be awarded to readers whose recipes are chosen for publication.

## Their baked goods help you eat right

By Naomi Siegel  
special writer

Today, you joined the health club. Your doctor said you should "lower your cholesterol, eat fewer egg yolks, consume less sugar and saturated fats, eat oat bran and other natural foods, avoid this, avoid that..."

Before you start feeling sorry for yourself, look around. Despite all the seasonal temptations that are off Doc's list, the time to eat right has never been better. In America's horn of plenty, a strong natural foodstuffs trend is evident. Many things great grandpa ate, later celebrated in '80s campus co-ops, are turning up in neighborhood stores. Many boast the best of the old and the new, thanks to innovative recipes. And they're affordable.

Does good-for-you food really taste good, too? In West Bloomfield and Rochester, it sure does, at Breadwinner bakeries.

"The wonderful aromas of yeast,

apples and cinnamon drew me in," Debbie Holt of West Bloomfield, recalls. "It was in the mall one morning and just had to stop in. Everything here's so good, I have a hard time choosing."

A Farmington Hills career counselor, Barbara Ellman of West Bloomfield, looking for something special for her husband "who just loves good bread," finds what she wants, with caraway rye and dilly cheddar loaves.

IRIS GILBERT, buying "for my baby sitter's evening snack" on a Friday afternoon, chooses baked goods with an eye toward developing wise eating habits for her daughters, ages 5 and 9. "My doctor told me to avoid foods with coconut oil and other saturated fats. I have so many choices here, I'm done with polyunsaturated oils."

Recaller Dolores Hekker of West Bloomfield, agrees. "Oat Bran bread

Please turn to Page 2

## Mother Gerre shares recipe for nut loaf

### GERRE'S APRICOT NUT LOAF

(Only available at Breadwinner at holiday time)

- 1 cup booby
- 2 tablespoons margarine
- 1 whole egg
- ¾ cup milk (can use two percent or regular milk)
- ¾ cup reconstituted frozen orange juice
- 4 teaspoons grated orange rind
- 3 cups unbleached, unsifted, unbromated if available, flour
- ¾ teaspoons baking powder
- 1 teaspoon salt
- 1 cup chopped, dried apricots
- ¾ cup chopped walnuts (optional)

By hand, mix honey, margarine and egg well. Stir in milk, orange juice and orange rind. Add blended dry ingredients, stir in apricots and nuts. Pour into a greased loaf pan. Let it stand for 20 minutes. Bake at 350 degrees 50-60 minutes. A Pyrex loaf pan works well.

The loaf is best when sliced thin. Can be served with soft cream cheese or jam.

## Chin up, it's time to get body in shape

Once again, we are faced with a new year and, if you're anything like me, a face with an extra chin, not to mention a body with a few extra folds.

Now, before you quickly change pages with the attitudes that you might not be interested in "another diet story," read on, because what I have to say is not necessarily related just to diets.

It's called "Total Body Awareness."

You might not be overweight but suffer from other food-related illnesses brought on by improper eating habits. To be totally effective in getting the body to react positively to a change in culinary lifestyles, one must begin with a simple regimen.

Drastic changes in daily habits have a tendency to bring on early burnout, so it is very important to effect changes slowly. A basic example of this would be for someone to increase his or her daily consumption of water. An increase of water consumption on a daily basis will not only help the over-eater with a feeling of fullness but will also serve as a body purifier, flushing all those nasty wastes from our bodies.

In addition, for the person searching for a healthier lifestyle, an increased consumption of water will aid the complexion and serve as an "internal moisturizer" for the system.

## taste buds chef Larry Janes



ADD TO THAT, if you desire, an increase in activity and your so-called diet is already well in motion, with little change in dietary habits. That simple phrase of "an increase in activity" spells out the incorporation of 30 minutes of extra activity during the day. If you work, a simple jaunt up three flights of stairs or a brisk walk before eating lunch would do the trick.

Sounds too simple to be true, eh? Yes, but it works.

Now that we have the physical change in motion, it's time to begin doing something to increase our mental well-being. I'm a big fan of the benefit of massage and relaxation techniques. Unfortunately, many of us do not have the added income to allow weekly (or even bi-monthly) trips to a masseuse. I can say, however, that if

you have yet to experience the effects of a professional massage, you don't know what you're missing. Many professional massage services charge between \$35-\$45 dollars for a massage but if you find that's a little beyond your budgetary constraints, how about investing in a relaxation tape that can be played in the car while driving to and from work, or that you can simply pop into an inexpensive headset during that brisk walk or stair climb? Check out tapes by Steven Halpern, at your local health food store or record outlet.

Now, with all the emphasis on me, how about incorporating the entire family into this easy change? Check out specialized relaxation tapes made just for kids or, better yet, incorporate your spouse or loved ones into a 15-minute-per-day "trip" into relaxation. This can even be accomplished while making dinner, reading, or simply finding the time to "put your feet up."

SO, AS YOU can see, you don't need to lose 40 pounds or more to begin a new, healthy lifestyle for 1989. Furthermore, it can be fun, enjoyable and turn into a welcome daily break from the routine that all of us could use.