

Nestled in America's heartland lies a bakery that believes fruitcake is to be eaten and enjoyed!

“One taste of ours and you too will not be afraid to admit you like fruitcake!” says President Greg Leech.

For almost 50 years now the traditional holiday Grandma's® fruitcake has been produced in Beatrice. Now under the Beatrice Bakery Co. registered trademark! Today they produce All-Natural cakes, Artisan Fruit & Nut Cakes, plus a new line of quick breads and liqueur cakes.

The secret, says Leech, is that we use the freshest ingredients –a combination of ripe fancy cherries, fresh succulent pineapples, golden raisins, crunchy almonds, walnuts, pecans and just the right amount of brandy, bourbon and rum!

In addition they use a slow baked “secret process” and then the cakes are mellowed to perfection! Beatrice Bakery Co. believes that the attention to quality and consistency is what sets the Grandma's fruitcake recipe apart from the rest.

Recently the bakery was featured in the Nebraska Life magazine's Nov/Dec issue and in the Midwest Living Nov/Dec issue.

Grandma's Fruitcake gained national media coverage last year on the ABC Network show The View and the Food Network's Unwrapped holiday show, which will air again this holiday. Check the website for times—www.beatricebakery.com

Place orders either on-line or call 800-228-4030! If ordered and shipped before Nov. 24, the shipping is free. Stop into the bakery at 201 S 5th Street in downtown Beatrice to purchase holiday treats. Ship this Nebraska Made Product as a gift to loved ones for the holidays!

Beatrice Bakery Company's product lines can be found in grocery and retail stores, plus catalog and internet venues throughout the US, Canada, and Puerto Rico; and on military bases all over the world. Check out their entire offerings at www.beatricebakery.com