

# ITALIAN BAKERY



*Our History*

## **ANTONIO INNOCENTE FRATTIN AND AURORA ASSUNTA FRATTIN (TEDESCO)**

Antonio was born December 27, 1932 in Castelfranco, Veneto, Treviso. His parents were Marcellina Martin (May 26, 1910) and Arturo Frattin (April 26, 1900). Both Marcellina & Arturo were born in Castelfranco, Veneto, Treviso. Antonio was the first born of nine: Lina, Brana Palmira, Benza, Rita, Mario, Elio and Sebastian. Additionally, Antonio has one step-sister, Teresina. Antonio's father passed away on November 21, 1954 and his mother passed away on December 14, 1999.

Aurora was born December 29, 1934 in Asolo, Treviso. Her parents were Maria Santamarin (April 13, 1909) and Agostino Tedesco (April 9, 1905). Maria was born in Colon, Argentina, and Agostino was born in Asolo, Treviso. Agostino moved to Argentina in 1929 where he met Maria and married in 1931. In 1933 Maria immigrated to Italy and she and Agostino had 3 children: Aurora, Zefferine and Agostino. In 1937, while her mother was pregnant with Agostino, Aurora's father passed away. Her mother passed away February 5, 1986.

Antonio and Aurora were married on June 23, 1956 in Asolo, Treviso, Italy.

On July 9, 1956 Antonio immigrated to Canada on the Roma ship that landed at Pier 21 in Halifax. Travel took two weeks. Aurora immigrated to Canada on November 9, 1956 on the Homeric ship.

As they grew up during war time, education for Antonio & Aurora was limited. As such, they learned from their own experiences and hard work.

Antonio & Aurora have 5 children who are all now happily married and successful. Gilberto Arturo (Dec. 6, 1957) married Valerie Padlewski, Liliana Maria (July 22, 1959) married John Bencic, Romeo (July 19, 1963) married Celia Tomas, Renato Antonio (April 30, 1965) married Rosa Gennaro and Rosaly (Oct. 21, 1968) married to Frank DeVenz. Antonio and Aurora have 17 grandchildren, of whom two are married. They are Vincent, Matthew & Nicole (Gilberto & Valerie), Melissa (Jason), Priscilla (Jon), John & Sabrina, (Liliana & John), Antonio, Franklin, Casey & Adriana (Romeo & Celia), Chantelle, Vanessa & Nicholas, (Renato & Rosa), Daniel, Zachary & Ariel (Rosaly & Frank).

When Antonio arrived in 1956 he was employed by Honeyboy Bakery. After 3 months he was promoted to a foreman and later to a supervisor. His constant dedication and hard work brought him the opportunity in fulfilling his deepest desire in bringing his wife and widowed mother along with 7 siblings to Edmonton to set up a new life for all. Aurora was



the first to arrive in Edmonton. She was also employed by Honeyboy Bakery. Antonio's mother and siblings followed in 1958.

The two of them opened Italian Bakery on October 26, 1960 with a total of \$25.00. They rented a small pastry shop on 90 street & 121 Avenue. The shop consisted of a small brick oven and a mixer, which held 25 lbs of flour and sat on a chair. While the children slept on bags of flour, they made the bread in the middle of the night and delivered it during the day. The earlier days were comprised of long hours of back breaking work. Everything was done by hand.

During their first year, there was little demand for European breads as the Edmonton people were accustomed to softer, sliced white bread. How were they ever going to make it? Antonio & aurora had the constant desire to pursue their dream. With their children at their side, bread baskets in their arms, they walked down the streets of Edmonton, going door to door. As they approached the people on the street, who were at times hesitant to try their bread, they would offer them a complimentary loaf. On their first day of business they made \$4.60. They sold a loaf of bread for \$0.10. The cost of producing the bread outweighed their profits. Do they continue with the bakery or do they seek other means of employment to support their family? Aurora had the constant ambition and motivation to continue with the business as she believed that there was always a need for bread, but clothes and shoe styles change.

People were surprised at how the bread tasted and took a liking to the bread. Orders started to come in and a driver was hired to make the deliveries.

In 1962 they moved to 10644-97 street. It was a bigger location in the downtown area. This was when they decided to make the first pizza in Edmonton to see how the people would like it. The people took an immediate liking to the pizza. They put another Italian product on the market, the Panettone. Antonio decided to name it "Aurora Panettone" and it is a well liked specialty item that they make at Christmas and Easter.

They were happy to become Canadian Citizens on May 10, 1966. Their goal to set up a new life and a prosperous future had come true.

In 1968 so many young immigrants didn't know what to do during their evenings and Antonio & Aurora took another big step. They opened a building on 95 street and 108 Avenue and called it Capital City Recreation. It had 10 pool tables and one oven for pizza. When that wasn't enough they added espresso coffee and Italian ice cream. This was a joy to the community. It was wonderful for the Italians to have tasteful espresso and flavors of



Italian gelato in Edmonton. It made for a great gathering for the young people, who had left their families behind to come to a strange country, to meet and make friends from Italy.

In the early 70's in Edmonton, Sunday was a day for Church. In Europe, in addition to Sunday church, they were used to other activities happening as well. Antonio questioned why aren't there other activities happening? He talked to his lawyer and then to the Premier and requested the opportunity to open businesses on Sundays for recreation, cinema and coffee shops. He was the first to inquire about this and through time they agreed to pass the law to have places opened on Sundays.

To let the community know about this and other activities they purchased an hour on C.H.F.A. (French radio station) on Sundays 9:30 – 10:30 a.m. *Musiche Del Mattino* con Aurora and Lorenzo Bagnariol.

In 1986 they bought a building in Beverly called Italian Baker #2. By then the children were capable of looking after the business just as their parents did or even better! The business has grown through the years where they now have 5 trucks on the road and employ 50 people.

Through the years they employed many of their family members who were interested in working at the bakery. A lot started at a young age. This gave them an idea of how hard work pays off. They learned how to run a business and what it takes to succeed. Now a lot of them have their own businesses.

They thought it was very important to help the new generation and through the years they have employed many students from St. Joseph High School.

Italian Bakery started as a family business and still remains family involved. They have full dedication of their children who possess the same commitment and enthusiasm as their parents in the continued success of the business. Antonio & Aurora have developed a partnership with their children.

Antonio & Aurora are very involved in the community. They started in the early 60's where they signed numerous immigration application. They took on full responsibility in helping the immigrants come to Canada. They assisted them with finding a home and a job and many times they provided them with jobs in the bakery. All of the immigrants that they assisted found their way without causing any problems. They were very proud of the community that was forming.



They helped and founded the Santa Maria Goretti Church and Hall. They also assisted with the Italian Culture Society Club and the Seniors Centre. They provided many donations to the Canadian Cancer Society and the Heart and Stroke Foundation. All this was done without wanting or expecting recognition.

In 1972 Aurora was asked to be interviewed on CFRN to discuss how living in Edmonton differed from living in Italy. The station wanted to hear a point of view from people of other countries and Aurora was very knowledgeable on these differences.

In 1989 they were involved in the Gala at the Agricom. They rented a table and offered a taste of Italy with Italian panni, pastries, amaretti cookies and espresso coffee.

In 1991 Aurora and a group of women decided to organize a 25<sup>th</sup> wedding anniversary dinner dance for the Italian couples celebrating in the community. This was a yearly event that went on for a few years. The priest thought this was a great idea and took over the organizing. Now the church is doing it for all the main anniversary celebrations.

1997 was the start of the Harvest Festival. They continue to be involved in representing the Province of Veneto.

Through the years, Antonio has assisted with community programs. He was the Vice-President of the Edmonton Professional Soccer Society. Antonio was in charge of the International Division 1 & 2 soccer. He organized the dinner dances for the club to support the soccer team. A favorite time after games was to go over to the Frattin house and have pizza, panni and sin Italian songs.

On June 6, 1992, Antonio received the “Gold Award” from the Department of Industrial Craftsmen of Treviso, Italy to honor his involvement in the Italian Economic Progress in Canada.

When the city was improving the streets, they decided to participate in beautifying the Bakeries with murals on the outside walls that display their heritage.

They volunteer their time at the yearly Klondike Senior’s picnic. They spend their time serving complimentary donuts to approximately 1000 seniors who attend this function on a yearly basis. They have continued to donate their time over the past 15 years.

The Bakery continues to be involved in donating baked goods to schools, sporting and charity events.



The Bakery donates hotdog buns for Klondike Days Monday Morning Magic. This is a yearly event for handicapped children. They received a “Contribution Award” in 2004 from the Klondike Days organization.

In 2006, the Italian Bakery received the “Northlands Community Spirit” award from Edmonton Northlands.

Antonio and Aurora continue to support their community as it is very important to the both of them.

They are loving parents and grandparents who possess a strong desire to keep their family close at heart. They have instilled great values on to their children who all believe in family unity and continuously work together to accomplish their goals.

Antonio continues to believe that three things must be maintained in the bakery business: quality, price and cleanliness. Once you have those three you will succeed. Good service is also important. Money is not everything. You must enjoy what you are doing in your life, because if you do not, everything around you makes you cold and unhappy.

Aurora believes that family always comes first. She is the foundation and the one that ensures that their values and morals continue to be a priority to their children and their families. She provides them all with the direction and guidance to keep family close at heart. Her family gatherings are a constant reminder of how close the family continues to be.

Antonio’s & Aurora’s love for each other, their family and the community is endless and their hearts always have room for more.

