

The Super Bakery Story

On December 23, 1972, rookie running back Franco Harris of the Pittsburgh Steelers was running an offensive pattern in a playoff game against the dominate Oakland Raiders. The score was Oakland 7-6, and there was just over a minute left in the game. The Pittsburgh quarterback, Terry Bradshaw, threw a pass. Just as the intended receiver was going to catch the ball, he was flattened by the Oakland defender. The ball bounced off the collision of those two players and landed in the hands of Franco Harris, who ran it into the end zone to win the game. The play was nicknamed "The Immaculate Reception," and Franco Harris became a Pittsburgh legend and an eventual member of the Football Hall of Fame.

After Mr. Harris retired from the NFL, he decided to put his Penn State University degree in business administration and food services to use. His hope was to produce and market a healthy "junk" food for schools and hospitals. He developed a pastry dough that was fortified with minerals, vitamins and protein. He called the dough his "M-V-P" ingredient. It was used to make doughnuts, cinnamon buns and other pastries that would be accepted by students and patients. He especially cared that elementary students be fed nutritional snacks for their school-sponsored breakfasts and lunches.

For 16 years, the football player's business, Super Bakery, Inc., sold these good-tasting, nutritional "junk foods" to institutions that cared about their clients' health. The products were not sold to the general public. Super Bakery, Inc. has recorded \$10 million in sales. To give you a comparative idea, you should know that last year alone, Krispy Kreme doughnuts had \$540 million in sales.

It is important to note that the U.S. Congress, in the last few years, has been spending a lot of time and energy making sure that schools sell nutritional food. There is also a lot of information in the news lately about obesity of Americans, especially children.

In 2006, Mr. Harris renamed his business RSuper Foods and began to sell to the public consumer. His products are now on shelves in the Pennsylvania Giant Eagle supermarkets. They are in plain red boxes and don't include his name, face or any reference to his celebrity. He hopes to expand the product line to include muffins, wraps and other bread and pastry products.