



JOE FORRESTEL, owner **J. J. & J Soft Pretzel Co., Inc.**, at 736 7th st. se., illustrates his ability at doing the "twist" with pretzel dough.

Philadelphia Favorite Catching On

Small Bakery Brings New Twist to Area

The twist may be a trifle dated when it comes to dancing, but is just coming into its own in area eating habits. The twist in question is performed with a flick of the wrist and is involved in the process of making pretzels.

Pretzels are as much a part of beer drinking as thirst, but in Philadelphia and increasingly in Washington the pretzel has taken a different turn and it's because two enterprising Joes decided to import the idea to the area from the Quaker City.

The product which the new firm puts out is also novel in that it's not the traditional hard pretzel, but a soft doughy type. The story is that the soft pretzel has been baked in Philadelphia since before Ben Franklin, but was virtually unknown outside that city.

Joe Forrestel visited Washington in 1964 and noticed that this Philadelphia delicacy was unknown here. He saw a golden opportunity in virgin territory and,

along with a partner, Joe Marchione, started the J and J Soft Pretzel Bakery Inc. at 736 7th st. se. After some difficulties with the D.C. Health Department which had no regulations for soft pretzel bakeries, the partners began to promote their product in the area.

In early 1965 the Bakery began to place some orders with suburban parochial schools and a store in the Marlow Heights shopping center. They averaged 200 pretzels a day in sales then. Orders have increased steadily until the present 5000 daily. The firm also has expanded to five employees.

Forrestel still handtwists the pretzels and boasts he can do them at the rate of 2000 an hour. In a day that begins at 4 a.m. and ends at about 6 p.m. he not only twists, but also mixes the dough, dips and salts the items and makes the deliveries to schools, supermarkets and other outlets and handles the clerical and administrative work.