

# Your Town

search  [GO](#)

[< Back to front page](#)

Text size [-](#) [+](#)

ALLSTON BRIGHTON, READING

## Swissbäkers bakery, cafe to open Allston location this month

Released: February 15, 2013 12:12 PM

[Print](#) [Comments \(0\)](#)



Let the shopping begin. Get exclusive promotions and sales from your favorite retailers. And never miss a great deal again.

[SEE A SAMPLE](#)

[SIGN UP NOW](#)

Posted by Matt Rochelea

u\_Town Correspondent

By Matt Rochelea

ans to open in Allston this month.

Swissbäkers pl

g ceremonies are set for Thursday, Feb. 28 from 5 to 8 p.m., store

Grand opening

**ALLSTON-BRIGHTON REAL ESTATE**

nced this week.

quare-foot European-style bakery and café at 168 Western Ave.  
ond location for the family-owned and operated businesses that  
og when it opened its Reading location.

kery – much larger than its original store – will become the  
tion, selling Swiss baked goods, coffee, sandwiches, and other  
s, the business said in an announcement.

ll seat about 100 people and feature a fireplace as well as space  
ildren. There will also be a private room for meetings and events.

sonal patio will be able to seat another 40 people. There will also  
playground, the announcement said.

w statue will be placed atop the building. It is meant to represent  
on.

cow will be a landmark for all to see when they arrive at  
nd it embodies all that Swissbäkers stands for -- fresh, authentic,  
endly, grandchild sustainable, community business,” said a  
n the bakery.

l be named through a contest. During the grand opening event,  
n be placed into a large bowl, according to the announcement. A

meal variety

the food they  
age school her

d Helene to  
has been  
inued help

ESTATE

86  
Homes  
for sale

160  
Rentals  
available

6  
Open  
houses this  
week

0  
New listings  
this week

ADVERTISEMENT



Waiting for Twitter to feed in the latest...

Follow other Boston.com Tweets | What is Twitter?

owners annou

The 14,000 sq  
will be the sec  
debuted in 200

The Allston ba  
“flagship” loca  
Swiss delicacie

The bakery wi  
reserved for ch

Outside, a sea  
be an outdoor

A large red cov  
the Swiss natic

“The giant red  
Swissbäkers ar  
foods and a fri  
statement for

The statue will  
name ideas ca

In 1997, the couple moved to Toronto with their two young sons  
thereafter relocated to Boston.

Helene began to Swiss style breads for her children who missed it  
had grown up with. She also sold the breads at a German bakery  
sons went to on weekends.

At the school, members of the Swiss consulate tasted it and asked  
cater their events. That spawned the birth of Swissbäkers, which  
backed by Thomas’ restaurant and business experience and conti  
from their sons, Tobias and Nicolas.

“The giant red...

the  
are our  
statement. "As  
tion, we will  
delicious bakery  
  
ey added.  
  
and does not  
ked item is  
  
5:30 a.m. to  
rom 7 a.m. to 5  
  
on [Facebook](#)  
  
pp right hand  
  
Next entry >

"The original Reading location, along with farmers' markets and Downtown Crossing Market, has allowed us to introduce and share products with the community," the Storhrs family said in a joint statement. "In a family we believe now is the time to expand and with this location we have the opportunity to offer Bostonians a healthier and more diverse bakery than they have ever experienced."

"Bread doesn't make you fat, it's what you put in it and on it," the family added.

The bakery says it practices traditional Swiss baking techniques and does not use any additives, preservatives or artificial ingredients. Every loaf is handmade each morning.

The Allston location will be open Mondays through Fridays from 6:30 p.m. to 7:30 p.m., Saturdays from 7 a.m. to 6:30 p.m. and on Sundays from 10 a.m. to 5 p.m.

The store's number is 617-903-3113. The bakery can be followed on [Facebook](#) and [Twitter](#).

For more information, visit [www.swissbakers.com](http://www.swissbakers.com).

E-mail Matt Rocheleau at [mjrochele@gmail.com](mailto:mjrochele@gmail.com).

--

For the latest Allston-Brighton updates:  
Follow [@YourAllstonBri](#) on Twitter, [here](#).  
And connect via Facebook by clicking the "Like" button on the top right hand corner of the Allston-Brighton homepage, [here](#).

---

◀ Previous entry

