Matzah Symbolizes the Family's Freedom from the Nazis for this Baker

After hearing his father's story of making matzah for the first Passover after being liberated from Nazi concentration camps, 5th generation baker, Bobby Jucker decided it was time to honor their important legacy by making matzah at Three Brothers Bakery, the family's bakery.

HOUSTON (PRWEB) April 11, 2019 -- Making matzah, the unleaven bread eaten during Passover, is a relatively new offering at Three Brothers Bakery, in Houston, TX. It came about after 5th generation baker, Bobby Jucker, heard his father’s story of making matzah for the repatriation camp in Germany after being liberated from the Nazi concentration camps of the Holocaust. His father told him they were in the repatriation camp with approximately 20,000 people and he and his brothers were asked to make matzah for the first Passover of freedom since liberation. They had never made the ceremonial, unleaven bread but with a score of volunteers they made it for everyone in the camp. Their matzah was used during the Seder meal, which is when Jewish people around the world recount the story of the Jewish people’s exodus from Egypt as slaves and finally being free.

“Passover is a holiday celebrating freedom and that particular Passover, in 1946, was again celebrating freedom from being slaves but this time from the Nazis, and my Dad and uncles were making matzah for those who were now free,” said Jucker.

Matzah symbolizes the rush to leave Egypt and not leaving enough time for the bread to rise. From the time the flour and water are combined to the time it is taken out of the oven is no more than 18 minutes.

After hearing his father’s story, the matzah had now taken on an even stronger meaning to Jucker, so he decided to try to make the unleaven bread. He made a few round boards and brought them home to the family. They liked it, so the next year he made a few more and then year after year he made more and more matzah. Three Brothers Bakery will celebrate 70 years on May 8th, and it has only been about 10 of those years that Jucker has been making matzah.

“For the first time, my wife is only using my matzah at our Seder because our guests enjoy it so much. She already put in her order for 20 large, round boards – how about that?” beamed Jucker.

For more information regarding Three Brothers Bakery, matzah, Passover baked goods and other baked goods offerings please contact Janice Jucker at 713-299-2139 or media(at)threebrothersbakery(dot)com.

About Three Brothers Bakery
The traditions of Three Brothers Bakery began in Chrzanow, Poland circa 1825, and were preserved despite the family’s concentration camp imprisonment during the Holocaust. Their miraculous liberation, and subsequent move to Houston, brought Eastern European scratch baking traditions to 4036 S. Braeswood Blvd, 12393 Kingsride Lane, and 4606 Washington Ave where the owners are now proud to call themselves “memory makers who just happen to be bakers®.” Perfecting the process for almost 200 years, each day the fifth generation bakers produce mostly dairy-free breads and pastries, cookies, a full line of specialty dessert cakes and pies, as well as custom birthday, special occasion, wedding and groom’s cakes using only the highest quality ingredients.

The Three Brothers Bakery pecan pie was named “the best mail order pecan pie America has to offer” by
Country Living magazine most recently in 2016, bakery owner, Bobby Jucker competed in the popular ‘Food Network Challenge’ and has been seen on Food Network’s Outrageous Food. Three Brothers won “Best Mail-Order Pies 2012” from Bon Appetit, as well as Modern Baking’s “2013 Retail Bakery of the Year” and was part of The Knot’s “2010-2013 Best of Weddings” and “Hall of Fame” picks. In 2013, the bakery won the Jeffrey Butland Family-Owned Business of the Year by the Houston division of the U.S. Small Business Administration. Most recently, Three Brothers Bakery was named one of “America’s 20 Best Bakeries” by The Daily Meal in 2016 and in 2017 blue ribbon champion at the American Pie Council’s National Pie Championship for their key lime pie in that category, and in 2018, the bakery’s Pumpecapple Pie Cake was featured on BuzzFeed’s ‘Worth It’ web series.

In 2018, Three Brothers Bakery received the SBA Phoenix Award for Small Business Disaster Recovery and encourages everyone to “shop disaster zones” to help small businesses recover after natural disasters.

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