

But all that changed when she discovered the bakery. “I had no knowledge of baking,” said Gamboa. “But my husband and I loved the breads there. I bought the business because one of my friends is a baker. He said that he would bake for me if I bought the bakery.” That, of course, proved an incentive for her to learn the baker’s art. She took classes locally and learned how to bake cakes. She went to New York and took baking classes there. She even returned to Mexico to learn how to make local breads and other baked goods.

That was ten years ago, and Gamboa and her husband have overseen a significant growth in their once-German bakery. “We started with five employees,” she said. “I was the cashier, and I was the dishwasher and cleaning person. I did all the deliveries, too.” And because she and her baker, Eloy Resendiz, researched the customer base, the store started off featuring Latino baked goods. “We introduced Latino breads, tres leches cakes, and churros,” she said. “I did a survey of sales a year later, and all our patrons, they loved our Latino goods.” But she noted they also wanted healthier, whole grain breads and baguettes, with no preservatives and no color or other additives. To satisfy everyone, she decided to offer both types of baked goods. The menu now includes 20 different types of bread, from cranberry orange, to rosemary, to classic oat.

As it turns out, the store’s favorites include the tres leches cake, tamales, and churros. And, she added, the store’s cakes — wedding cakes,

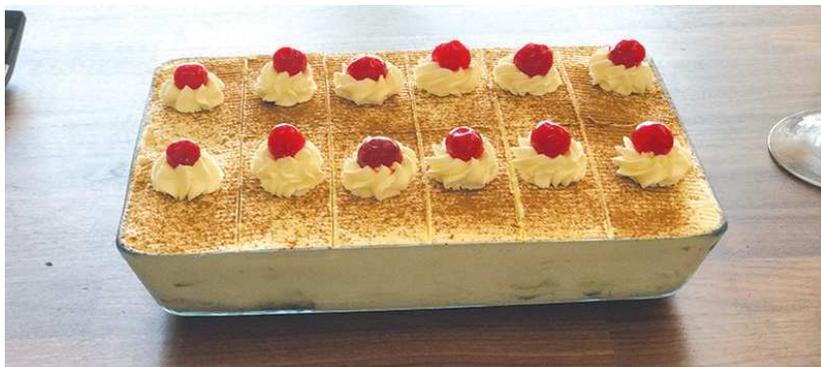
CANELA BAKERY

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Hours: Daily until 9:00 p.m.
Sundays until 7:00 p.m.
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birthday cakes, and cakes for showers — do very well. In fact, there is such a demand for Canela’s baked goods that the bakery sells wholesale to numerous local stores and appears at several local area farmers markets during the season. Flowered gelatinas are also offered at the markets, and they sell out quickly. Very popular in some parts of Mexico, these fruity desserts look like a flower in a gelatin bubble. Gamboa and her cake decorator, Erika Balleza, make them by hand using hypodermic needles to create the petals and flower stems. They are an art to behold — and to eat!

The store is now open seven days a week. Rosario Gamboa finds that many customers stop by every morning on the way to work to buy bread, coffee to go, and tamales. And, she notes, the store has been so successful that it now employs 16 people. That underscores her positive game plan and how tempting her products have been.

ALEXANDRA GREELEY has more than 25 years of experience as an author, editor, reporter, food critic, staff writer and freelance writer and editor, both in the United States and Asia, having performed virtually every editorial and writing task. Her expertise lies in Asian culture, having lived in China for several years and traveling there on extended research trips for her books.



Tres leches cake, a Canela Bakery crowd favorite

local distilleries in D.C. and Virginia moved in — and their goods can be found on many restaurant menus, competing with domestic and imported brands. In the District, there are now more than ten operating distilleries and restaurants, such as Farmers and Distillers from the team behind Founding Farmers. In 2016, the Virginia Distillers Association was formed to support the burgeoning Virginia spirits industry, once dominated by wine.

In celebration of all things spirited, beverage directors and mixologists across the region are getting ready to launch DC Cocktail Week, with more than 40 restaurants in metropolitan Washington showcasing excellence in mixology. Each participating restaurant will offer bites and cocktail pairings at exclusive prices for guests. The fifth annual DC Cocktail Week kicks off on Monday, November 13 and runs through Sunday, November 19, with participating locations in the

District, Maryland, and Virginia. DC Cocktail Week is the perfect opportunity to enjoy libations from old hospitality standards to newcomers to the scene, such as BaBa, Silver Cathedral Heights, Stable, and Taqueria del Barrio. Guests can visit RAMMY Cocktail Program of the Year 2017 winner Kapnos and finalist Indique, both recognized this past July by RAMW for their exemplary cocktails and bar programs. A full list of the diverse restaurants participating this year can be found at www.dccocktailweek.com.

DC Cocktail Week is made possible with the sponsorship of Belle Isle Craft Spirits, the Foundation for Advancing Alcohol Responsibility, KO Distilling, MurLarkey Distilled Spirits, New Columbia Distillers, Parched Group LLC & Cirrus Vodka, Republic Restoratives, Virginia Distillery Company, and Vitae Spirits Distillery.

It’s 5:00 somewhere! We hope to see you responsibly imbibing some of the region’s best sips.



Michael Birchenall Scholarship Fund

Michael Birchenall was a man of strong conviction and passion. Among his many attributes, Michael is fondly remembered as a man who offered tremendous support, help and encouragement to young people looking to make careers in the foodservice industry. He was always the champion of the bus boy, cook or hostess who was behind the scenes making things run smoothly.

That is why the state restaurant associations in the region are coming together to create the Michael Birchenall Scholarship Fund in his honor. This Fund will help young people who plan to further their hospitality and foodservice education at a post-secondary or culinary school.

Give back to the man who gave so much to our industry. Make a contribution to the Michael Birchenall Scholarship Fund today!

CONTRIBUTION LEVELS

Diamond Level - \$2,500 | Gold Level - \$1,000 | Silver Level - \$500 | Other amounts welcome

CONTRIBUTIONS SHOULD BE MADE PAYABLE AND SENT TO:

Michael Birchenall Scholarship Fund | 6301 Hillside Court | Columbia, MD 21046

Questions can be directed to the Restaurant Association of Maryland (410) 290-6800 or email scholarships@marylandrestaurants.com

