

Proclamation



Bob Buckhorn, Mayor

WHEREAS, The City of Tampa is proud to recognize those businesses and individuals who have made a mark in our city by their economic investment and involvement in the community, and **La Segunda Central Bakery**, celebrating its *100th Anniversary*, is one such company; and

WHEREAS, Cuban bread and the Cuban sandwich are significant to Tampa, Florida's history and culture as they were a staple of the immigrant cigar workers beginning in the late 1800's, and the bread and sandwiches are unique to our community and a delectable part of Tampa's diet; and

WHEREAS, the specialized bread was developed by Juan Moré in the late 19th century, when he was fighting in the Spanish-American War and came upon a recipe for traditional Cuban bread, and he set out to discover a new land and opportunities, arriving in Historic Ybor City where he joined forces with several local bakers and cigar makers to create a co-op, and together they established three bakeries in Tampa in 1915, La Primera (The First), La Segunda (The Second) and La Tercer (The Third); and

WHEREAS, out of the three original bakeries, only La Segunda Central Bakery survived, and Mr. Moré purchased the shares of the bakery, becoming the sole owner, creating a legacy and a tradition of quality that has been handed down to his decedents, currently under fourth generation ownership, and the bread is made with the same quality, care, dedication and recipe, including the traditional palm leaf used to create the signature crease; and

WHEREAS, the location of La Segunda Central Bakery has changed several times over its 100 year history from its beginnings on Eighth Avenue to its current home on 15th Street, and the iconic bakery has been delivering its specialized Cuban bread to businesses, schools, and restaurants around the Tampa Bay region, as well as shipments across the country, and it has served delicious Cuban sandwiches, Cuban coffee, deli sandwiches and savory pastries to local citizens and visitors for a century; and

WHEREAS, La Segunda Central Bakery is hosting a **100th Anniversary Celebration** on Thursday April 23, 2015, and the decedents of Juan Moré, the dedicated staff and guests will honor its heritage and reminisce on all that has been accomplished over the past century, and the Tampa Bay area will have the opportunity to commend the outstanding service they have provided patrons and the businesses who depend on their fresh baked products.

NOW, THEREFORE, I, Bob Buckhorn, by virtue of the authority vested in me as Mayor of the City of Tampa, Florida, do hereby proclaim Thursday, April 23, 2015 as

"LA SEGUNDA CENTRAL BAKERY DAY"

in the City of Tampa, Florida, and urge all citizens to join me in congratulating them on this special 100th Anniversary milestone occasion, thanking them for their commitment to the Tampa community, and in wishing them continued success in the future.

Dated in Tampa, Florida, 23rd day of April, 2015.



Bob Buckhorn

Mayor