

# FOR IMMEDIATE RELEASE



November 19, 2014

**Contact:**

*Marla Taylor Jones, Dir. of Business Development*

*Economic Development Authority*

540.635.2182

[www.wceda.com](http://www.wceda.com)

[jones@wceda.com](mailto:jones@wceda.com)

## **Down Home Comfort Bakery Announces Its “Soft Opening”**

**June 5, 2014, Front Royal, Virginia:** The Economic Development Authority announced the soft opening of Down Home Comfort Bakery on June 18, 2014 at 8:00am.

The bakery is located at 120A East Main Street, and will be open Tuesdays-Saturdays from 8:00am to 6:00pm and Sundays from 8:00am to 4:00pm. Maureen Menefee is the proprietor of the Down Home Comfort Bakery and she is excited at the opportunity to offer freshly baked goods to a community that has been longing for a local bakery.

Ms. Menefee has worked in the food service industry for twenty years at Warren Memorial Hospital and Christendom College. She’s ready to offer up her baked goods that include breads, Danish, muffins, pies, and personalized birthday cakes and wedding cakes.

“When I was about eight years old,” said Ms. Menefee, “my teacher gave me a book that told a story about making your dreams come true. That left such an impression on me and it’s been a dream of mine my entire life to own and operate my own bakery.”

Maureen’s husband, Keith Menefee, once worked at Heideman’s Bakery on Main Street while he was in high school. “Lots of folks here in Town remember Heideman’s,” she said. When life events intervened and Keith’s health took a turn, the Menefee’s decided to take the plunge and live their dream. And, Down Home Comfort Bakery came to life.

“We are pleased to work with Maureen Menefee,” said Jennifer McDonald, Executive Director of the Economic Development Authority. “She has planned very well, followed the guidance of local officials, proceeded through all of the appropriate processes, financing and permitting. I see the business succeeding in many ways.

“Our community is clamoring for a good, local bakery. I think we’ve got one to be proud of,” said McDonald. “The soft opening will be a great opportunity to introduce Maureen and Keith and Down Home Comfort Bakery to Front Royal.”

###