

Howard Beach Baker Rises To Need

For the past 41 years, Sugar Bun Bakery at 156-22 Cross Bay Blvd. has been delighting residents of South Queens with quality sweets and fresh food. Even at a time when the bakery business has taken hits with the rise of supermarket bakeries and focus on health, Sugar Bun has managed to flourish with flour.

"It's an interesting life, and it's quite a sacrifice, but we've always been proud of the product," said Sugar Bun proprietor Andrea Rigie, a third generation bakery owner. "We have a lot of recurring customers from the neighborhood, and I try to make them all comfortable here. Everything we serve is high quality, and we don't skimp."

As long-time customers move to places like Florida and California for retirement, they still demand goods from Sugar Bun. Rigie said that a Web site is in the works for the bakery and should be set up within the next six months. The Web site will allow people to order shipments from the bakery, no matter how far they may be from Howard Beach.

The Sugar Bun legacy began in the 1940s when Rigie's grandfather opened up a bakery on Flatbush Avenue in Brooklyn. Some years later, Andrea's father, Rubin, took over the business with a partner, Herbert Dow, and the store was relocated to Cross Bay Boulevard in 1964.

As the public's concentration on fitness and healthy eating rose, Rubin decided to expand his store. He bought out a card shop next door and added a café to the establishment. Now, the café serves omelets, sandwiches, and soup to go along with the bakery's famous sweets.

"We go through an enormous amount of eggs each week," Rigie said, noting the popularity of Sugar Bun's egg sandwiches. "Our rugelach has always been tops, and people always come in for the birthday cakes."



Tribune Photo by Jeff Feinman

Sugar Bun has changed with changing times.

While the number of bakeries throughout Queens has diminished over the years, Sugar Bun continues to grow, with a coming Web

site and an eye on whatever will rise up around the corner.

—Jeff Feinman