NEW BUNNY PLANT — New Orleans Mayor Victor H. Schiro christens the first pile being driven as Bunny Bread Co., Inc., of New Orleans, a Division of the Huval Baking Co., of Lafayette, began construction of the new 65,000 square foot plant. Observing Schiro do the honors are (left to right), A. B. “Cotton” Zilar, president of Bunny Bread Co., Inc.; Wendell Lovett, general manager of Bunny Bread; and Melvin Boesch, executive vice president of both Huval Baking Co., and Bunny Bread.

New Bunny Baker Plant
Construction Is Under Way

Bunny Bread Company, Inc., of Huval Baking Co., of Lafayette, began formal construction of its new 65,000 square foot plant Wednesday after a brief groundbreaking ceremony.

Participating in the ceremony, which embarked Bunny on construction of one of the country’s most modern bakeries, were mayor Victor H. Schiro; Ninth Ward Councilman Philip Ciaccio; Cy Hickey, Jr., assessor of the Third Municipal District; Civil Sheriff Milton Stire; Murray C. Finchcher, president of the New Orleans Chamber of Commerce; Charles Keller, Jr., president of Keller Construction Corp.; Thomas Fromherz of Fromherz Engineers; Melvin R. Boesch, who is Executive Vice President of the Huval Baking Company of Lafayette as well as Executive Vice President of Bunny Bread Company, Inc., of New Orleans, indicated that the new bakery will employ the latest scientific advances in the baking industry.

“Because of the wonderful reception of Bunny products since their introduction here in March, 1966, we feel an obligation to the people of New Orleans to give them the highest-quality bakery goods possible,” said Boesch. “We will spare no expense to achieve this goal.”