



## Spanish flair abounds at Georgie's

March 9, 2006, Section: **Dinner and a Movie**, Page: **7B**

**By Sheila Livadas**

*Dining Out*

Ethnic bakeries give customers an excellent return on their investment: the uncommon goodies cost little more than pocket change, and the sugary afterglow is free.

Georgie's Bakery in Rochester's Ellwanger Barry neighborhood is no exception. Mixed in with familiar baked goods are inexpensive Spanish treats, inspired by the ones owner George Ruiz wolfed down as a kid in Puerto Rico.

After working for 30 years at Di Paolo's, Petrillo's and other area bakeries, Ruiz struck out on his own nine months ago. He had expected commercial accounts to be the mainstay of the new business, but a steady stream of walk-in customers led him to bring wife Liz and sons Chris, Ian and Jorge aboard.

Sweet temptations featured regularly include walnut brownies, custard-filled pastry horns, bread pudding, cannoli and cinnamon buns (\$1.25 to \$1.50).

Treats exuding Spanish flair include pastelillos, or feather light turnovers layered with slightly bitter guava paste (\$1.25); quesitos, or honey-glazed

pastries stuffed with cream cheese (\$1.25); and pumpkin flan, its silky richness flecked with cinnamon (\$2).

Carb-crazy patrons swoon over the breads, ranging from sourdough, and rye to Italian and French (\$1.50 to \$2.99). Hamburger, hot-dog and hard sandwich rolls also are on hand (\$1.50 to \$2.50 a dozen.) to the next (\$2.50 to \$3.50).

For lunch, the bakery offers subs, Cuban sandwiches and soup, which could be chicken gumbo one day, cream of potato to the next (\$2.50 to \$3.50).

Customers who want to embrace Spanish cuisine wholeheartedly, should head to the bakery on Saturdays, when Grandma Ruiz whips up dinner. For \$6.99, patrons may feast on pork with red beans and rice, which could satisfy two gargantuan appetites.

The crew that contributes at Georgie's Bakery includes, front row from left, Liz Ruiz, Carmen Hernandez, Christopher Ruiz, and Georgie Ruiz; middle row, Jorge Ruiz and Olga Colon; and Ian Ruiz.

**What:** Georgie's Bakery

**Where:** 857 S. Clinton Ave.

**Phone:** (585) 241-3987

**Hours:** 8 a.m. to 6 p.m. Monday through Friday, 8 a.m. to 5 p.m. Saturday.

**Price Range:** \$1.25 for a blueberry pastry to \$6.99 for the weekly Spanish dinner (Saturdays only).

**Comfort:** Off-street parking available. Wheelchair-accessible entrance. No public restroom. No alcohol. Takeout is recommended because of limited seating. Call for information about catering and special orders.