

# Old Fashion Bread Maker

by Trilby Hundt

It's always time to make doughnuts, or bizochitos, or bread, or turnovers or....For Pratt Morales, the list goes on. He is almost always baking.

For the past 28 years, he has operated a small bakery, the Golden Crown Panaderia, which is a few blocks east of Old Town at 1103 Mountain Road N.W. *Panaderia* means bakery in Spanish. Morales, 55, says his is the oldest neighborhood bakery in Albuquerque. He has been baking for 30 years, since he moved to Albuquerque from San Antonio.

He got his first taste of the business as a young man by washing dishes at a South Valley bakery. He had no formal schooling in baking or cooking. His experience has been acquired with hands-on training.

For 17 years, his shop was at Central Avenue and 14th Street, and after the property was sold, he moved business to its current site, where he has been for 11 years.

"Business is tough. Most of the bakeries are big and we don't have the buying power or the ability to offer high wages," Morales said. "we're dinosaurs, but we have that old-fashioned flavor."

Despite the small size of his business, Morales has some big-league customers. The Hyatt and Albuquerque Doubletree hotels, Rio Grande Cantina, Cafe Zurich, and Smiroll's international Cuisine restaurant have been ordering their breads from him for 20 years.

The job keeps him and Ricard Gurule, his only full-time baker, busy. They turn out a minimum of 100 dozen bizochitos by hand per day. They sell for \$1.85 a dozen. Ralph Gurule, Richard's father, chips in part time as needed.

"We can give personal attention. We don't make cakes or pies, just Mexican pastries, cookies, bolillos (Mexican hard rolls) and Morales' own green-chile bread," Morales said. And his bizochitos are unique. Morales tinkered with the recipe until he had a cookie that was healthy: made without lard or eggs and using fructose instead of regular sugar. "People tell me they're almost as good as their grandmother's. That's a compliment when you make a cookie almost like a grandmother's," Morales said.