



Name: **J Stephen Sadler**
 Chef at: **Crumbzz**

J Stephen Sadler is a long way from his days as a chef in Manhattan, N.Y.

That is bad for people who grew to love his fine epicurean delights while at the same time, it is good for people who live near Crumbzz in downtown Forney.

A native New Yorker, Sadler first served up The Sadler Crumb Cake in the tiny Hudson Valley hamlet of Highland Falls in New York state.

The crumb cakes were a secret until 2001, when New York City resident Chuck Deller had one.

Deller took news of the cakes back to New York City and soon there were lines of what Sadler refers to as “cak-ers” lining up to taste his cakes at his second location in Manhattan.

“I had a bakery, bistro and catering company,” he said. “I had just a bistro in Manhattan.”

His bistro was called the Upper Crust.

“I worked seven days a week from 5:30 a.m. to 7:30 p.m.,” he said.

Sadler, by 2002, was serving up about 4,800 hot, steaming slices of streusel, chocolate, apple and apricot crumb cakes to people in Connecticut, New York and New Jersey.

While he has perfected the crumb cake recipe, it is about 400 years old and comes from his family generations ago in Austria. Sadler renamed it the Crumbzz Cake.

He shipped more than 1,000 cakes throughout the nation in 2002.

And before organic became fashionable, Sadler was using fresh ingredients because he knew they would make his cakes superior. Besides that, he wanted to stay away from chemicals that were in ingredients available from his bakery suppliers.

Sadler was at the forefront of not using hormone-filled milk in his baking.

Alas, the long, cold winters in the Northeast began to get to Sadler, and he sold his bakery and moved south to Florida.

“People asked why,” he said. “I said to have a life. I sold the business, but not the recipe.”

“The crumb cake was the biggest seller,” Sadler said. “It was a family recipe and I was not going to sell it. It was passed down from generation to generation.”

The new owners of his restaurant stopped making the crumb cakes and Sadler believed they would become history.

Sadler, in 2006, sold a second company he had started and moved to Dallas.

But life can turn on a dime. Although the much-desired Crumbzz Cake appeared to have become extinct like the dinosaur, it did live to rise once again like a phoenix from the ashes.

Sadler was at Dallas-Fort Worth International Airport in 2009 when someone came up from behind him and said, “J Stephen Sadler. How the hell are you? My wife and I loved your crumb cakes and have been looking for the ‘elusive’ crumb cake since you left. I’ll pay you whatever you want.”

Of course, it took a bit of time for Sadler to realize it was one of his regular customers from back east. The customer asked him if he could make one of his infamous cakes for his wife.

| Continued on page 27

chef profile

STORY AND PHOTO BY GARY E. LINDSLEY

Crumbzz is open Tuesday through Friday from 7:30 a.m. to 2 p.m., on Saturday from 7:30 a.m. to 3 p.m. and on Sunday from 10 a.m. to 3 p.m.

It is located at 212 Bois D’ Arc St., in Forney. For more information, call 214-541-9665 or visit Crumbzz.com. The bistro also is on Facebook.

Call of the Wild | Continued from page 13

100-foot tower, and will hang over water.

A trail on the property known as Hunter's Alley will someday include a monument and a reflection pond. Eventually, the family would like to funnel a portion of the proceeds into a memorial fund in Hunter's name that would provide scholarships and support nonprofit youth programs.

"There was a certain way about him," Art said. "We want to be able to reward kids and give them a chance to be successful. We need to reward those who are trying."

Chef Profile | Continued from page 19

Sadler did not immediately commit to making a cake.

"I am not a karma guy, but it was 10 years to the day," he said. He had agreed not to make the famous cakes for a decade when he sold his business. "I made a crumb cake and sent it to him."

Since then, Sadler has sent one to him every Thursday.

While he uses the finest ingredients from around the world, including cinnamon and chocolate, Sadler also gets the boxes, ribbons and wax seals for his cake from outside the United States.

The leather boxes come from China, the ribbons are made in India and the wax seals come from Vancouver.

An elegant gift card comes with the box and cake. The linen card includes the chef's name and date.

"It is a really nice touch," Sadler said.

He began looking for a place where

Owning such a facility requires an outgoing and friendly personality, and the Brownings fit the bill. Art said one of the perks is getting to meet so many new people not just from Texas but from around the world. He said their visitors have come from as far away as Canada, Mexico, Russia and Ireland.

"You have to be a people person to do what we do," he said. "Hearing all these people's life stories, that's been really fun."

These days, most of their business comes from outside of the county. Art said this spring has been the busiest yet, and

he could make the cakes as well as from where he could ship them. Sadler happened upon the empty Ambassador Hotel in Dallas and went through a basement door to find someone.

The hotel, he said, still is set up as if it has regular customers and diners. Sadler was able to make arrangements with the hotel's owners, an area ministry, to lease the kitchen. He began baking and shipping his cakes out of the hotel's kitchen.

Sadler then began looking for a place in Dallas to open a small restaurant/bistro.

"I wanted an old building," he said. "I wanted to bring life back to an old building."

Dallas, said Sadler, does big very well. But small? Not so much.

"I thought a little town surrounding Dallas would love to have this," he said.

...

the calendar for the rest of this year and next shows no signs of slowing down.

"We haven't had a vacation. That's the downside. We don't know what that is," Art said. "It's a seven-day-a-week job." Amid all of the hustle and bustle behind the scenes, Art said that above all, he wants the atmosphere at Cedar Mountain Lodge to feel peaceful for humans and animals alike.

"You can see the stars at night," he said. "We have to protect the wildlife. We have to give them a space." •

It was while Sadler was on a Dallas TV station's morning show that he talked about his search, which included Sunnyvale.

Sadler said Kim Buttram, Forney Economic Development Corporation executive director, saw the segment and suggested he come to Forney.

"Forney had the best, clear program for redoing downtown," Sadler said.

Sadler, the EDC and city officials were able to strike a deal and thus, Crumbzz was born.

The restaurant has a show kitchen with Le Cordon Bleu-trained chefs.

Besides Sadler's trademark Crumbzz Cake, the menu includes salads, sandwiches, Gamberaia blueberry pancakes, Gaufre Liège waffles, light soufflés and egg-white omelets, Fribourg grilled cheese, soups, ice cream, custom blended coffees and teas. •

Windsor Care Center | Continued from page 24

professionals and physical, occupational and speech therapists all work together to create a nurturing environment of healing, growth and hope. Coming to Windsor is a new beginning.

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Indian Oaks Golf Course | Continued from page 20

also are special rates for juniors, twilight golfers, and for nine holes.

The course also is available for tournaments, including scrambles and charity events. For information on tee times, call 903-498-3564.

Discount Tire & Service | Continued from page 22

locations. 2) Free roadside assistance program with the same nationwide coverage. 3) Freedom plan (tire road hazard warranty) that protects your investment with the same nationwide coverage. 4) 250 We Promise (the teeth behind the bark), a program with a hotline that will direct you to participating service center anywhere in the country within 25 miles of your disabled vehicle, or else it will write you a check for \$250.

Meanwhile, Moore said he and his employees know many of their customers by first name and believe that honesty and trust is what is expected by the consumer and that is what is strived for without apology.

"We want the relationship with the customer. It's not just a transaction," Moore said. "You're going to be treated like family."

Discount Tire & Service is open from 8 a.m. to 5 p.m. weekdays and 8 a.m. to noon on Saturdays. For more information, call 972-563-9700 and ask for RJ, Dempsey or Greg, or visit www.moorethantires.com.

Terrell Platinum Bingo | Continued from page 22

including Fridays at 7:30 p.m. and 8:45 p.m., and Saturdays at 7:30 p.m., 8:45 p.m. and 10 p.m.

"We're getting more people in," Johnston said. "It's very friendly and very comfortable to be here."

Johnston said she has been especially pleased with the number of families who have enjoyed playing bingo together. Children ages 6 and up are allowed to play.

"We have lots of families that come in," Johnston said. "It's a nice inexpensive family night out. Sometimes the kids enjoy it more than their parents do."

Terrell Platinum Bingo is part of Dallas-based Team Bingo, which owns two facilities in Dallas and two in Richardson. For more information, call the bingo hotline at 972-234-8611 or visit www.teambingo.com.

B&PW Building | Continued from page 21

gatherings and must provide reasonable clean-up after use.

Cost to rent the facility is \$100 per day on weekdays and \$225 per day on weekends, with a \$75 deposit and rental contract required. For information on availability, call 214-516-5587 or visit www.rotaryclubofterrell.org/bpwbuilding.

Bright Smiles | Continued from page 24

"People know each other," Kaur said. "My staff knows most of the patients, and the patients have been returning here for years."

For more information, or to schedule an appointment, contact Bright Smiles Dental Clinic at 972-524-1048.