

The
CAMBRIDGE
BICYCLE
COMMITTEE
SWEET
RIDE



▲ Photo Credit: Britta Hope Carlson - www.brittahope.com

SWEET

1. KENNEDY STEAM BAKERY – 129 Franklin Street



The Kennedy Biscuit factory has stood here since 1869; it now stands as condominiums that bear the name Kennedy Biscuit Lofts. Fig Newtons were first made here in 1891 and their shape, taste, and size have not changed since, even as Kennedy Biscuits merged with other bakeries in 1898 to form the National

Biscuit Company, which we know as Nabisco, maker of Oreos and other cookies and crackers. Fig Newtons were named after the nearby town. The original Kennedy Biscuit Company named all of their products after surrounding communities, including cookies and crackers called Shrewsbury, Harvard and Beacon Hill.

2. NECCO – 254 Massachusetts Avenue



From 1927 until 2003 NECCO was head-quartered in this building, and its water tower painted

to replicate the familiar NECCO wafer roll was an iconic part of the Cambridge skyline. In 2004 NECCO moved production and headquarters to Revere and the building was occupied by Novartis Biomedical Research and the water tower was redesigned with a double helix. NECCO is the oldest continuously operating candy company in the U.S. Annual sales for the company frequently reach \$100 million, backed primarily by their popular Valentine conversation hearts.

3. DAGGETT CHOCOLATES – 400 Main Street

In Cambridge by the 1940s, candy companies were eventually consolidated into two: Daggett Chocolates and New England Confectionary Company, or NECCO. While NECCO has survived and continues to make a large line of products, fewer people remember Daggett's, a huge company that produced more than 40 brands of chocolates. It took up an entire city block in Kendall Square, where it not only produced candy, but also the

boxes the candy came in. The company also had a special fruit department. Through this venture, they supplied thousands of gallons of syrups and crushed fruits to druggists and ice cream manufacturers.

4. SQUIRREL BRAND NUTS – 12 Boardman Street



The Squirrel brand dates back to 1890 when it started as the Austin T. Merrill Company in Roxbury. The company was here in Cambridge from 1915 to 1999. Their popular flagship product was the "Squirrel Nut Zipper," a vanilla, caramel, and nut taffy that

supposedly was named after an illegal drink during Prohibition. The candy was always regionally popular, but it made more of a national comeback during the 1990s when a retro swing band named themselves the Squirrel Nut Zippers and gave out the candy at their performances.

5. CAMBRIDGE BRANDS – 810 Main Street

This is the original factory of the James O. Welch Company, founded in 1927 and makers of Junior Mints, Sugar Daddies, Sugar Mamas and Sugar Babies, among other candies. It is the last local factory still in operation, but it is no longer locally or independently owned. The company was bought by Nabisco in 1963, then sold to Warner Lambert in 1988 and finally to Tootsie Roll Industries in 1993. Tootsie Roll still produces more than 15 million Junior Mints a day, all from this location.

6. TOSCANINI'S – 899 Main Street



Once called "the best ice cream in the world" by the New York Times, Toscanini has remained one of Cambridge's

most beloved ice cream parlors. The 800 square foot store opened in 1981 at 899 Main Street by the affable, unflappable Gus Rancatore, Kurt Jaenicke, and partners. This was one of the region's early trailblazers in its more culinary approach to ice cream flavors. Favorites have included Burnt Caramel, Khulfee, Fluffernutter, Guinness, Blueberry Pancakes, Black Sesame, and Bananas Foster.

Saturday, May 18th, 2013

- Start:** 10:00am
Cambridge Public Library,
Main Branch, 449 Broadway
- Depart:** 10:15am Sharp - Ride starts
- End:** Cambridge Public Library
- Ride Distance:** Approximately 12 miles
- Ride Time:** Approximately 2.5 hours

DID YOU KNOW that Fig Newtons were created in Cambridge and named after our neighboring town? The NECCO building on Mass Ave was for a time the largest candy factory in the world. Fifteen million Junior Mints are still being made each day on Main Street, perfuming Central Square with the delightful scent of chocolate.

There's a lot that's sweet about our city but let's not forget the savory. It was Zachariah B. Porter's restaurant in North Cambridge that gave us both Porter Square and the Porterhouse steak. Julia Child's "Mastering the Art of French Cooking," which raised the culinary standards of the nation, was published while she was living on Irving Street.

We'll visit only some of the city's historic buildings on this ride. To learn the stories of many more sites please visit the online exhibits at the Cambridge Historical Society website.

Thanks to our sponsors:



Credits:

Site history information provided by the Cambridge Historical Society

Graphic Design: Robin Shore

GIS Mapping: Brendan Monroe

Ride organized by the Cambridge Bicycle Committee



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SAVORY.....

7. THE TASTY - 2a JFK Street



The Tasty Sandwich Shop was located in the now-demolished Read Block building. A beloved character in the heart of Harvard Square, The Tasty was a no-frills, 300 square foot diner, where in

1996 one could still acquire two eggs, fries, and white toast for \$2.75. Seating was old fashioned counter-and-stool, centered around the tiny "kitchen" manned by one sardonic/charming cook. This was a place you may have found yourself at any given hour engaged in conversation with both a homeless person and a Harvard professor. Its passing, and the culture it supported, is still lamented by many.

8. WURSTHAUS - 4 JFK Street

Located in the heart of Harvard Square, The Wursthau was a popular gathering spot. It served sauerbraten and schnitzel, imported beers from around the world, and its sensibility varied little in 79 years. Wursthau was located next door to The Tasty in the now-demolished Read Block building. The haus was bringing in more than \$3 million a year in the mid-1980s, but the health-conscious, non-bratwurst eating masses of the '90s, along with the changing face of the square slowed business to a standstill.

9. CASABLANCA - 40 Brattle Street



The early Casablanca was a bar, a faithful watering hole for the neighborhood's eccentrics, students, and Brattle Theatre moviegoers. In 1970, they expanded upstairs, started serving food, then became a full-fledged restaurant in 1977 under the tutelage of waiter-turned-owner

Sari Abul-Jubein. Simply known by first name to most, the amicable Sari successfully steered the business into the 21st century, with the help of great-chefs-to-be Ana Sortun, Marc Orfaly, Laura Brennan, and Andy Husbands.

10. FORMAGGIO KITCHEN - 244 Huron Ave.



Originally housed in Harvard Square's "garage" Formaggio now resides in Huron Village, Boston's South End, and in one Manhattan location. Its commitment to quality and to

11. CAMBRIDGE SCHOOL OF CULINARY ARTS - 2020 Massachusetts Ave.



the neighborhood has been its hallmark. Formaggio's most unique characteristic can be found under its Huron store: its precious and musty cheese caves, constructed in 1996 as the first of their kind in this country. They will still give visitors a tour if asked.

Roberta L. Dowling used to teach classes on European cooking in her home, an endeavor whose popularity precipitated

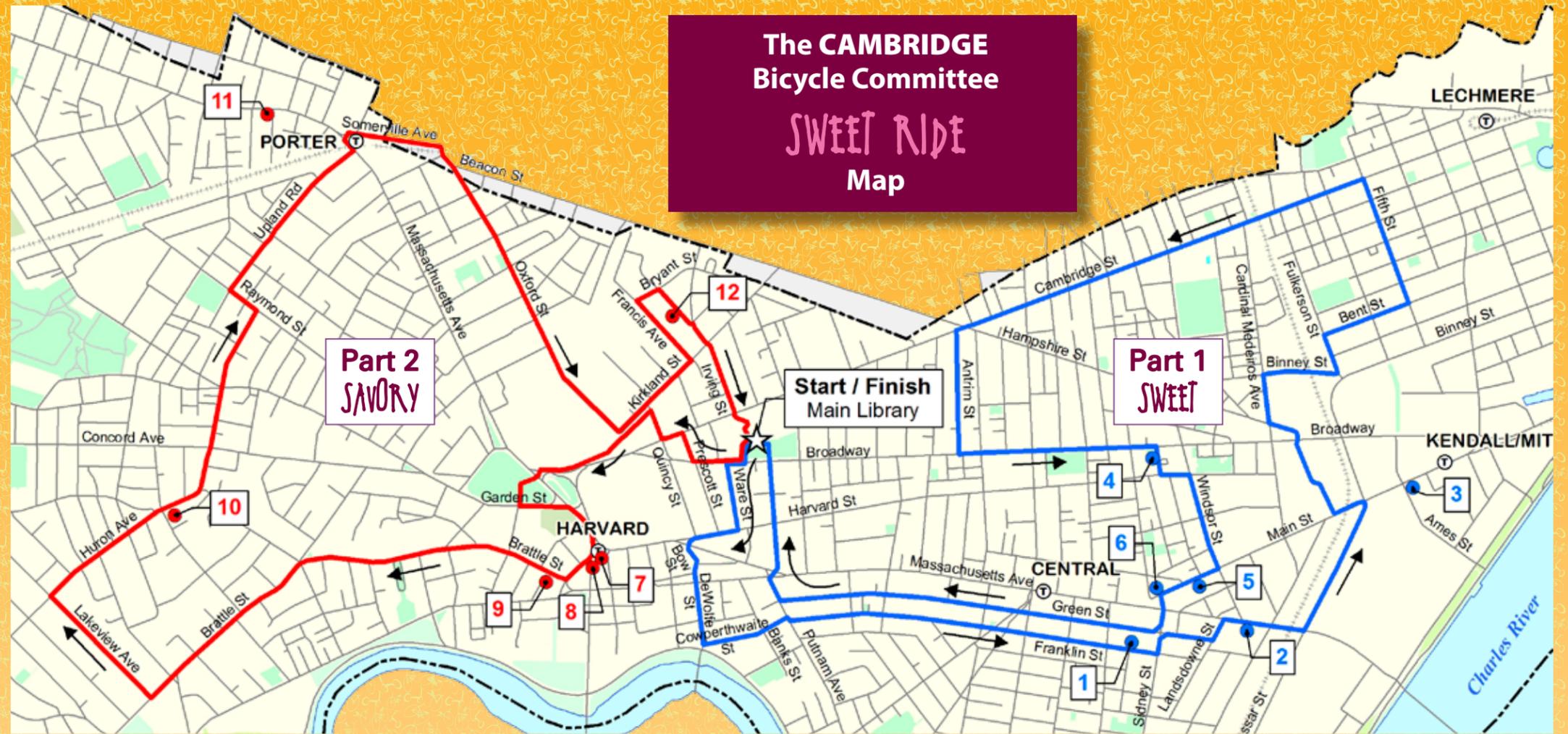
12. JULIA CHILD'S HOME - 103 Irving Street



Julia moved from Europe to Cambridge in 1961, where husband Paul accepted a job. In short order came Julia's first big break: the publication of her Mastering the Art of French Cooking. The book's popularity begat her second, and perhaps biggest break, as host of The French Chef, broadcast to 96 stations throughout America by Boston's WGBH, from 1963-1973. 103 Irving is inhabited by new owners and has been renovated beyond recognition. Julia's kitchen, however, will never change - deemed a national treasure, it was moved in its entirety to the Smithsonian Museum in Washington, D.C.



A map listing 40 different sites researched by the Cambridge Historical Society can be found at the CambridgeBikes.org website.



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Map