



Success Story

Gianella's Bakery

Financing at the speed of business!

RBAC's mission is to foster economic development and entrepreneurship by providing loan capital through SBA financing and business mentoring.



RBAC
REGIONAL BUSINESS ASSISTANCE CORPORATION

*The #1 504 & Community Advantage
Lender in NJ again*

(5 years in a row). We also offer our services in PA and NY.

Giannella's Bakery

Our breads speak of our integrity



Donna & John



Giannella's Bakery located in Paterson, New Jersey was opened in 1927 by the Giannella Family. It was purchased in 2003 by the Imparato family, who were in the family bakery business in Brooklyn, NY. Giannella's Bakery is a landmark in Paterson, and the Imparato's kept the Giannella name because of its rich history and meaning to the Paterson community.

Donna & John Imparato are the proud and colorful owners of Giannella Modern Baking Company in Paterson, New Jersey. They have “bigger-than-life” personalities that makes meeting them an unforgettable experience. The bakery is famous for authentic Old-World breads baked from recipes handed down through John's family—recipes John wants kept secret. John first arrived in Brooklyn at the tender age of 11 from Sicily. His parents quickly enrolled him in school and made him and his siblings learn the English language. Because of his bad boy antics, John was expelled from high school, his parents put him to work at the family bakery, so they can keep a close eye on him. Breaking into the family business wasn't easy as they only allowed him to sweep floors and clean up after the bakers. John was persistent and harassed the bakers to teach him how to decorate cakes until they finally gave in and that is where his story begins.

John met Donna and it was love at first sight, they have been married for forty-one years. In 2003 together with their two sons, they moved the family from Brooklyn to New Jersey. Since then, Donna & John have invested

Giannella's Bakery



over \$5 Million dollars into Giannella's bakery and were looking to expand the business.

Giannella's was referred to the William Paterson University SBDC by Lilibeth Herrera of the Regional Business Assistance Corp (RBAC). Lilibeth realized that there were many services at the SBDC that could benefit the bakery during Giannella's growth phase of the business. Since the first introduction, they have worked on business planning, website design and marketing strategies, adding online ordering, and financing for expansion and new equipment. The company employs 65 people and has annual sales of \$8 Million. The SBDC also recommended Giannella's to the William Paterson University College of Business

to have their business be analyzed by MBA students in the semester-long Practicum Experience. The students reviewed marketing aspects of the business and gave a presentation at the end of the semester. Thanks to Jessica Frias Colli, we have frequent communication on the status of projects.

With the loan revived from RBAC, during 2019, Giannella's purchased another bakery in Garfield, NJ, under the name of the NEW VENICE BAKERY. "The WPU SBDC helped us obtain information and resources regarding business development and growth of the business. We are also gaining assistance in creating a new customer base with our new location", said Jessica Frias Colli, business manager.

Gianella Bakery

Testimony

"I have no words to express my gratitude to RBAC.

They have been helpful in our expansion process.

We got a 7A Community Advantage Loan to purchase our Commercial Real Estate. The process was great, and they work with passion and professionalism."

John, Co-founder /Owner Gianella's Bakery



- *We offer competitive rates*
- *Loan Pre-qualification within 48 hours*
- *Loan starting as low as 5K*

LET RBAC GET THE DEAL DONE!



***Financing at the speed
of business!***

Regional Business Assistance Corporation

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