



**Paul's Donuts & Blue Sky Creamery**  
 1289 Jungermann Road • St. Peters, MO • 636.447.8836



# PAUL'S PRESS

Spring 2009

## Some of Paul's Most Loyal: The Counter Crew

Most customers hurry through the doors of Paul's, but only some take the time to sit and stay awhile. It could be the smell of fresh-baked donuts that first persuade a customer to eat-in. But for many, it's the friendships.

From 5:30-8:00am, 7 days a week the loyal customers I lovingly refer to as the "Counter Crew" post up for coffee, a donut and a long chat with good friends. This dynamic group consists of patrons that have been coming to Paul's for as many as 21 years.

Upon first meeting the counter crew, I was immediately welcomed and taught how to play "liar's poker," a daily ritual among the counter crew.

I cannot possibly share with

you all their stories in one newsletter, but one story I enjoyed was Rich's story about Paul (the past owner) giving him and another regular a hard time. They decided the playful banter needed to end and picked Paul up, carried him out of the store and set him down outside...in the rain!

Mike explained his story of being new to the area and sitting at a table every morning, too intimidated to join the counter crew until one day the topic of baseball got brought up. He had an in! He talked baseball with the bunch, became a baseball coach as a result and from that day on he has been part of the crew.

They have come to consider each other a 2nd family and Paul's a 2nd home. When I


first asked why they love Paul's they jokingly said, "because we don't know any better." However, as I was leaving, they explained its because, "Paul's is run by good people." They sang Betty, Alice & Cecil's praises and explained that, "if you come to Paul's in a bad mood, they'll switch it around."

To Rich, Mike, Steve, Noel, Bob, Robin, Carol, Gene and all Paul's other loyal customers, thank you for your hospitality that Tuesday morning and above all, thank you for your loyalty to Paul's.



## COOL BY ASSOCIATION:

### Zion Lutheran Church

Zion had a successful fundraiser at Paul's Donuts & Blue Sky Creamery Monday, March 9. 

### Saints Joachim & Ann PSR

Saints Joachim & Ann have signed up for their fundraiser Tuesday, April 28 from 5-9pm. Come support their cause!

Call 636.447.8836 to set up a fundraiser for your organization at Paul's Donuts & Blue Sky Creamery.



**THE SPOTLIGHT: NEW AT PAUL'S**

- Birthday Club
- Customer Referral Rewards Program
- Summer Hours are Back!

## NEW Paul's Donuts Bakery Location Opening May 2009!

New wholesale accounts have been acquired by Paul's Donuts, resulting in a new location that will be opening May 2009.

This 2nd location (Paul's Donuts Bakery) will help the Paul's you know and love better handle the bulk orders that come

through the store on a daily basis. The new location is off Elm and 370 and will be open to the public, selling all the same donuts with the same great recipes. Now even more people will have the great taste of Paul's Donuts right in their neighborhood!



**A website for Paul's Donuts**



**Paul's DONUTS.COM**

Keep your eyes peeled for our new website, paulsdonuts.com coming in June 2009. Our website will include information about Paul's past and present, an archive of all past and present newsletters with the ability to sign up to have the newsletter e-mailed to you, fundraiser programs and more. Though our site is still in the construction phase, you can still visit paulsdonuts.com and view/print a copy of our to go menu. We look forward to seeing you on the web!



Thanks to all who have donated to the Scoops for Troops Program!

Please continue to donate so we can reach our goal of \$8,000 in 2009!



**Did You Know?**

The first donut machine was invented in 1920 in New York City by Adolph Levitt.

