



The Bachman Story

Overview

The Bachman Company is family-owned and operated with a long tradition of product excellence. Headquartered in Reading, Pennsylvania, with manufacturing facilities in Berks County and Lancaster County, we've been committed to quality pretzels and snacks for over 120 years.

We make our signature Bachman Twist Pretzels and Rolled Rods the old-fashioned way—by twisting and rolling them! We've been doing that since 1884, first by hand as our founder J.S. Bachman did, and now by a special method created and developed at our historic Heritage Center Bakery. The Heritage Center is our specialty facility where our bakers are dedicated to the old-world craft of making real—not stamped or extruded—Twist Pretzels and Rolled Rods. Our exclusive Brick Oven Flame Baked process ensures our products are exceptionally crisp and crunchy along with the unique Bachman taste advantage. We've also perfected our unique Jax Cheese Curls at The Heritage Center, and like snow flakes no two shapes are alike.

The Bachman Company is a leading producer of a variety of pretzels and snacks including nationally recognized brand names Twist Pretzels, Rolled Rods, Pretzel Stix, Pita Pretzel Squares, Jax Cheese Curls and Restaurant Style Tortilla Chips. Bachman products are sold in retailers through the Northeastern United States and in select outlets nationally, as well as through our on-line store.

The Bachman Family

Francis Joseph Von Bachmann, the only son of Joseph Von Bachmann, emigrated from Marienbad, Austria, to America in 1868. He changed his last name to Bachman, and he lived with his wife, Margaret, and his father-in-law, Thomas Sattler, at 351 North 11th Street in Reading, PA. It was their oldest child, Joseph Sattler Bachman, who founded the Bachman's Pretzel Bakery in 1884. And the Bachman tradition of quality pretzels and snacks has continued uninterrupted since that time.

