

**Business Recognition Program: Stan's Donuts  
September 21, 2010  
7 p.m. City Council Meeting**

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**Tonight we have the pleasure of recognizing an outstanding Santa Clara business, Stan's Donuts, and the Wittmayer family who established the business and still run the donut shop today.**

**While the City has been recognizing the accomplishments of local businesses for many years, a more formal Business Recognition Program was established by the City Council in 2003, upon the recommendation of a committee of the City Council, the Mission City 21 (Economic Development) Committee. The recognition program is a joint one with the Santa Clara Chamber of Commerce and Convention-Visitors Bureau. We have with us tonight Steve Van Dorn of the Chamber/CVB who will also be making a presentation to Stan's Donuts. The recognition program recognizes the valuable contributions that all businesses make to the City of Santa Clara.**

**Stan's Donuts has been a community fixture in Santa Clara for more than five decades. When you visit the donut shop, found at 2628 Homestead Road, across the street from Central Park Library, with its long counter, quaint signs,**



and familiar faces that span generations, it is almost as if time stopped many years ago.



This family-owned, independent donut shop was established in April, 1959. Stanford Wittmayer, the “Stan” behind the shop, is a World War II veteran. He has been married to his wife, Florence Natalie Wittmayer, known to family and friends as Tina, for 61 years. They relocated to Santa Clara from Castro Valley decades ago. And we are very glad that they did.

In 1959, when Stan opened his shop, he paid \$12,000 for the business. His donuts sold for 65 cents per dozen and the rent was \$175 a month. Today donuts sell for \$7.75 a dozen, and the rent is now \$4,000 a month. While these prices have changed, not much else about the shop is different then it was, way back when. The shop looks much the same, and it even still uses the same mixer that they have used for decades.





**Stan and Tina's nine children went to Santa Clara High School, and each spent time working in the donut shop. Daughter Julie Clark has fond memories of many long time donut patrons. Stan's has been a favorite of many a St. Justin parishioner, and when church would let out, she would see "waves of parishioners" cross the street to get their donuts after church. Members of the Santa Clara Swim Club and the Santa Clara Aquamaids would also dash across the street from the International Swim Center to get their donut fix, when they weren't in the pools. And many former Olympians, including Donna de Varona, Mark Spitz, and Pablo Morales, enjoyed their Stan's donuts, as did George Haines, past head Coach of the Santa Clara Swim Club and past Olympic Swim Coach. Another long time customer, Joe Babb, is such a great fan of Stan's donuts, that when he flies to Romania to a school for orphans that he helped build, he takes the children Stan's donuts for a treat.**



The Wittmayers' business has thrived along Homestead Road for many years. They have loyal customers from this community, and from the region. It's almost a cult following, with crowds lined up every morning outside the shop.

Santa Clara WEEKLY Dec. 14 - 20, 2005 P. 15 Weekly Crit  
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## The Dish...Stan's Donuts are Classics

By Stacey H. Lee

Stan's has been a Santa Clara fixture at the Mariposa Gardens center on Homestead Road since 1959. The tiny shop rubs elbows with a barbecue joint, a sushi stop, and an Indian bistro. Only in America. Stan's retired now, but dutifully do his donuts soldier on, bringing warm fuzzies to tummies everywhere.

Donuts are plied out fresh before your eyes. Puffy glazed donuts cool their heels on a tower of baker's trays, and are still warm by the time they land in your box. Krispy who? A dozen is \$6.75.

But don't stop there. Other hopeful contenders for your box include sugar, frosted, cake, decorated cake, and old-fashioned. There are also maple bars and chocolate bars the size of bricks but the weight of balloons. How can something so light make one so heavy? There are twists, jelly rolls, cinnamon rolls, apple fritters, and dense buttermilk donuts. Not all will necessarily be available during your visit, but chances are you'll find something.

Stan's coffee is passable and \$1.65 nets you a small cup plus a donut. Tea comes with a bag of

trendy Numi tea. If you're here for lunch, hunker down at the counter and order one of a handful of sandwiches, like fried ham, or a cheeseburger, and a milkshake.

*Stan's Donuts*  
 (408) 296-5982  
 2628 Homestead Rd,  
 Santa Clara  
 Rating: 3.5 out of 4 stars  
 Prices: \$ out of \$\$\$\$

*Note: All reviews are conducted anonymously and are typically based on one visit. The Santa Clara Weekly pays for all meals. For comments, questions, or suggestions, email Stacey Lee at staceyhlee@yahoo.com.*

Today Stan's sells a variety of donuts including the very popular sugar glazed donuts, sugar frosted, cake, decorated cake, chocolate bars, twists, jelly rolls, cinnamon rolls, and apple fritters, to name a few. Makes your mouth water, doesn't it?! Here are quotes from some of Stan's patrons, taken from the Internet:

- ◆ "This is my Sunday treat...I'm always here," says a self-described donut connoisseur. "If I'm going to eat the calories, I'm going to eat the very best."
- ◆ "I wasn't sure why anyone would get up at 5:30 in morning just to experience fresh out of the fryer donuts. But this is an experience worth getting up for."



- ◆ **“Stan's was the ultimate stop of a 5-Donut-Shop-Rally that I sent my friends on! I had a glazed donut from here and it was delicious (not too heavy and good amount of sweetness). Area locals always seem to have high praise for this place. Stan's Donut impressed all Donut Rallyers and was the favorite!”**

- ◆ **“These are the best donuts..., ever..., anywhere. The only problem is that after eating two or three, I am full**



- and can't eat anymore. Maybe if I try spacing them out, more can be eaten, but they are so dang delicious that it's almost impossible to do. I sincerely hope that Stan's never changes the recipe, because it is a WINNER!!!!”**

**A final comment is from our very own Chief of Police Steve Lodge. As a kid, Steve had a paper route and he would always plan to end his paper route near the donut shop. That way he rewarded himself for a job well done!**

**Stan Wittmayer, Stan’s patriarch, is now retired and the next generation of his family is responsible for running the donut shop. We are very pleased to hear that the family recently extended their Santa Clara lease for another 10 years.**

**We congratulate the entire Wittmayer family and their employees on their long and fruitful accomplishments in this community, all of which can be traced back to Stanford Wittmayer.**

**Stan says he loves Santa Clara and the people who live here. And we know that Santa Clara loves Stan's. Congratulations on Stan's Donuts' 50+ years of excellent service to the Santa Clara community.**

**I would now like to introduce Steve Van Dorn, President & General Manager of the Santa Clara Chamber of Commerce and Convention-Visitors Bureau.**