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Returning To Their Historic Roots
Old Salem Announces Strategic Partnership with Dewey Guy Wilkerson III

Winston Salem, NC (November 23, 2026) Today, Old Salem Inc. announced a new strategic partnership with Wilkerson Moravian Bakery, a wholly owned company founded by Dewey Guy Wilkerson III and his family. Last month, as part of a soft launch, Wilkerson Moravian Bakery began delivering a selection of fresh product three times a week to Winkler Bakery, Old Salem's 220-year-old historic property located at 521 S. Main St. Beginning with Sugar Cake, traditional paper-thin Moravian Cookies, Lovefeast buns and the popular holiday favorite, Carolina Cheese Straws, Old Salem plans to offer additional fresh baked goods beginning in 2027.

With this announcement, Wilkerson Moravian Bakery becomes the exclusive purveyor of fresh baked products sold under the Old Salem brand

Terry Taylor, President and CEO of Old Salem Museums and Gardens, commented, "The decision to outsource our bakery operation with Wilkerson Moravian Bakery was easy. As a living history museum dedicated to sharing the history, culture and decorative arts of our 250-year-old Moravian town, running a commercial bakery operation had proven to be a challenging task which fell outside our core focus. Given the successful relationship Old Salem experienced while working with Dewey Guy Wilkerson III beginning in the 1980's, the decision to renew our working partnership was easy".

Winkler Bakery in Old Salem will once again feature Dewey Guy Wilkerson III's Thinnest of All® Moravian cookies

Founded by Winston-Salem native, Dewey Guy Wilkerson III and his family, Wilkerson Moravian Bakery has been built on more than a century of family baking heritage spanning five generations with roots dating back even before the family's first commercial bakery opened in 1925. Today, Dewey Guy Wilkerson III and his children remain dedicated to sourcing the finest ingredients and crafting their signature Moravian sugar cake and Thinnest of All® Moravian cookies using time-honored traditions passed down through generations of Wilkerson bakers using the same passion and dedication to quality which has defined the family for over a century.

"When we made the decision to start Wilkerson Moravian Bakery, I knew that if we could give even one person the taste they remembered, it would be worth it. But what we experienced was beyond anything we could have imagined. We kept hearing the same words: 'This is the taste I remember.' We heard it so often that it became our trademark, The Taste You Remember®. As a Moravian, partnering again with Old Salem is a wonderful opportunity and an important step for Wilkerson Moravian Bakery."

Old Salem is especially excited to feature the Wilkerson family's famously thin Moravian Spice Cookies because it contains the very ingredients celebrated in North Carolina's official State Cookie legislation where Moravian cookies are described as "thin spice cookies" made with ingredients such as molasses, allspice and ginger.

"In speaking with the greater Winston Salem community, as well as researching local commercial bakeries, it quickly became evident that Dewey Guy Wilkerson III was the person I needed to meet with", said Rob Casey, Old Salem Museums & Garden's Director of Sales, Marketing and Retail. "The community was correct! Sugar Cake sales have exceeded expectations and we're just getting started."

Wilkerson Moravian Bakery products are currently available at Old Salem's Winkler Bakery located at 521 S. Main Street and at the Visitor Center located at 900 Old Salem Road. Beginning in 2027, Wilkerson's Thinnest of All® Moravian cookies will also be available for nationwide shipping through **oldsalem.org**.

About Old Salem

Old Salem Museums & Gardens (OSMG) is a nonprofit educational organization, and National Historic Landmark, located in Winston Salem, North Carolina. For over seventy-six years, Old Salem has been committed to preservation, research and hands-on learning.

Open to the public Wednesday through Saturday from 10:00am to 4:00pm, OSMG is committed to sharing the diverse histories of Salem, NC and the early American South through the historic Moravian Town of Salem, the Museum of Early Southern Decorative Arts (MESDA), and the Gardens of Old Salem.

Visit **oldsalem.org** today and begin your journey of discovery with North Carolina's oldest living history museum.

About Wilkerson Moravian Bakery

For more than a century, the Wilkerson name has been synonymous with the art of Moravian baking. With family baking heritage dating back before their first commercial bakery opened in 1925, the Wilkersons helped shape the traditions and tastes that North Carolinians have come to know and love.

Today, based in Winston-Salem, NC, the family-owned and operated Wilkerson Moravian Bakery is led by Dewey Guy Wilkerson III and his children. Born from a passion for preserving authentic flavors and cherished traditions, the bakery represents a new chapter in the family's baking legacy, grounded in quality ingredients, time-honored craftsmanship, and a commitment to making every batch better than the last.

For more information, visit **WilkersonBakery.com**.

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