

Ralph Primo Sr. passed away peacefully surrounded by his family.

He was 93.

We will have a memorial at the shop the Saturday the 25<sup>th</sup> of November 9am to 12pm.

Please pass the word.

Hope to see you there.

*Ralph Primo Jr.*

**THE RALPH PRIMO SR. MEMORIAL WILL BE AT THE SHOP**

2918 SAWTELLE BLVD, LOS ANGELES, CA 90064 - (310) 478-6930

**SATURDAY THE 25TH FROM 9AM TO 12PM.**

*Buttermilk bites will be given out.*



**Iconic Westside Doughnut Master, Ralph Primo Sr., Founder of Primo's Donuts, Passes Away at 93**

CNS - Nov 13, 2023

LOS ANGELES - Ralph Primo Sr., co-founder of the popular Primo's Donuts in the Sawtelle neighborhood and often referred to by fans as "the Westside's doughnut master," has died at age 93.

The Primo family announced his death on Instagram and said he died in his sleep Thursday. The news was first reported by la.eater.com.

"It is with great sadness that we report that Ralph Primo Sr., founder and original baker of Primo's Donuts, passed away peacefully [Thursday]," relatives said in the post. "It cannot be overstated how much of an impact the one and only Mr. Primo had during his long life, not only as the creator of Primo's Donuts and as the head of the Primo family, but even as a devoted and involved member of the Los Angeles community.

"To this day customers come in and share stories with us of how he and Mrs. Primo welcomed them into their shop, offering kindness and wonderful treats to them and their families. Whether it was baking a beautifully made donut, performing a neat

little magic trick, or telling a corny grandpa joke, Mr. Primo always had a smile on his face with customers. And he was dedicated to giving them an exceptional experience with his hand-made donuts."

Primo and his wife, Celia, opened the shop in 1956 at 2918 Sawtelle Blvd., where it remains to this day -- still owned by the Primo family.

In 2021, a second shop opened on Weyburn Avenue near the UCLA campus. Primo's also sells doughnuts nationwide on Goldbelly.com.

According to family lore, Primo's was born after then 3-year-old Ralph Primo Jr. noticed a giant plywood doughnut sitting atop a nondescript strip- mall storefront as the family drove along Sawtelle Boulevard and shouted "Doughnut, Doughnut!"

His father, who was then taking night classes, pulled over and asked the shop's owner about part-time work. The owner said he didn't need any help because he was planning to sell the business after only six months behind the counter.

"For how much?" Primo remembered asking. "Two thousand dollars," the owner said.

Primo returned to his car with a bag of doughnuts and a new shop he planned to operate for about a year before selling it and buying a home for his family.

Sunday, Ralph Jr. runs Primo's along with his siblings and their children.

The shop is especially noted for its sports-themed doughnuts, most notably its Dodger Doughnuts, covered in white icing with brown stripes made to resemble the stitching on a baseball and the familiar blue "LA" logo.

"Without a doubt, the most famous offering at Primo's was the buttermilk doughnut, a glorious mound of glazed cake fritter touched with a hint of tang," [la.eater.com](http://la.eater.com) said in its tribute. "Dedicated fans knew the shop would fry doughnuts throughout the day, and even later in the afternoons, something of a rarity among the city's doughnut shops. Biting into one was often so satisfying that it could induce a mild euphoria."

The Primo family said information about a memorial and other remembrances will be announced soon.

"We will be sharing more of the life and legacy of Mr. Primo in the coming days and weeks," the family said. "But for now, we ask only for your thoughts and prayers for the Primo family and Primo's Donuts staff, especially Celia Primo, who said goodbye to her husband of over 70 years. We thank all our loyal customers for all their support over the many years."

In addition to his widow, Primo is survived by his three children and several grandchildren.

## **Ralph Primo, First President of the Nwana Talks About Our Neighborhood**

By Joan Winters – Nwana Secretary – November, 2015