

CAKE PROSE®

ASK ROSE BAKER

Email your questions to Rose Baker at rose@cakepros.com. We'll print one or two in each issue of *Cake Prose*®, and also address frequently-asked questions on our website at www.cakepros.com and in our monthly member email blasts.

Dear Rose Baker:

I have been tasked with a wedding cake that has white fondant with black stencil on it. I'm trying to locate the stencils and directions on technique for the stenciling. Can you help?

Thanks, Robert

Dear Robert:

You will find stencils at Michael's® or Hobby Lobby®. The stencils are not in the cake decorating aisle; however, you will find many perfectly suitable stencils among the other art materials. I have used stencils many times that I found outside of the cake decorating departments. Now that you've found stencils, you'll need to find a technique that will work with black over a white background. I really hesitate to use an airbrush, and would recommend an artist's brush or, even better, a sponge or wadded paper towel to blot the food color over the stencil. Experiment on a trial piece before you tackle the real deal.

Good Luck!

Sincerely,
Rose

Rich's® Lemon Bettercreme®

Lemon with a sweet twist!

We know today's shoppers want fresh, new cake varieties, designs and on-trend icing flavors and we know you want to give your customers what they are asking for. That's why we'd like to introduce you to Rich's® newest, exciting addition to the Bettercreme® family of flavored whipped icings: Lemon Bettercreme®, which was developed based on consumer research and flavor trends in a variety of lemon products.

Your customers will love its delicious, refreshing and sweet Meyer lemony taste – just in time for summer! The Meyer lemon is a variety of lemon that marries a traditional lemon citrus flavor with a refreshing sweetness – for a cross between a traditional bitter/tart lemon and a mandarin orange: sweet, juicy and fragrant. You see them being used in recipes on the Food Network, HGTV and Epicurious.



Lemons are heart healthy because they are naturally low in saturated fat, cholesterol and sodium. Plus, they contain flavanoids, which provide anti-oxidant and anti-

cancer properties. Lemons also play a vital role in strengthening the immune system; their high concentration of vitamin C helps protect the body against colds and flu viruses.

Pair Rich's® Lemon Bettercreme® with Rich's® berry cake for a cool, light summer dessert your customers will flip for. Ask your Rich's® sales associate about Rich's Lemon Bettercreme® so you can start offering cakes and cupcakes with added flavor and visual appeal!

Visit our website at www.cakepros.com for several cake ideas using Rich's® Lemon Bettercreme®, including Lemon Flower Cake.





Create seasonal-appropriate (and delicious!) cupcakes



Did you know?

The world's first bakery dedicated solely to cupcakes is located in Beverly Hills, CA. It's name? "Sprinkles"!

When the cupcake was first introduced in the mid-1800s, it was considered revolutionary. Designed to serve one person, the cupcake most likely got its name from the individual cup in which it was

baked. Cupcakes signaled the shift from weighing out ingredients for baking to measuring ingredients, usually in cupfuls, which made it much easier. Also, they baked more quickly than traditional cakes, saving time.

Here's an easy cupcake idea that's stylish, contemporary and on trend, and will work well for any summer occasion – great for weddings, picnics, birthdays or just to celebrate the dog days of summer!

Sunny Swirl Cupcakes

Tips:
#4 tip

Special Tools:
Pastry Bags, Spatula

Ingredients:
- Allen® Uniced White Cupcakes
- Rich's® Bettercreme® Spring Seasonal Colors

Procedures:
1. Base ice cupcakes using your favorite Rich's® Bettercreme® Spring Seasonal Color.
2. Use tip #4 to pipe scrolls using a complementary Rich's® Bettercreme® Spring Seasonal Color.

Have you seen our website lately?



Visit us online for creative and helpful cake ideas, tips and more! We're adding new things all the time and now the site is easier to navigate and features more colorful and helpful photos. You'll still find our Cake Pros® Spotlight, the collection of Cake Pros® pins and more! Have a question for Rose Baker? Ask her online. Have a suggestion or an idea? Email it to us. **We'd love to hear from you and we want to be able to give you the helpful information you are looking for.** So check www.cakepros.com regularly and you won't miss a thing. And look for our member email blasts in your mailbox – they're also full of creative and helpful hints and ideas.

Cake Pros® is a blast!



The monthly email blasts from Cake Pros® are full of cake and cupcake ideas, member questions and suggestions, colorful photos and so much more! If you want to keep receiving your Cake Pros® email blasts, make sure we

have your correct email address, particularly if you relocate. Send your email address to us at info@cakepros.com so you won't miss another blast of great ideas and helpful information.

Happy decorating!

This new innovation is berry, berry delicious!

Your customers will love this new cake flavor from Rich's®, developed to complement our new Lemon Bettercreme®. Try Rich's® berry cake, which is a delicious combination of strawberry and raspberry in one delectable cake layer, and watch your customers' reactions! Best of all, Rich's® berry cake contains zero trans fat, and is super moist and fresh.

Berry cake layers are the perfect way for you to update your cakes with a contemporary, fun and popular flavor. And, when you pair the berry cake with Rich's® new lemon Bettercreme®, you'll have created a favorite summer signature dessert your customers will want for every picnic and family get together.

Or, try them with other Bettercreme® flavors, such as strawberry, cream cheese, chocolate or even vanilla. Add Rich's® fruit fillings to decorate and give your cake extra value and indulgence. Put a layer of vanilla pudding in between the berry cake layers for a silky, yummy dessert.

Create Lemon Raspberry or Lemon Strawberry Dessert Cakes for spring and summer. Try cream cheese Bettercreme®, berry cakes and mixed berries decorated on top for the perfect fall season cake.

These versatile berry cake layers will give you plenty of great options for new cake ideas that will impress your customers!



**International
Dairy-Deli-Bakery
Association™ (IDDBA)
Dairy-Deli-Bake
Seminar & Expo 2010**
June 6-8
Houston, TX
Featuring the
**15th annual Cake
Decorating Challenge™**

For more information:
www.iddba.org

**Mark Your
Calendar**



**International Baking
Industry Exposition
(IBIE®)**

September 26-29
Las Vegas, NV

For more information:
www.ibie2010.com

Let's mix it up!

To make:

Mix:



Chartreuse

Five drops of lemon yellow with one drop of leaf green



Dusty Rose

Two drops of holiday red with one drop of brown



Grape

One drop of sky blue with six drops of bakers rose



Melon

One drop of sunset orange with three drops of bakers rose



Moss Green

Two drops of violet with three drops of lemon yellow



Persimmon

One drop of sunset orange with one drop of bakers rose



Turquoise

Six drops of sky blue with one drop of lemon yellow



Don't forget to try Rich's® new Bettercreme® Summer Seasonal Colors, too: Tranquil Turquoise, Flamingo Pink and Meadow Green, all available in 12 oz. bags.

A Response to Reality

In our *Winter 2010 issue*, we featured an article on reality cake shows – are they realistic? We received some interesting comments from our members, and would like to share this one with you:



"I would like to make a comment on the question you had in your last newsletter, Winter 2010, about how I feel about the cake reality shows on television. I have been a professional cake decorator since 1991, owning my own cake delivery service and then opening a small bakery attached to my home in 2008. In the last two years, I've noticed a steady increase in 'special custom requests' for every type of cake to be constructed out of my shop. Since I don't use 'power tools' or metal frame construction for my cake stands, I've had to decline several orders. The main issue that bothers me about those shows is they do not say how much the cake costs!! I wish that would be part of the show. So many customers now come in almost bragging about how they have 'educated' themselves about cake decorating by watching those shows. Therefore, they just assume any design they ask for can be done, not only in short notice, but for short money. The other issue I have with the two shows you mentioned is that they don't tell you how many decorators actually work on one of their cake masterpieces, or how long they take. I'd also like to hear the type of salaries some of those decorators get as well. It's not easy finding good help or talent.

Cake Prose® is published quarterly for professional cake decorators who are registered members of the Cake Pros® Decorators' Club™, sponsored by Rich Products Corporation. For more information call toll-free, 1.866.242.3599, email us at info@cakepros.com, fax us at 716.505.5051 or visit our website at www.cakepros.com.



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