

# CAKE PROSE®

## ASK ROSE BAKER

Email your questions to Rose Baker at [rose@cakepros.com](mailto: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](http://www.cakepros.com) and in our monthly member email blasts.

Dear Rose Baker:

How can I maintain a "fresh" image in my cake case after the holidays? I'd appreciate any ideas or suggestions.

Thanks!

Anonymous

Dear Anonymous:

Well, first, thoroughly clean the cake case and remove any evidence of the holidays. Then, rearrange your "everyday" cakes so the options appear fresh and new to your customers. Consider merchandising the top shelf to include smaller portions and single serve items. Keep in mind that, as we move into the new year, people are watching their calories, so highlight any health-conscious options you offer. And now's a good time to think of a new decorating theme, such as winter carnival and/or the Super Bowl.

Hope this helps!

*Rose*

## Niagara Farms® Premium Blended Whipped Topping: a delicious way to top off your desserts



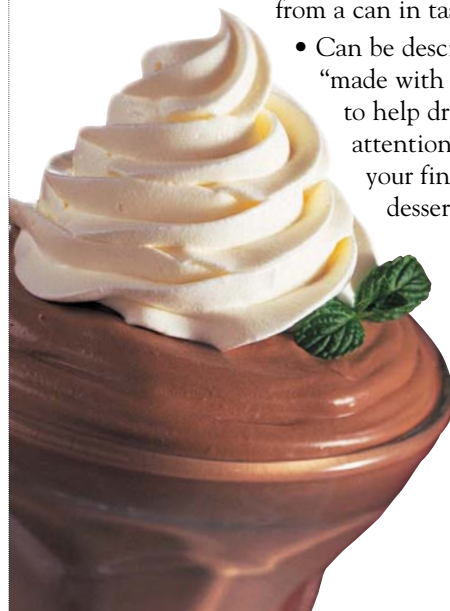
Now you can finish your desserts with the dairy flavor your customers love, without sacrificing stability and

without the mess! *Niagara Farms® Premium Blended Whipped Topping* from Rich's® gives you the flavor of dairy with none of the splatter, melting or mess of an aerosol dairy topping.

On desserts, *Niagara Farms®* rises above aerosol toppings because its number one ingredient is dairy cream, giving it true dairy flavor your customers will appreciate.

Here are some other great benefits of *Niagara Farms® Premium Blended Whipped Topping* from Rich's®:

- Outperformed leading whipped cream from a can in taste tests\*
- Can be described as "made with dairy" to help draw attention to your finished desserts



- Holds longer than dairy aerosol for better presentation and overall experience
- Great for items topped in advance for display or large groups
- Easy to dispense from ready-to-use pastry bag
- Virtually all of the topping is used (95% compared to 75% from cans\*\*)
- No messy discharge like with aerosol cans
- Unlike dairy products, price will not fluctuate from month to month or quarter to quarter
- Shelf life is 365 days frozen, 14 days refrigerated

\* Source: Tastemasters, 2004

\*\* Source: Food Development Corp. of Canada, 2004



If you're looking for a delicious, economic way to top off your desserts, it's all

right here in black and white: *Niagara Farms® Premium Blended Whipped Topping* from Rich's® provides dairy and stability!

For more information on *Niagara Farms® Premium Blended Whipped Topping* from Rich's®, call Rich's at 1-800-45-RICHs or visit our website at [www.richs.com](http://www.richs.com).

# Tips, Hints and Ideas

As the holiday season approaches, you'll no doubt be creating new and different cake selections to complement your customers' parties and special meals. Here are some interesting facts you might like to know:

## Color Definitions

A **primary** color is defined as red, yellow or blue. A secondary color is a mixture of two primary colors. An **intermediate** color is a mixture of one primary and one secondary color.

## Mixing Colors

Here are the directions to achieve some popular fall and holiday colors. To achieve:

**Rust:** mix enough orange to obtain a bright orange. Add Christmas Red until color is dark. Add a very small amount of royal blue.

**Burgundy/wine** (a very difficult color to mix): mix three parts grape and one part red-red.

**Warm gold:** add just a touch of red-red to lemon yellow.

**Brick red:** mix two parts red and add a touch of green.

## How many ways can you say it?

Looking for sayings other than "Merry Christmas" for the top of your holiday cakes? Try some of these:

- 'Tis The Season
- Noel
- Silent Night
- Joy To The World
- Here Comes Saint Nick

And in Spanish:

- Feliz Navidad (Merry Christmas)
- Feliz Ano Nuevo (Happy New Year)

## Thanksgiving Turkey Cake

Your customers will gobble up this cute, colorful gobbler when they see him in your case!

### Tips:

124 rose; 12 round;  
4 round; 352 leaf

### Special Tools:

Pastry bags; spatula;  
cake comb; coupler

### Ingredients:

Allen® Uniced Round Cake

Base iced with Rich's®  
Colored Bettercreme®

Rich's® Colored  
Bettercreme®

Rich's® Chocolate  
Bettercreme®

### Procedures:

- Base ice and comb sides of cake.
- Use tip #124 in red to pipe a ruffle border around top edge of cake, leaving a slight opening for the body.
- Use tip #124 in orange to pipe a second ruffle border next to the red one, overlapping slightly.
- Use tip #124 in yellow to pipe a third ruffle border next to the orange one, overlapping slightly.
- Use tip #124 in red to pipe a fourth ruffle border next to the yellow one, overlapping slightly.
- Use tip #124 in orange to pipe a fifth ruffle border next to the red one, overlapping slightly.
- Use tip #12 to pipe turkey's body, then pipe head on top of body.
- Use tip #4 in white to pipe eyes.
- Use tip #4 in black to pipe pupils.
- Use tip #352 in orange to pipe beak.
- Use tip #4 in red to pipe gobblet under beak.
- Use tip #124 in yellow to pipe ruffle bottom border.



## More great ideas online!



Have you visited our website lately?

If not, you're missing out on the creative and helpful cake ideas, tips and more we're adding every month. Plus the website features our Cake Pros® Spotlight, the collection of Cake Pros® pins, the instructions for decorating the cakes in your Cake Pros® planning calendar 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](http://www.cakepros.com) regularly and you won't miss a thing. And look for our monthly member email blasts, too! They're full of creative and helpful hints and ideas.

## Our gift for you:



The 11th pin in our exclusive collectible series, the **carrot cake pin**, is enclosed with this copy of CakeProse®. Carrot cakes are one of the most versatile and popular cakes you can make and sell, and also work well as cupcakes. So wear your carrot cake pin to remind your customers of this delicious and different option! Visit our website for a complete list of the members-only pins issued so far.





## On Donner! On Blitzen! On Rudolph... on cupcakes?



Here's a creative cupcake idea just in time for the holidays! These cute Reindeer cupcakes are easy to make and will fit in perfectly with any Christmas party or event. Sell them in packages of nine and challenge your customers to name all of Santa's reindeer! Can you?

(HINT: the answer is below.)

### Reindeer Cupcakes

#### Ingredients

- Allen® Uniced Cupcakes
- Base iced with Rich's® Bettercreme®
- Rich's® Chocolate Bettercreme®
- Rich's® Colored Bettercreme®
- Pretzels

#### Tips:

10 round;  
8B star;  
3 round

#### Special Tools:

Pastry Bags,  
Spatula

#### Procedures

- Use tip #8B to ice cupcakes.
- Use tip #10 to pipe reindeer heads.
- Use tip #3 in white to pipe eyes.
- Use tip #3 in black to pipe pupils.
- Use two twisted pretzels for antlers.
- Use tip #3 in red for nose.

#### Can you name all of Santa's reindeer?

Here they are: Rudolph, Dasher, Dancer, Prancer, Vixen, Donner, Blitzen, Cupid and Comet. And here's a bit of reindeer trivia: Male reindeer generally shed their antlers long before December 25; females retain theirs until January. The reindeer pulling Santa's sleigh have antlers, so Santa's reindeer must all be female.

## We'd like to know...

### What percent of your special occasion cake sales are custom orders vs. out of the cake case?

Log onto [www.cakepros.com](http://www.cakepros.com) and click on the "Offers" tab at the top of the home page. Fill in your answer to this question, give us your membership number and click "Submit." We'd also be interested in hearing what types of special occasion cakes are most popular with your customers. We'll send you a free tote bag\* just for responding to our Cake Pros® member poll. The tote bag measures 12.5" x 10.5" x 2.5" and is made in the USA of natural canvas. Great for books, your lunch or your decorating tools! We'll share the results of the poll in a future issue of CakeProse®.



\*While supplies last. Tote bag will be shipped with your winter CakeProse® newsletter.

## Cake Pros® is a blast!



Well, while we do hope you're enjoying Cake Pros® Decorators' Club, what we really mean is that now, in addition to your quarterly Cake Prose® newsletter and your annual planning calendar, we're also sending you monthly email blasts! They're full of cake and cupcake ideas, member questions and suggestions, colorful photos and so much more! Haven't received an email blast? Do we have your correct email address? If not, please send it to us at [info@cakepros.com](mailto:info@cakepros.com) so you won't miss another month of great ideas and helpful information!

Happy decorating!

# Another successful Cake Decorating Challenge at IDDBA®!



Melissa Caville and her prize-winning wedding cake.

FROM THE ...

## Cake Pros® Spotlight

Rich's was pleased once again to sponsor the 11th annual Cake Decorating Challenge at the International Dairy-Deli-Bakery Association's® (IDDBA®) annual seminar and expo, held in Orlando, Fl. in June.

Cake decorators took part in three phases of the Challenge: on day one, each contestant decorated a wedding cake. On day two, each contestant decorated enough cakes to fill one bakery case. On day three, each contestant decorated three cakes of his or her choosing, with one from each category: special occasion, theme/event and decorator's interpretation of the theme: "FOOD: The Greatest Show on Earth."

**Melissa Caville** of Giant Eagle, Inc., in Bethel Park, PA was the first-place winner. Second place went to **Laurie Grissom**, Wal-Mart Supercenters, Wilmington, NC (and a Cake Pros® member!). The third place winner was **Dorothy Trammell** of Basha's in Eger, AZ.

Judges for the contest included **Luke Bender**, Technical Sales Representative, Maplehurst Bakeries, Inc. and **Jim Caliendo**, National Training Specialist, Rich Products Corp.

**Ray Lippert**, Vice President of Business Development, and **Laura Guder**, Vice President-Marketing, Bakery Crafts were on site to support the contestants and provide equipment. **Bakery Crafts** also provided cake decorating accessories, tips, equipment, and support. **H.C. Brill Company, Inc.**, **Enjay Converters, Ltd.**, **Maplehurst Bakeries, Inc.**, **Menasha Packaging Company LLC**, and **Rich Products Corporation** provided cakes, cake boards and frosting for the three-day event.

"I look forward to this event every year," says Caliendo. "The contestants really step up to the challenge, and create some very special cake creations. Rich's is very proud to be a part of this annual competition. Congratulations to all the winners and to all the contestants."

Now in its 43rd year, IDDBA® specializes in promoting the dairy, deli, and bakery industries. For more information about IDDBA® and/or the 2006 IDDBA® Cake Decorating Challenge, visit [iddba.org](http://iddba.org).

Congratulations to **Tracy Blake** from Price Chopper Supermarket in Plattsburgh, NY, who



has been selected for our Cake Pros® Spotlight!

Tracy was nominated by Bill Carter, Rich's Technical Specialist for the Northeast Region, who says Tracy "is always in tune with her customers and her cake decorating ideas!" You can visit [www.cakepros.com](http://www.cakepros.com) to learn more about Tracy and to nominate yourself or another professional cake decorator for the Spotlight! Just fill out and return the simple questionnaire – it's that easy. *Check it out – we'd love to hear from you!*

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](mailto:info@cakepros.com), fax us at 716.505.5051 or visit our website at [www.cakepros.com](http://www.cakepros.com).



Volume 3 • Issue \*3 • Fall 2006