

Springtime creatures & flowers to create

It's springtime! Jazz up your cakes with colorful, fun little creatures and beautiful spring-blooming flowers – and don't forget to use Rich's® Bettercreme®, which comes in your favorite pastel colors for spring.



Ladybug, Ladybug

- Tips to use: #2, #4, #6, #10
1. Pipe teardrop body with #10 tip.
 2. Pipe legs and spots with #4.
 3. Pipe head with #6.
 4. Pipe details with #2.

Here Chickee, Chickee

- Tips to use: #2, #6, #8, #10
1. Pipe body with #10 tip.
 2. Pipe head with #8.
 3. Add wings with #6.
 4. Pipe details with #2.



BuZZzy Bee

- Tips to use: #4, #6, #8, #10
1. Pipe a large teardrop body with #10 tip.
 2. Pipe head with #8 and wings with #6.
 3. Pipe details with #4.



Daffodil

- Tips to use: #104, #125 or 127, #4
1. Using a rose tip #104, #125 or #127, pipe six petals in a circle, touching at the center.
 2. Using a #4 tip and orange icing, pipe a 1/2-inch-tall cylinder of icing in the center over the petals.
 3. With green icing and #104 rose tip, pipe long leaves to finish the flower.



Magnolia

- Tips to use: #127, #180, #8, #352, #4
1. Using #127 or #180 tip, pipe three large, fat petals to form a base for the magnolia. Pipe five large, fat petals on top of the three base petals.
 2. Pipe four smaller petals standing up in the center of the large petals for the center of the magnolia.
 3. Using green and brown mixed color icing and #8 round tip, pipe a large bud in the center of the flower.
 4. Use brown icing and the #4 tip to pipe branches and the leaf tip #352 to pipe large leaves in green and brown icing.



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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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.

Dear Rose Baker:

How can I make gold- and silver-colored icings?

Thanks! Deb, Cake Decorator, HyVee Store, Iowa

Dear Deb:

We really can't achieve those metallic tones with food color, unfortunately. If we could, BakeryCraft and Deco-Pac would be selling bottles of the stuff!

But here's what I do: I pipe white stems with pure white roses and trim them off with the gold or silver foil leaves you can purchase from your novelty supplier. This does the job beautifully.

Rose

Dear Rose Baker:

My buttercreme is always stiff and hard to spread. It gets tacky in the proofer, so I usually put it on the mixer and rework it, but that's a lot of work. By the way, we get our buttercreme on the frozen truck delivery. What can I do?

Professional Cake Decorator, Billings, Montana

Dear Professional Cake Decorator:

Oh boy ... I'm gonna start trouble with this answer! Many stores report they receive icings on frozen trucks; logistics dictate. But a frozen bucket of buttercreme is like a frozen turkey – it takes up to six days to reach room temperature. You simply cannot work buttercreme two days off the frozen truck. So you have two solutions: keep remixing, or ... carry inventory! I suggest maintaining a week's worth of inventory. I know managers hate inventory, but it's just plain silly to invest labor into a ready-to-use product.

Rose

Dark Blue Bettercreme®

A patriotic new color your customers will love!

Just in time for graduations and Independence Day, Rich's® announces its brand new dark blue Bettercreme®! This deeper blue is the perfect color for flag cakes and military cakes, and it's also great for school colors.

Best of all, the new dark blue Bettercreme® comes in a bag, so it offers these great advantages:

- Easy-to-use bags mean substantial labor savings
- Attached star tip slides out for immediate use
- Convenient bags take up less space in the refrigerator
- There's no need to buy and clean pastry bags
- Easier to use for decorating than colored buttercream
- Works with your own decorating tips

Start thinking now of the many uses you'll have for this rich new

color of your favorite icing in a bag!

Dark Blue Bettercreme®
Product code: 22021

Handling:

- Store product in freezer at 0-10°F
- Thaw in cooler 24 hours
- Cut at dotted line at tip end of bag
- Position star decorating tip provided by squeezing into place
- To use your own decorating tip, place tip over existing tip/coupler base and secure with coupler connecting cap or ring
- Refrigerate between uses

Shelf-Life:

- Frozen in bag: 270 days
- Refrigerated in bag: 14 days
- Refrigerated on cake: 7 days
- Non-refrigerated on cake: 5 days



Tips, Hints and Ideas

The focus is on graduation cakes! Here are some great tips, hints and ideas to help increase the sale of cakes in your store:

- Set some sheet cake samples, decorated in your local school colors, on display for customers to see.
- Check your supply of caps, diplomas, balloons, confetti, streamers, etc. to be sure you have plenty on hand before graduation “season” begins.
- If you have a photo cake unit, make sure it is operating properly and printing cartridges are at the ready. Have copies on hand of your local schools’ mascots ready to print edible images. (Secure permission to use.) Possibly include this capability in your store ads beginning in early May.
- Bundle sheet cakes with deli trays, party trays and catered food for promotion.
- Distribute money-off coupons for half- and full-sheet graduation cakes.
- Sample cake slices on the weekends. Customers need to know you have great-tasting cakes! A prosperous graduation cake business is the reward of a well-run decorated cake business throughout the year.
- Decorate your bakery department after Mother’s Day for graduation. Make sure your customers know you are “Graduation Headquarters.”
- Make sure you have plenty of sheet cakes and icing in inventory. Check last year’s sales and order accordingly. Make sure decorators’ labor times are scheduled well in advance, and encourage your bakery manager to work assembly-line style to maximize labor: set-up, base ice, decorate, package.
- Remember, you will save labor by having sample cakes on display. Customers will order a cake “like that one” instead of reinventing the wheel with every order.

Visit us online!



We’ve created a fun, informative and interactive website exclusively for Cake Pros™ members. Visit www.cakepros.com whenever you need inspiration, helpful information or ideas or when you have a question for Rose Baker. We’ll keep you posted on new trends, products and upcoming event-planning ideas, as well as the great Cake Pros™ gifts you are eligible to receive. Check www.cakepros.com regularly, as we’ll be updating it often and you won’t want to miss a thing!

A Graduation Celebration

Here’s a special cake to help your customers honor their favorite graduate, whether it’s kindergarten, high school or college. This colorful sheet cake is also a great chance to use Rich’s® new dark blue Bettercreme®! Or decorate it in local school colors to create excitement and impulse purchases.

Tips:

- 104 rose
- 4 round
- 18 star

Supplies:

- Ribbon, Graduation Cap, Pastry Bags, Spatula, Cake Comb, Couplers

Procedures:

1. Base ice cake, then spread thin layer of gold-colored icing on top of cake.
2. Comb sides of cake.
3. Lightly press base of graduation cap on cake to make an imprint.
4. Use tip #104 to pipe a semi-circle ruffle around cap imprint; repeat set for second row of ruffle.
5. Use the open end of the coupler to pipe various colored balloons on top of cake in clusters.
6. Use tip #4 to pipe on balloon strings.
7. Use tip #18 to pipe a swag shell top border.
8. Use tip #18 to pipe a straight shell bottom border.
9. Cut various colors of curling ribbon in 12" lengths, curl with edge of spatula and place on top of cake.
10. Place base of cap on ruffle, then place cap on base.



Graduation Celebration Cake

Ingredients

	1/8	1/4	1/2	Full
Allen® Uniced Sheet Cake	16 oz.	32 oz.	64 oz.	128 oz.
Base Iced w/Rich’s® Colored Bettercreme®	6 oz.	9 oz.	20 oz.	23 oz.
Rich’s® Colored Bettercreme®	2 oz.	4 oz.	6 oz.	8 oz.
Colored Confetti	0.25 oz.	0.5 oz.	0.75 oz.	1 oz.



Our gift for you:



We’re happy to enclose with this newsletter the fifth pin in our collectible series: the Fourth of July pin. Exclusively for Cake Pros™ Decorators’ Club members, this brightly-colored pin will let everyone know you are a Cake Pros™ member, while reminding your customers to add a touch of patriotism to their summer celebrations. Collect all the Cake Pros™ Decorators’ Club pins!

“How do you respond to your customers’ concerns about health issues, such as trans fats?”

In our Winter 2005 issue of CakeProse™, we asked members to log on to our website and let us know how you respond to your customers’ health concerns. We’d like to thank those of you who responded, and we’d like to share some of the more frequent responses we received:

“I think, because of the nature of the product, my customers consider it a ‘cheat treat.’”

JACKIE CONLEY, CAKES FOR ALL, OH

“If it’s decorated pretty and it’s what they want, they have not had concerns about the fat or calorie count.”

KATHLEEN MACDONALD, PRICE CUTTER #15, MO

“I haven’t had too many customers ask about trans fats. Most just want something that is sugar free.”

MICHELLE EMERICK, BOB’S FOODLAND, OH

“Yes, trans fats are a concern. I try to opt for the whipped icings and smaller portions.”

SONNIE MYERS, SALEM IGA PLUS, IL

“Yes, I have had customers who choose the Bettercreme® frosting over the buttercream frosting because it’s the ‘healthier’ choice.”

KAT JORDAN, ACME MARKETS, NJ

“When my customers are concerned about health issues, I suggest whipped topping, which has fewer calories than traditional buttercream frosting.”

PATSY STEWART, TOWN & COUNTRY SUPERMARKETS, MO

“My customers seem more concerned with the flavor of the icing or whipped icing over buttercream icing than the fat content.”

HELEN MASSEY, SUPER K MART, PA

Cake Pros™ Planning Calendar



You should have received, under separate cover, our brand-new, 16-month full-color planning calendar, which lists all the important cake-selling holidays, as well as other notable dates. If you did not receive your calendar, simply email us at info@cakepros.com or call, toll-free, **1-866-242-3599** and we’ll send one out to you immediately!

Upcoming Industry Events

The International Dairy Deli Bakery Association Show

June 5-7
Washington, DC