

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:

I am making a cake I would like to cover with royal icing. Do you have a recipe for that? Would Bettercreme® work if I wanted to use dragees and stencils?

Thanks – I love your club!

Palma Hinds, Giant Supermarket, Bronx, NY

Dear Palma:

I make my royal icing with meringue powder, using a recipe on the can that works great. Make sure all utensils are free of grease, as this will break down the icing and it won't work. Yes, I have successfully used stencils and dragees on all mediums.

Sincerely,
Rose

Dear Rose:

When making a Tres Leches cake, what is considered the correct amount of Tres Leches to pour on top of the cake?

Thanks,
Marcie Mendez, Fort Worth, TX

Dear Marcie:

Below is a chart that shows the correct amount of Tres Leches to pour on a cake:

Cake	Amount of Tres Riches® per layer
8" round	8 oz.
1/4 sheet	12 oz.
1/2 sheet	24 oz.
full sheet	48 oz.

Hope this helps!

Sincerely,
Rose

Impress your customers with Rich's® Perfect Finish® Bettercreme® non-dairy whipped icing



Looking for the perfect finish for your delicious cakes and cupcakes? Need a whipped icing with superior performance? Rich's® is pleased to tell you about Perfect Finish® Bettercreme®, a pre-whipped, sugar-based, non-dairy icing that your customers will love! Features and benefits include:

- Consumer-preferred sugar-based flavor
- Extended ambient bench time (compared to competitive products)
- Consistent, easy to spread texture (no air pockets!)

- Excellent color performance (holds color; minimal bleed)
- Zero grams trans fat per serving

Best of all, research indicates consumers prefer Bettercreme® two to one over buttercream.*

Perfect Finish® can be used for a variety of applications in your bakery, from special occasion and dessert cakes to cream pies and fruit parfaits. Perfect Finish® is the perfect answer!

Now also available in chocolate!

Chocolate Perfect Finish® is the darkest brown whipped icing on the market with a rich, indulgent, sugar-based flavor your customers are sure to love!



*Source: Private Marketing Corporation of America Survey

Here's a delicious cake idea made with Rich's® Perfect Finish® Bettercreme®.

Mocha Fudge Cake

Special Tools:

Pastry bags, spatula, cake comb

Ingredients:

- Allen® Uniced Round Cake
- Base Iced with Rich's® Vanilla Perfect Finish® Bettercreme®
- Cappuccino Flavoring
- Classic Chocolate
- Cake Crumbs
- Coffee Beans



Procedures:

- Split cake layers using three layers: two yellow and one chocolate.
- Fill cake with 3 oz. Classic Chocolate between each layer.
- Add cappuccino flavoring to the Rich's® Vanilla Perfect Finish® Bettercreme® for a mocha flavor.
- Ice cake with the "mocha" Perfect Finish® Bettercreme®.
- Spread slightly-warmed Classic Chocolate on top of cake.
- Border top of cake with "mocha" Perfect Finish® Bettercreme® rosettes.
- Garnish top of cake with coffee beans and the bottom edge with cake crumbs.

Tips, Hints and Ideas

Orchids are a long-lasting, elegant and fragrant flower. Their graceful appearance draws attention and their unusual look suggests exoticness.

With an estimated 25,000 different types existing naturally and more being discovered each year, orchids are one of the largest flowering plant families.

Orchids can impart a wide variety of messages, but historically the meanings



of orchids have included wealth, love and beauty. Add them to this delicious chocolate cake, and they'll fly out of your display case!

Chocolate Orchid Cake



This elegant and delicious chocolate orchid cake is perfect for Valentine's Day (February 14), Easter (March 23), Mother's Day (May 11) or any occasion when your customers want to make someone feel extra special.

Tips:

#67, #127, #180, #4, #1, #22 star

Special Tools:

Pastry bags, spatula, cake comb

Ingredients:

- Allen® uniced round cake
- Base iced with Rich's® Bettercreme®
- Rich's® Chocolate Perfect Finish® Bettercreme®
- Rich's® Bettercreme® Icings in Colors™
- Classic Chocolate Icing

Procedures:

- Ice cake with Rich's® Chocolate Perfect Finish® Bettercreme®. Comb sides of cake.
- Heat classic chocolate icing to

115 degrees and pour over cake, starting in center.

- Use spatula to spread icing quickly to outer edge of cake, letting it drip over the sides.
- Use tip #67 and Rich's® Green Bettercreme® to pipe leaf layout as shown.
- Use tip #127 or #180 rose to pipe three full, elongated petals; then pipe two ruffled round petals alongside the single petal.
- Pipe a larger ruffled round petal over the two elongated petals to form the throat of the orchid.
- Using Rich's® Yellow Bettercreme® and tip #4, pipe the pistil of the orchid.
- Use tip #1 and Rich's® Dark Blue Bettercreme® to pipe dots on petals.
- Finish cake with tip #22 and Rich's® Chocolate Perfect Finish® Bettercreme® to pipe straight shell border along bottom of cake.

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

regularly and you won't miss a thing. And look for our member email blasts – they're also full of creative and helpful hints and ideas!

A special St. Valentine's Day treat



Valentine Hearts & Flowers Cupcakes

St. Valentine's Day (February 14) is traditionally a day to express love for someone, typically through love notes, or valentines. The idea of "giving your heart to the one you love" dates back to the high middle ages. Professing your love through gifts, such as flowers and chocolates, dates back to the 18th century. These days

everything from a simple handmade card to flowers to chocolates to jewelry can be used to express love on this very romantic day. Our hearts and flowers cupcakes will let your customers say "I love you" in a very sweet way!

Tips:

- #10 piping;
- #133 grass;
- #3 piping;
- #67 leaf;
- #7 piping

Special Tools:

Pastry Bag,
Spatula

Ingredients:

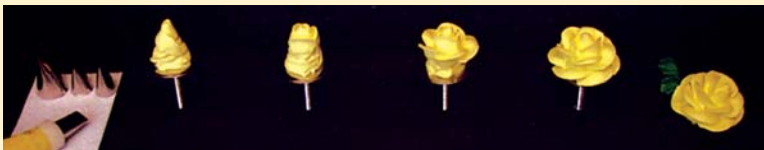
- Allen® Uniced Cupcakes
- Allen® Classic White Donut Icing
- Rich's® Bettercreme® Icings in Colors™

Procedures:

- Heat Classic White Icing to 112 degrees. Dip top of each cupcake into the heated icing.
- Using #10 tip with Rich's® Pink Bettercreme®, pipe six large daisy flower petals on half of the cupcakes.
- Using #3 tip with Rich's® Black Bettercreme®, pipe arms and legs on the other half of the cupcakes, as shown.
- Using #7 tip with Rich's® Red Bettercreme®, pipe a heart in the center of the flowers and between the arms and legs on the other cupcakes.
- Using #133 tip with Rich's® Yellow Bettercreme®, pipe hair on the heart people.
- Using #67 tip with Rich's® Green Bettercreme®, pipe leaves on the flowers.
- Using #3 tip with Rich's® Black Bettercreme®, pipe eyebrows and eyes on the heart people.
- Using #3 tip with Rich's® Pink Bettercreme®, pipe lips on the heart people to finish.



Instructions for making a rose on a nail



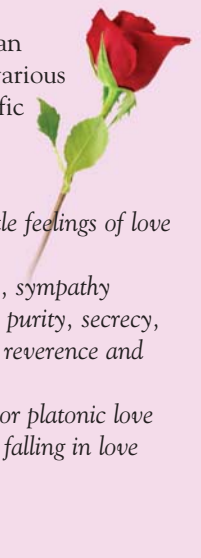
Decorate your St. Valentine's Day desserts with roses! Here's how to make a rose on a nail. You'll need these tips: #102, #104 or #124 and a #7 or #14 nail.

- Form a base of icing on the rose nail. Place the wide end of the rose tip down and angle the tip toward the center of the base.
- Squeeze the bag with one hand and turn the nail with the other hand, forming a bud.
- Place the tip at the left side of the seam on the rose bud and form a horseshoe-shaped petal. Form three petals around the rosebud.
- For the third row, tilt the bag outward slightly and form five horseshoe petals.
- The fourth row is completed using the same method with increased pressure to form seven petals around the rose.

A rose by any other name ...

According to the Victorian language of flowers, the various colors of roses carry specific symbolic meaning:

Red	love
Pink	grace, gentle feelings of love
Dark Pink	gratitude
Light Pink	admiration, sympathy
White	innocence, purity, secrecy, friendship, reverence and humility
Yellow	dying love or platonic love
Yellow with red tips	friendship, falling in love
Orange	passion
Burgundy	beauty



Creating a successful cake business

When considering prices for your cake creations, cost out each variety, giving special attention to the number of minutes spent producing and finishing each cake. It is here, more than at any other place, that a cake program fails.

Cakes are high-ticket items. However, they also can be labor intensive, and the labor required to finish many fancy cakes can destroy profitability.

Even just a few extra minutes spent on a cake can mean the difference between making a profit and losing money. So cost each finished cake exactly and figure its Contribution to Overhead, or CTO: the price minus material cost and packaging minus labor to produce the cake.

Now you can evaluate your total program in terms of dollar sales and



Part 5 of 5:
Pricing

profit. Some good sellers produce very little profit. Others may not sell as well, but produce more gross profit dollars.

If you are going to make money on cakes, you must have a plan – it's just that simple!

That's what a cake program is all about: aggressively planning what you can produce and sell for maximum profit, before you make your first cake.

This is the last in the series, Creating A Successful Cake Business. We hope you picked up several hints and ideas for making your cake business more successful and more profitable. Have an idea for an article? Is there a particular topic you'd like to see discussed in future issues of CakeProse®? Email us at info@cakepros.com and we'll try to accommodate your request!

Chocolate Tres Leches Cake



Happy
New Year from
your friends at
the Cake Pros®
Decorators'
Club™!

You won't be receiving an email blast during December, but you can find the instructions to make the Chocolate Tres Leches Cake, featured in December of your Cake Pros™ Event Planning Calendar, on the Cake Pros® website.

FROM THE ...

Cake Pros Spotlight

Each month, our Cake Pros™ email blast features a professional cake decorator chosen for our Cake Pros Spotlight on our website at www.cakepros.com.

Featured this month is **Shelly Thomas**, District Manager for *Military Deli Bakery Services*. Based in Newport, North Carolina, Shelly is responsible for all the cakes produced for the six military bases in NC – and that's a lot of cakes! You can learn more about Shelly by visiting our website. And don't forget to nominate yourself or another professional cake decorator for the Spotlight simply by filling out the questionnaire on the website and faxing it to us (nominee does not have to be a Cake Pros® member).

Check it out!!

The *Cake Prose*® newsletter 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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