

THE ART AND BUSINESS OF BAKING

# batter up

FALL 2016

## JUST *Desserts*

'TIS THE SEASON  
FOR GIVING IN

**Crush the Rush**

TIPS FOR SMART HOLIDAY STAFFING

**Menu Magic**

SAY MORE, MAKE MORE

**The Great Pumpkin**

PUT EVERY PART IN PLAY

**Dawn**

# Dawn of a New Era

This has already been a transformative year for Dawn Foods. From unveiling a new leadership model to relaunching DawnFoods.com, we continue to innovate and invest in the future of baking. We're also expanding our efforts to be your go-to source for the best insights, services and products the baking industry has to offer.

To that end, we're excited to announce our latest venture: *Batter Up*, our new quarterly magazine. In each issue, you'll find stories handcrafted to help you grow your business; firsthand advice from other bakers on how to improve operations and boost your bottom line; inspiration for new recipes and decorating techniques; and detailed reporting on industry and consumer trends—and how they could or should impact your offerings.

We realize that running a bakery is a 24/7 labor of love that requires ongoing care. That's why, in addition to launching *Batter Up*, we've been rolling out fresh stories and other resources under the Trends & Ideas section of DawnFoods.com.

Through *Batter Up* and the website, we'll share our expertise, feature bakery success stories, celebrate big marketplace wins, and keep you up to speed on the evolving and rewarding world of baking.

You are the future of our industry, and our priority is to help you grow your business—today, tomorrow, always.

Sincerely,



Carrie Jones-Barber,  
CEO



Serhat Unsal,  
CEO

## batter up

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Fall 2016

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FALL 2016

# batter up



# 8

## Sweet Surrender

Cautious most of the year, consumers cut loose around the holidays, seeking sweets with a sense of luxury.

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Dawn Foods CEOs Carrie Jones-Barber and Serhat Unsal reflect on a transformative year, including the inaugural issue of *Batter Up* magazine.

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How bakeries meet the uptick in demand around the holidays through effective staffing



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# Panaderia Power

Cater to the growing number of Latino consumers with this insider's guide to the values, flavors and sweets that matter most to this demographic.

ON THE  
RISE

## 2 GENERATIONS, 2 WAYS TO TARGET LATINOS:

### LATINOS OVER 50

- Shop for food more frequently than the average consumer
- Are health-conscious

Older Latinos are more likely to choose traditional desserts. Try offering **alfajores, classic cookie sandwichlike confections filled with dulce de leche.**

### MILLENNIALS

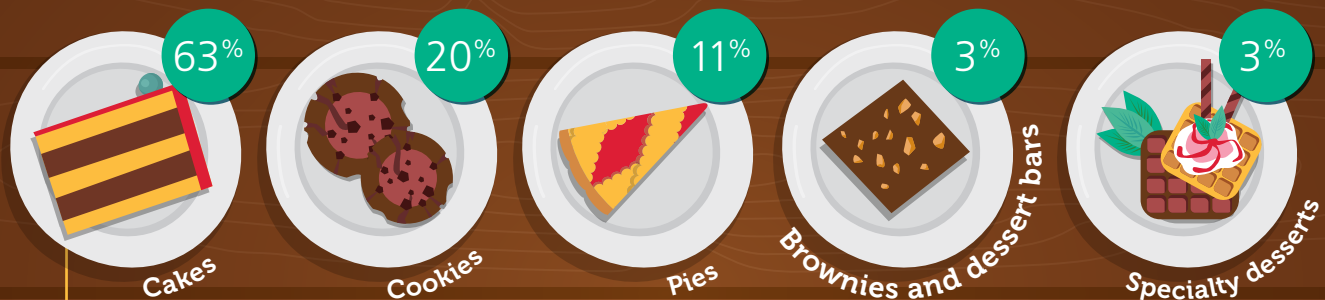
- Make up roughly 1/4 of Latinos
- Seek products that reflect their cultural heritage and new foods or brands

Millennials are more likely to choose trending desserts, such as **churro ice cream sandwiches or Nutella®-banana empanadas.**

## PIECE OF CAKE: DRIVE SALES WITH DESSERT TRENDS

Dessert plays an important role in celebrations around U.S. holidays and religious festivities.

HISPANIC SPENDING ON DESSERT ITEMS:



TOP CAKE FLAVORS AMONG HISPANIC SHOPPERS:

- 1 Tres leches
- 2 Caramel
- 3 Fresh fruit
- 4 Oreo®

**Tres leches mashups** are hot, particularly when they feature authentic and trending flavors, such as caramel sundae and cookies and cream.

As ingredients from pan-Latin cuisines continue to trend, capitalize on these flavors:

#### TROPICAL FRUITS

Make guava and ricotta cheese empanadas.

#### CARIBBEAN SPICES

Try a tropical twist with Jamaican spice cake.

#### ANCIENT GRAINS

Add these to your recipe for nutty bread.

#### MASA-BASED BREADS AND DESSERTS

Use corn flour for strawberry tamales or a new take on cornbread.

FROM THE  
PANTRY

INNOVATION  
STATION

## Brewed & Improved

Distinctive **coffee and tea flavors** are all the buzz on bakery menus

Coffee- and tea-infused desserts are brewing up a fan base in the baking industry. Nearly one-quarter of dessert menus in the

U.S. feature coffee or espresso desserts, according to Datassential MenuTrends. Meanwhile, tea-based desserts are now listed on 5 percent of menus, which is a significant increase from the previous year.

At Indie Cakes & Pastries in Berkeley, California, customers can indulge in a mocha cupcake topped with coffee buttercream and chocolate-covered coffee beans. "Coffee enhances the chocolate flavor of the cupcakes," says owner Anastasia Widiarsih.

Earl Grey tea-infused macarons are also on the bakery's menu. Widiarsih first grinds the tea into a fine powder before adding it to the macaron batter. She then tops them with apricot buttercream.

When baking with coffee and tea, Widiarsih suggests brewing them strong to maximize the flavors. "If the coffee or tea is too weak, you won't be able to taste it in the dessert," she says.

At Love at First Bite Bakery, also in Berkeley, matcha green tea cupcakes made with honey and topped with a matcha green tea buttercream frosting are a huge hit.

"Honey gives the cupcakes a unique flavor because it's different from sugar," says owner Patricia Powell. "The frosting is also less sweet, which gives these cupcakes a more grown-up taste." — *Katya Gordeeva*

DESSERT  
ISLAND

YOU'RE GETTING STRANDED  
ON A 'DESSERT ISLAND' —  
WHAT'S YOUR MUST-HAVE?



**JOHN LUPO**

Owner;  
Grandma's Bakery;  
White Bear Lake,  
Minnesota

"Employees are the ingredient I couldn't live without. I owe everything to them," Lupo says. Staffers play a particularly important role around the holidays, when customers flock to Grandma's Bakery for cookies. "My workers understand that November and December are busy months—and that they may have to work longer hours. The fancier we make [the cookies], the more excited people get. They want that [by] hand touch," he says.

Photos by Thinkstock

THE  
TREND  
TICKER

Here's what's heating up  
and what's everywhere  
in the industry.

**Hybrids:** The growing popularity of mashups like cake waffles and apple pie cake means more opportunity to create exciting new flavor profiles and unique ingredient combinations.

### What's On Its Way In

Whether it's brownies made with Twix or cheesecake spiked with Snickers, **candy-laced desserts** pique interests and appetites. ➔



## The Spice Is Right

Ginger's warm, zesty taste heats up more than just holiday cookies

# 26%

Percentage of menus in the U.S. featuring ginger, up **8%** since last year

# 63,419 TONS

The amount of ginger the U.S. imported in 2013—making it the biggest importer outside South Asia and East Asia

**Ginger's** a star player in budding bakery trends:

**1. SPICY DESSERTS,** such as in the **apple-ginger pie** from Yippie-Pie-Yay in Seattle

**2. ASIAN-INSPIRED FLAVORS,** Like in the **ginger-lavender scones** at Sweet Butter Kitchen in Los Angeles

**3. ETHNIC MASHUPS**

— Katya Gordeeva

COULD IT CATCH ON?



Sources: "Ginger Trends in the U.S. - Not Just Pickled," Food Genius, June 9, 2015; Food and Agriculture Organization of the United Nations, Statistics Division; "The U.S. Ranks 4th in Ginger Imports," Ranking America, April 11, 2010

BEST PRACTICE

## Friend, Not Foe

### How to kick off a profitable business relationship with local supermarkets

Supermarkets don't have to be the enemy. When a bakery becomes a supplier to a supermarket, the relationship can pay off big—for both sides. "Supermarket partnerships with well-respected, locally owned artisan bakeries can help elevate the quality of the grocers' bakery offerings and boost their connections with the community," writes Mark Hamstra, content director at *Supermarket News*. Meanwhile, bakery owners benefit from a new revenue stream, as well as a boost in brand exposure. Create a win-win partnership with these tips:

Create a win-win partnership.

**1. Attend Trade Shows and Industry Events:** Get out and network with potential partners. Participating in supermarket trade shows can expand awareness of your bakery and allow in-store managers to experience your offerings. One way to stand out at a show—and to make sure attendees remember your business when the event is over—is to package extra samples for them to take home.

**2. Highlight How Your Products Benefit the Store:** A retailer's rep will take notice when you explain how your baked goods can specifically benefit the store. Buyers are numbers driven, so show them how your products will have an impact on the supermarket's bottom line. Come prepared with stats around the popularity of the ingredients and flavors featured in your bakery's core offerings. If any of your items are particularly trendy during a certain season or holiday, make sure to mention that, too.

**3. Simplify the Process:** In addition to profit, in-store managers care about convenience. Along with great products, offering a simple process can help secure your bakery's partnership with a supermarket, says Dan Leader, owner of Bread Alone in Lake Katrine, New York, which works with retailers in New York, New Jersey and Connecticut. "It's important for bakers to have their packaging together and create the display for their product to minimize the work for the grocer," he says. — Katya Gordeeva

**Sweet and Savory:** Desserts with a spicy kick, such as chewy ginger cookies and cinnamon-chili brownies, take customers' taste buds on a sweet and tingly ride.



◀ Cupcake-only bakeries might've cooled, but the **cupcake** will always be a sweet staple.

## What's Hot

◀ From Jamaican rum cake to sopapillas, **ethnic desserts** are all the rage.

**Cake Pops:** The once-novel treats are now mainstream. ➤

## What's Everywhere





# SWEETS

By **David Tamarkin**  
Photography by  
**Tyllie Barbosa**

Most businesses rise and fall by the impulses of their customers. But if your business is sugar, Chris Hanmer has good news for you.

“Sweets in general do well when the economy is good—and when things are bad,” says Hanmer, chef and proprietor of CH Patisserie in Sioux Falls, South Dakota.

This is a sweet insight for retail bakers in particular, given that personal savings are currently outpacing consumer spending, according to the U.S. Department of Commerce. To Hanmer’s point, in a world where there aren’t many affordable indulgences, sugar is one that consumers willingly turn to year-round.

But what happens during the holidays, when consumers are more likely to spend on bigger luxuries, such as iPads or jewelry? Sweet goods go along for the ride, as consumers double down on that “treat yourself” attitude. A survey by market research

firm Field Agent found that 92 percent of respondents said they indulge in food more at Christmastime than other times of the year—and the most common way to do so is by eating more sweets, according to 62 percent of respondents.

That’s certainly been Hanmer’s experience. “People buy the things that they wouldn’t spend money on before,” he says.

Renato Poliafito, co-founder of New York City-based Baked, agrees. “It’s generally understood that [consumers] are going to indulge during the season,” he says.

The key for retail bakeries is learning how to capitalize on that impulse to indulge. Here are three ways to start.

## **Good Things Come in Small Packages**

The holidays may be synonymous with decadent pumpkin pies and sweet sticky puddings, but Hanmer has found that he doesn’t



*Consumers cut loose around the holidays, seeking sweets with a sense of luxury.*

have to go with full-size desserts to see an uptick in sales. It's the small stuff—carefully crafted macarons, thoughtfully packaged candies—that moves the most. “Everything is designed to be individual,” he says.

Single-serving sweets stay fresh across dayparts and ease portion-size concerns, of course, but during the holidays, they're also more likely to be picked up by consumers seeking personal, indulgent treats or thoughtful presents. CH Patisserie starts the holiday season in the fall by rolling out small bags of house-made candies—caramels, toffees and chocolate bars. Nostalgic offerings, such as chocolate snowmen and Christmas cookies, grow in popularity as the season changes from fall to winter.

The importance of quality packaging can't be overstated, given that the majority of these purchases are given as gifts, Hanmer says. Upscale packaging of solo servings also encourages

impulse buys by consumers seeking little luxuries. As a rule of thumb, Hanmer estimates he spends 50 cents on ingredients and labor for the treats themselves and \$1 to package them.

### **Ingredients for Success**

It's the little things that rack up holiday sales at Zingerman's Bakehouse in Ann Arbor, Michigan, too. These little things aren't the pastries themselves, but what goes into the pastries. Zingerman's uses quality ingredients—and the higher prices that go along with them—as a selling point.

“We choose ingredients based on flavor, not price,” explains Amy Emberling, co-managing partner of Zingerman's. “That's the difference between us and other bakeries. Even if it's going to cost more, we find a way to make money in some other way, rather than skimping.”



## Vanilla Diamond Cookies

Chris Hanmer; CH Patisserie;  
Sioux Falls, South Dakota

42 ounces unsalted butter, softened  
5 cups powdered sugar  
3 vanilla beans  
6 egg yolks  
9  $\frac{3}{4}$  cups bread flour  
3 cups sugar  
Egg wash, as needed

Combine butter and powdered sugar in a bowl fitted for a stand mixer. Scrape seeds from vanilla bean and add to butter mixture. With mixer running, add 1 yolk at a time until well combined. Add bread flour until dough forms. Divide dough into 3 balls. On a floured surface, roll balls into 1-inch-thick logs. Wrap with parchment and refrigerate 4 hours or until firm. Dough can be frozen for up to a month.

To bake, brush logs with egg wash, and roll in sugar, coating evenly. Slice logs into  $\frac{1}{2}$ -inch-thick slices. Place rounds on parchment-lined sheet pans and bake in preheated 350 F oven 10 to 15 minutes. Cool.

Yields 12 dozen cookies or 144 cookies.

## Pfeffernusse Cookies

Zingerman's Bakehouse; Ann Arbor, Michigan

$\frac{3}{4}$ cup butter	$\frac{3}{4}$ teaspoon black pepper
3 cups brown sugar	$\frac{3}{4}$ teaspoon cinnamon
3 large eggs	$\frac{3}{4}$ teaspoon ground cloves
$\frac{3}{4}$ teaspoon baking soda	$\frac{1}{2}$ teaspoon sea salt
$\frac{3}{4}$ teaspoon cream of tartar	3 $\frac{3}{4}$ cups flour
1 $\frac{1}{2}$ teaspoon ground anise	1 $\frac{1}{2}$ cup powdered sugar
1 teaspoon nutmeg	

Cream butter with brown sugar. Mix in eggs, one at a time; beat until mixture is light and creamy, about 3 minutes.

Combine baking soda, cream of tartar, sea salt and spices with flour and stir into creamed mixture until dough is smooth. Using a  $\frac{1}{3}$ -ounce scoop, form dough into marble-sized portions. Coat with powdered sugar. Place balls on a parchment-lined sheet tray, leaving 1 inch between cookies.

Bake in a preheated 350 F oven for 8 to 10 minutes, until cookies puff slightly and become lightly browned. Cool completely.

Yields 10.5 dozen or 126 cookies.

The bakery's focus on quality ingredients means its baked goods may cost a little more than offerings at competing bakeries. That's where marketing comes into the picture: Through signage in the store and on its website, Zingerman's takes every opportunity to tout why a customer might want to spend more on better ingredients, highlighting "real butter," "rich molasses" and "Indonesian cinnamon" as examples of the worthwhile ingredients they use.

Beyond marketing, Emberling and her staff entice shoppers to make a purchase by giving out samples—lots of them, of anything anybody asks for, at any time. Samples are especially valuable at the end of the year, when the bakery starts production on special ethnic holiday treats—Hungarian beigli and German stollen, for example. "They only appear for a limited time," Emberling says of the complex pastries, for which the bakery charges even more due to their limited production and labor intensiveness.

Despite the higher price point, these pastries sell by the thousands. Emberling believes that it comes down to trust built by the bakery's try-and-taste-the-difference philosophy. "When we tell [customers] that an ingredient tastes really good and we use it for that reason, they trust us," she says.

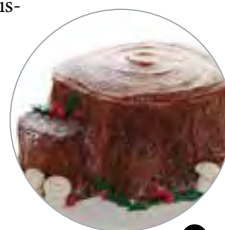
## Go Big With Design

"People like a sense of luxury no matter what, whether it's a dessert or a car," Poliafito says. "The more exclusive you make something appear, the more they want it." Add in a limited-time offering, and it's a surefire bottom-line booster. The moneymaker of Baked's holiday offerings? The Stump de Noel, a novelty that he says customers "go crazy" over.

"It's a buche that's on its side, so it looks like a tree trunk," Poliafito explains. Baked starts making the stumps in the fall, well before Christmas, and bakers begin by decorating the stumps with fondant mushrooms and fall leaves in oranges, yellows and browns. As the weather gets frostier, so, too, do the stumps. By the time Christmas comes, the stumps are covered in fondant holly leaves and dark berries and dusted in snow. Realism is part of the appeal, and while the decorating treatment evolves throughout the season, the stumps look consistently true to life, rustic and beautiful in their imperfections.

The highly designed, limited-edition dessert is produced in several iterations that customers can collect and devour all season. "It's at a higher price point, but it sells really well," Poliafito adds.

There's no better time than the holidays to go all out, after all.



Visit **DawnFoods.com** to get Baked's recipe for Stump de Noel.

David Tamarkin is the editor of *Epicurious*.



# LABOR OF *Love*

Ready to tackle the holiday rush?  
Strategic staffing can make all the difference.

BY KATE ROCKWOOD



ere's a bittersweet stat: Seventy-five percent of Achatz Handmade Pie Co.'s annual sales occur in the last quarter of the year.

"The holidays mean huge sales for us," says veteran baker Wendy Achatz, who opened the Chesterfield, Michigan, bakery with her husband, Dave, in 1993. "On the Wednesday before Thanksgiving, we typically do six weeks of sales in that one day. Staffing our six pie shops and

the bake house properly for those months is a real balancing act."

That balancing act is all too familiar to bakers nationwide, given that Thanksgiving and Christmas are the top holidays during which baked goods are consumed. And it's not just pie that reigns supreme: Cakes, brownies, cupcakes, dessert bars and specialty desserts all spike in popularity around Christmas.

"Customers are looking for items beyond the holiday dinner table—it's a festive season," says Beth Cotter Fahey, co-owner of Creative Cakes in Tinley Park, Illinois. "We see more pastry trays and miniature pastries for holiday parties, gift baskets for corporate clients, bags of cookies for kids' stocking stuffers and donuts for Christmas breakfast."

Producing all of those sweet treats takes elbow grease, and a retail bakery can easily erode its profit margin in overtime, training costs and inefficient staffing. "Labor is typically a bakery owner's biggest expense, [eating up] 40 to 50 percent of revenue," says Fahey, who is also president of Retail Bakers of America. "Getting that piece right can have a huge impact on your margins."

Here are five strategies for getting it right without wasting a cent.

### Employ Seasonal Help Shrewdly

Temporary help is essential this time of year, but Fahey says the unemployment rate in the foodservice industry is extremely low right now, making highly skilled and motivated temp employees hard to find. What's more, untrained or unmotivated workers can drag down productivity—or worse, make costly mistakes.

Achatz learned that the hard way. "Once, we let temporary people put strawberry pies in boxes, but they labeled them rhubarb," she recalls. The make-good

**"LABOR** is typically a bakery owner's biggest expense, [eating up] 40 to 50 percent of revenue. Getting that piece right can have a huge impact on your margins."

— **Beth Cotter Fahey**, President of Retail Bakers of America

on the error? "We wound up giving customers credits and giving pies away."

But with 100 employees throughout the year and as many as 150 needed during the holidays, Achatz can't forgo seasonal help altogether. So she put strict parameters on which tasks these employees can be assigned. "We'll handle the brain surgery, and the temporary help can mop the floors and break down boxes," she says.

In addition, when she's looking to fill an opening, Achatz relies on a roster of past employees or current workers' friends and family members rather than placing a job ad. "We call on people who know us really well and have maybe worked here in the past—an ex-store manager, an old employee who's now a stay-at-home mom, a college kid home from break—because we know they're going to bust their butts for us, and they have a sense of how things work here," she says.

Tapping former talent also works well at Flirty Cupcakes Dessert Garage in Chicago. During the holidays, the bakery does brisk business in pie, as well as in specialty desserts like hand-decorated white chocolate peppermint cupcakes.

"Hiring temp labor and getting them up to speed is way more work than it's worth at a time when we're already crunched," says owner Tiffany Kurtz. "When I double my staff, I bring back people who have left. Often, they're happy to come back for a couple of days or a week—and they can jump right in."

### Make Friends With the Freezer

Seasoned bakery owners agree that a holiday game plan should be locked down long before November. Planning as early as summer allows time for much-needed R&D. "It's worthwhile to do internal testing and see how long your products last and what different types of available storage do to the quality of the product," Fahey says.

At Fahey's bakery, workers make cookie batter during the early fall, a slower season for the bakery, and portion it into pucks that are stored in the freezer for the frenzy later.

Achatz, meanwhile, starts thinking about Thanksgiving on June 1. By month's end, pumpkin and pecan pies are filling her freezers. "We pull them out and bake them the week of Thanksgiving," she says, noting that each frozen pie is one less crust to make or shell to fill during the chaotic holiday rush, when labor is stretched thin.

### Stagger Shifts

Doubling your staff won't automatically double production because every bakery has a natural bottleneck: equipment availability. After all, the oven can fit only so many pie tins, the mixer only so much dough.

That's why Flirty Cupcakes takes a different approach to scheduling, running around the clock during peak holidays. "We usually bake from 8 p.m. until 5 a.m., but we'll add another baking shift from 5 a.m. until 8 p.m.," Kurtz says.

A 24/7-production schedule is easier to tolerate in the baking industry, where overnight shifts are common. "Most people know that long holiday hours are what bakery workers signed up for," Achatz says. "You might work an eight-hour shift 10 months a year, but you know at Thanksgiving or

Christmas, you might have to work a 14-hour shift. Even our administrative director comes out on the packaging floor and helps label pies."

### Automate to Dominate

Investing in an industrial cookie machine or pie press may seem like an unnecessary expense when your staff already handles that task by hand.



But during the holiday rush, those manual labor minutes can add up to needing to hire extra help.

“Automation can be very helpful, if you can afford the initial expense,” Fahey says. If you’re torn between hiring someone new and buying a specialty tool, it can be more cost-effective to invest in the equipment, she adds. “It doesn’t call in sick, and you don’t have to pay [for its] health insurance.”

For a bakery whose workers have handled the same tasks for years, consulting with an equipment supplier may make it easier to decide which tasks to automate and how equipment can be integrated into existing workflows.

### Communicate, Communicate, Communicate

Managing staff expectations can go a long way toward maintaining morale when everyone is working long shifts at full speed. That means being upfront about hours during the hiring process. Are these shifts eight or 10 hours long? Does everyone work Thanksgiving morning and Christmas Eve? Be explicit at the outset to avoid confusion or resentment later.

It’s also a good idea to make and share policies that are consistent and fair so the entire team knows they’re in this together. “If employees know what to expect, they’re happier—and they’re not wasting time wondering what’s going on,” Achatz says. “We talk to everyone about blackout days when no one can take off and everyone is expected to work. And managers get their schedules done by the first week of September.”

By leveraging these tried-and-true staffing techniques, you’ll get all hands on deck and up to speed with fewer holiday headaches—and a richer year-end bounty. And that’s something to celebrate.

*Kate Rockwood is a freelance food and business writer based in Chicago.*

## Holiday Help

**Three creative interview questions that separate so-so candidates from true rock stars:**

### 1. What’s your favorite thing to order here?

It doesn’t matter whether they prefer the snickerdoodles or the peppermint cupcakes. “Being familiar with our bakery is a big plus,” says Tiffany Kurtz, owner of Flirty Cupcakes Dessert Garage in Chicago.

### 2. What do you enjoy most about helping customers?

“I’m looking for emotional intelligence because social skills are so important, especially when the bakery is busy and crowded and customers might want a little extra TLC,” says Wendy Achatz, co-owner of Achatz Handmade Pie Co. in Chesterfield, Michigan.

### 3. Whom would you hire to work here?

Even new hires can be great resources for referrals—especially if you motivate them with a small bonus, like a gift card. “[Workers] tend to take [referrals] pretty seriously because they don’t want to be responsible for bringing in someone who didn’t work out,” says Beth Cotter Fahey, co-owner of Creative Cakes in Tinley Park, Illinois. “And word-of-mouth referrals are always 100 times better than posting something online and weeding through résumés.”

*Developing the perfect menu is both art and science. It's not enough to give a pastry a cute name or jot offerings on a chalkboard. You have to know the value of your products, price them accordingly and then tackle marketing, so you can avoid leaving money on the table. Check out these five menu tricks to boost the perceived value of your baked goods.*

*By Abigail Covington*

# Milk Your Menu FOR ALL IT'S WORTH

## 1 Include Prep Methods in Descriptions

On average, describing a dish with terms like "house-made," "in-house" and "artisanal" correlates to a 35 cent spike in an item's price, according to foodservice data provider Food Genius. Customers are willing to pay more for goods with descriptions that imply freshness. If you make anything in-house, flaunt it. From bread that's baked fresh daily to cake made from scratch, it pays to communicate the effort that goes into your goods.

## 2 Showcase Ingredient Origins

It's no secret customers care about where their food comes from. Fast-casual concepts like Sweetgreen have adapted their menus to address this growing trend, and so can bakeries. Mentioning the companies, farms and mills that provide your bakery with its essentials not only increases transparency and helps establish trust with customers, but it can also raise the dollar amount they're willing to pay for your goods.

## 4 Create and Explain Signature Items

If the Cronut® craze has taught us anything, it's that a good signature pastry with a powerful backstory can transform any bakery into a must-try destination. The charm of Dominique Ansel's quest to conquer the ultimate American pastry, the donut, only to end up with a hybrid item that also paid homage to his Parisian roots was too much for customers to resist. Whip up something whimsical and personal. The better you tell the story, the better you'll showcase creativity and make your business stand out.

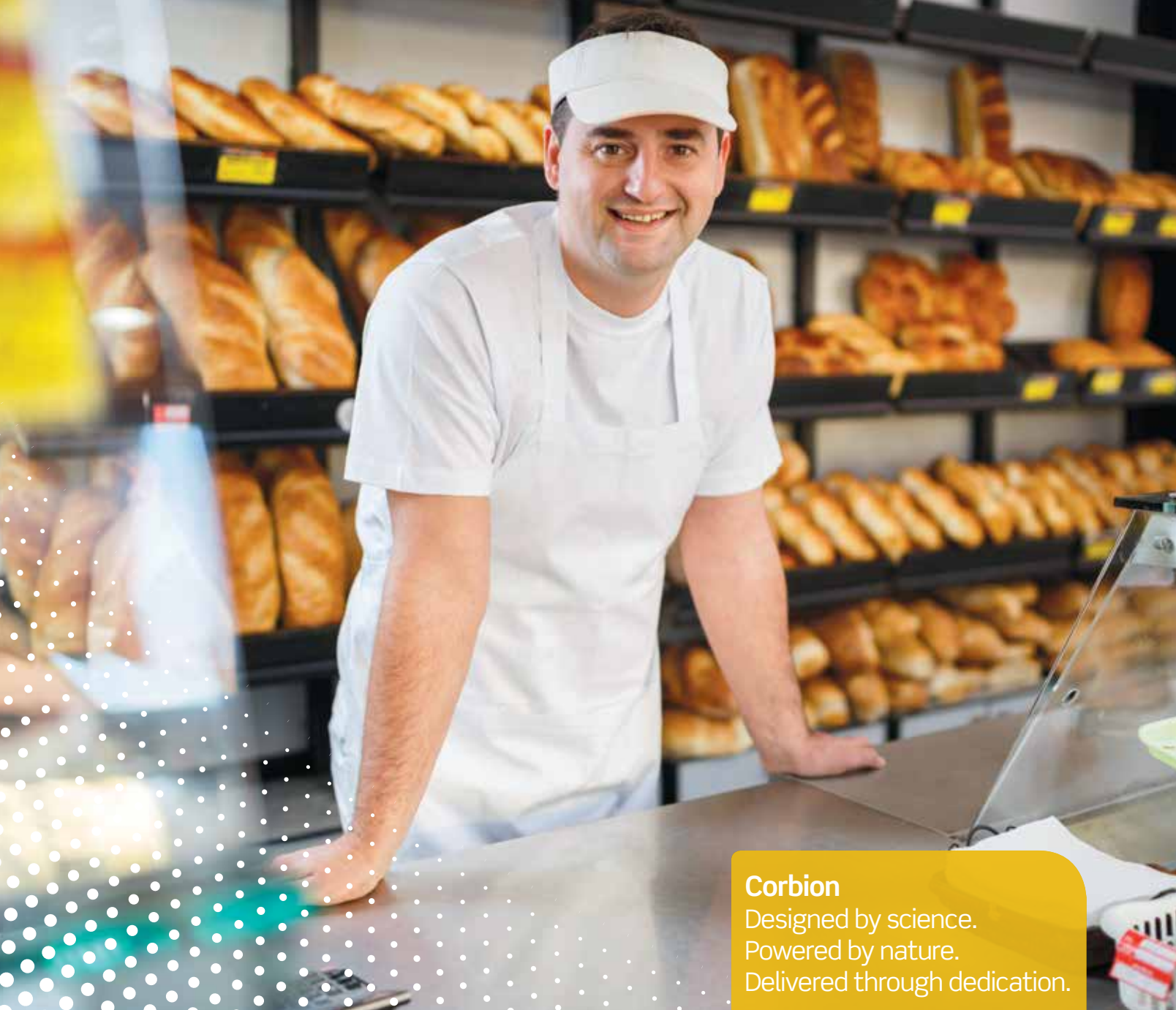
## 3

## List Potential Allergens and Ingredients Associated With Dietary Restrictions

According to the U.S. National Library of Medicine, 65 percent of the global population has trouble digesting lactose. Highlight foods commonly avoided for medical, nutritional or other reasons. Doing so ensures customers have a safe and enjoyable experience at your bakery—likely earning you brownie points for transparency.

## 5 Call Out Seasonal Items

Using seasonal flavors shows an appreciation for the finest ingredients. While most bakeries use seasonal ingredients to varying degrees, few advertise it. Ice cream sandwich pioneer Coolhaus, which has operations in New York City, Dallas and the Los Angeles area, calls special attention to its seasonal items by including an asterisk next to menu listings. This strategy has been a boon for business, according to Natasha Case, Coolhaus' CEO. "[Seasonal ingredients] are hugely important [in terms of] the message they communicate about our brand ... and the consequent buzz they generate," she says.



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**FLESH AND PULP:**  
SCOOP TO MAKE  
PUMPKIN PUREE

**SKIN:** SLICE AWAY FROM  
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GENEROUSLY, BAKE TO  
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**SEEDS:**  
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INTO PIE CRUST

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