

A Little Sweet Talk

FOODSERVICE OPERATOR E-NEWSLETTER
From The Original Cakerie | May 2017



Fresh, flavorful and healthy Ingredients to ring in Summer

Now, more than ever, your patrons are particular about leading healthy lifestyles, as such, food quality plays a critical role in assisting them with their respective wellness journeys. This, of course, isn't the easiest of endeavors, and for this reason, they're forming unusual alliances.

The [U.S. Grocery Shopper 2016 Trends report](#) from the Food Marketing Institute highlights a very interesting insight: "45% of shoppers recognize their primary store as an ally that helps them keep on track in the struggle to stay healthy". On the same list, only 27% of the shoppers think of their local restaurants as partners working towards the same health and wellness intentions.



Lemonburst
Macaroon Bar

Mango
Mousse Cake

This is incredibly noteworthy since this 2016 Nielsen report, ["What's In Our Food And On Our Mind"](#) suggests that North Americans take the lead in the percentage of diners who eat out-of-home for dinner at 69%, outpacing Latin America (45%), Africa/Middle East (57%), Europe (61%) and Asia-Pacific (66%).

Furthermore, the aforementioned Nielsen report also underscores the top five ingredients that North Americans say they avoid in their diets, which are:

TOP 5 Ingredients to Avoid

- MSG (55%)
- Antibiotics or Hormones Used In Animal Products (54%)
- Artificial Sweeteners (54%)
- Artificial Preservatives (53%)
- Food In a Package with BPA (53%)

Beyond great taste and a memorable dining experience, customers, are looking for alliances - partners in their health goals. You should capitalize on this trend by revamping your summer menu with top quality dessert options from The Original Cakerie and [Lawler's](#), which are made with natural flavors, fresh fruit fillings, real couverture chocolate and fresh dairy cream cheeses. Our items contain no artificial trans-fat or any of the avoided ingredients listed.

Adding flavorful and citrusy treats (like [Raspberry Swirl Cheesecake](#), [Key Lime Pie](#), [Orange Citrus Cake](#), [Lemonburst Macaroon Bar](#) and [Mango Mousse Cake](#)) to your summer menu will appeal to your customer's quest of consuming products that are not only delicious, but free of ingredients they are trying to avoid.



Key Lime Pie



Raspberry Swirl Cheesecake



Orange Citrus Cake

Recipe Feature

Peaches and Cream Shortcake Ice Pops



Contact your local The Original Cakerie broker or salesperson to learn more about our delicious Peaches and Cream Shortcake.

[DOWNLOAD THE FULL RECIPE HERE!](#)

Terrific Threes:

Popsicles are Profitable, Portable and Most Menued!

As Datassential highlights, frozen novelty desserts (which include popsicles, ice cream sandwiches, paletas, and ice-cream bars) have the third highest snacking purchase intent with consumers (67%), are the third most menued dessert by Operators (64%), and also, the third-most profitable (13%).

At this point, you're probably wondering: "What kind of Popsicle would be worth creating and including to my dessert menu?" **The Peaches and Cream Shortcake Ice Pops** are what you're looking for!

The ingredients of this frozen summer delight (which include chopped peaches and cream shortcake, peach nectar, milk, honey, finely grated lime zest, peach slices, raspberries and mint sprigs) are a refreshingly delicious way to celebrate the arrival of summer.



The Original Cakerie & Lawler's

Together Under One Roof!



NRA Show 2017 - the leading event in the food services industry - is here again and The Original Cakerie & [Lawler's](#) Desserts will have a big showing of its delectable dessert assortment.

What makes this year's show additionally special is that The Original Cakerie (#5834) and [Lawler's](#) (#6034) have booths right across from each other - talk about a steamy affair.

You'll get an exciting pot-top view of the variety of dessert products and samples (such as cakes, bars, brownies, and pies), that will captivate the minds and taste buds of your patrons.

Visit us at booth #5834
(and [Lawler's](#) at booth #6034)
at the NRA 2017 show!

**Booth
#6034**

**Booth
#5834**



In a 2016 Datatssential survey, Operators highlight the following factors as dessert challenges: Training kitchen staff to make dessert consistently, menuing desserts as labor intensive and controlling food costs of desserts.



Culinary professions worth their salt know the cardinal rule, which can't be broken, is consistency. This crucial element not only contributes towards food quality and overall customer experience, it is also one of the hardest things to maintain. This rings true especially since 23% of Operators state that they struggle with teaching their kitchen staff to uniformly prepare desserts.

As for the costs of hiring a pastry chef, which 22% of Operators say is a dessert hurdle, PayScale estimates [the average base salary](#) of an Assistant Pastry Chef in the U.S. at \$40,866, an Executive Pastry Chef at \$62,450 and an Executive Pastry Chef (Casino) at \$103,872. Canada reflects roughly the same estimates. While not seemingly grim, if you factor in other hard and soft costs, you get a brow-raising picture.

Controlling the food cost of ingredients or dessert products is a common angst that 27% of Operators claim they experience. Understandably so, if you as a Chef aspire to create a unique dessert menu that distinguishes your establishment from other restaurants, it's often difficult to do with challenges such as labor and ingredient costs rising through the roof.

A financially expedient solution to all three problems is investing in pre-made desserts from The Original Cakerie and [Lawler's](#). This way you're able to exceed your customer's expectations with desserts that require little or no labor, are easy to plate, robust with flavor, and increase the profitability of your overall establishment.

You'll be eating your cake and having it too.

Product Feature

Strawberry Shortcake

A sweet sense of pride

Aside from satisfying a sweet craving, cake, in all of its decadent glory, has historically been used to commemorate significant events: be it weddings, annual holidays, and most commonly, birthdays.

It can be said that celebrating a birthday without any cake is the culinary equivalent of a chef dressed without a jacket - it just doesn't seem right. Following this assumption, celebrating Independence Day (a country's birthday) without cake just wouldn't seem right.

Highlighted in a 2016 Datatssential "Dessert Menu Trends Keynote", 31% of consumers and 31% of operators are interested in desserts that have Jams and Jellies as a chief ingredient or garnish. Furthermore, some notable flavors pointed out were strawberry, raspberry, and grape.

As Canada turns 150 years old and the U.S.A blows out 241 birthday candles this July, why not inject some flavor into your dessert menu by adding The Original Cakerie's Strawberry Shortcake?

Garnished with strawberries, blueberries, or both, this decadent three-layered shortcake (made with real strawberry fruit filling and thick dairy fresh whipped cream) is the perfect treat to instill a sweet sense of country pride in your patrons on Independence Day.

Patriotism can feel AND taste oh so sweet!



Strawberry Shortcake




Passionately Creating Delicious Eating Experiences

cakerie.com

For more information, please contact: Marketing: David Grandell: dgrandell@cakerie.com
 US Sales: Lee Rowden: Lrowden@cakerie.com or Canada Sales: Scott Dorland: sdorland@cakerie.com
 The Original Cakerie Ltd. 1345 Cliveden Avenue, Delta, BC Canada V3M 6C7
 Phone 604.515.4555 | Fax 604.515.4565 | Email sales@cakerie.com | www.cakerie.com | www.inspired-by-happiness.com

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