

New Jersey Bakers Board of Trade, Inc.

THE INSIDE SCOOP

Spring 2013



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Hello NJBBT members:

Spring has been a busy time for the New Jersey Bakers Board of Trade and I would like to share some highlights with you.

We completed our Winter Workshop 2013 in Atlantic City. The workshop was a tremendous success, with over 175 attendees from the entire spectrum of our baking family. It was a wonderful mix of students, educators, bakers and chefs.

The NJBBT would like to thank all of the presenters at the Winter Workshop for providing our members with a day full of information, education and demonstrations.

The hands on demonstrations were stimulating and educational. Chef Robert Bennett of Classic Cake was nothing short of inspirational with his chocolate demonstrations. Genevieve Poitevien from Julie Bashore's Sugar Art's Institute introduced many to the wonderful and unique advantages of Sugar Lace for cake decorating. Ann Marie Kane from Inspired Foods is always a crowd favorite teaching both students and experienced bakers the tricks of the trade in advanced cupcake decorating. There truly was a demonstration for everyone.

For those companies who wanted to learn how to best increase profitability, Dawn Foods explained what is most profitable in the bakery today and how to use value added products to reach your profit goals. Puratos presented a global study on the future trends for the bakery, pastry and chocolate sectors. The study provided valuable insights to the future direction of our industry, allowing our members to get a head start of the competition.

The NJBBT takes great pride in its efforts to support future bakers. This year, the NJBBT had a larger than usual presence at the 2013 Skills Competition just held in April. Many NJBBT members volunteered to judge the competition. Judge Dale Biles commented, "It is fascinating to see how talented the students at Skills are." If you ever have an opportunity to observe the competition, you will truly enjoy watching these future bakers at work. The NJBBT also takes pride in sponsoring the winner of the NJ Skills Competition in the National Competition in Kansas.

We would like to congratulate this year's recipients of the NJBBT Scholarship awards, yet another way the NJBBT supports the future of our industry.

The NJBBT supports the efforts of Dawn Food Products in the development of its mentor program. Through education and internships, this program will provide diverse ways students will be able to enter the baking/pastry arts profession. We will pass along this information as the details become available.

Lastly, the NJBBT has set up a fund to assist New Jersey bakers who were hurt by Super Storm Sandy. If you are in need of assistance, please see inside the Scoop for additional details.

Enjoy your summer,

Eric Littenberg,
President
New Jersey Bakers Board of Trade



We are Jersey Strong & We're Back!

WOW, what a last 10 month's our lives have been. A struggling economy and devastating Hurricane, hour long gas lines (seemed like the 1970's again) rebuilding homes, our business and our lives. But we're back- why- WE ARE JERSEY STRONG, each and every day of our life.

With the support of your local associations, New Jersey Bakers Board of Trade, The Allied Trades of New Jersey, your distribution partners, you are never facing any of this alone. We are all in this together.

I know some of you are not back up and some have just recently begin to operate at full strength, but now more than ever is a great time to plan for the balance of the year. How to grow my sales. How to add rings to my register. How to make more profit. Get a calendar, plan how you want your shop to look each month, and change it up each month. Make your customer stand up and take notice. Run 3 to 5 special items each month and change them month to month. July - Patriotic items. August - Hot summer days - September- Back to School, local football themes - October - Autumn and Halloween, etc. You get the idea, BUT plan now. Work with your distributor in advance on these specials, they have plenty of idea's they want to share. Get signage, do advertising. It's time to get back into the swing. After all, WE ARE JERSEY STRONG & WE'RE BACK

Alan Gardner
Dawn Food Products



Was your NJ business hurt by Super Storm Sandy? The NJBBT is here to help

The NJBBT Board of Directors has established a fund to assist retail bakers whose businesses were adversely affected by Super Storm Sandy. If you, or someone you know suffered equipment damage, ingredient contamination, structural damage or any other type of business related set back and you need assistance to reopen, please contact the NJBBT administrator to obtain a relief fund application for assistance. The NJBBT will evaluate each situation on a case by case basis. Contact Jay at info@njbbt.org or call 732.618.8963. The NJBBT, our mission is your success!

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NJ SKILLS - SUPPORTED BY YOUR MEMBERSHIP IN THE NJBBT

On Saturday, April 20, over 50 baking and pastry students gathered at the Garden State Exhibition Center in Somerset, NJ. They come from secondary schools throughout the state, in order to compete in the Commercial Baking and Wedding Cake Decorating contests, under the auspices of the New Jersey Skills organization.

New Jersey Skills is part of the Skills USA organization, a partnership of schools, students and industry working to create a skilled workforce for the future. The New Jersey Baker's Board of Trade sponsors, in partnership with its Allied affiliates, both the Commercial Baking and Wedding Cake Decorating contests. The winner of the Commercial Baking contest receives a grant from the NJBBT to cover travel expenses to the national competition in Kansas City, Kansas. In addition to the grant, the NJBBT provides equipment, supplies and judges for the state contest.

Both these contests are very demanding of the students. In addition to a written test, the Commercial Baking students must make bread, rolls, cookies, muffins, make up and finish Danish and ice and decorate a cake. The wedding contestants, working teams of two, have four hours to ice and decorate a three tier wedding cake.

The NJBBT would like to thank Dawn Foods and Kings Super Markets for their donation of product and continued support of the baking contests. We would also like to thank this year's judges: Dale Biles, Amanda Cox, Ken Downey, Portia Lashley, Ruth Latorre, Eric Littenberg, Daniel Matt, Wayne Riddle and James Usilton.

The New Jersey Baker's Board of Trade is committed to ensuring the future of the baking industry in the state, as well as, the country. We are proud to support the young men and women who are the future of our industry.



THE NEW JERSEY BAKERS BOARD OF TRADE

greatly appreciates everyone who took part at the

NJBBT WINTER WORKSHOP, 2013.

*It was the work of those listed below that made
the workshop a great success. Thank you.*



CHEF ROBERT BENNETT
Classic Cake

SANDY OSTER
Barry Callebaut

GENEVIEVE POITEVIEN
Julie Bashore's Sugar Arts Institute

ROSEANN ATKINS
The Decorated Dessert

ANN MARIE KANE,
ROBERT CRENSHAW
Inspired Foods

JOE SOBOTI
Dawn Food Products

DOUG JUMP
Puratos Corporation





THE NJBBT WOULD LIKE TO CONGRATULATE THE 2013 SCHOLARSHIP AWARD WINNERS

Taylor Simonetti – Brick Township High School
Bobbie Meggiolaro – Sussex County Technical School
Victoria Eli – Passaic County Technical Institute
Simone D'Agostino – Red Bank Regional High School
Kim D'Amelio - Sussex County Technical School
Taylor Moyer – Ocean County VoTech
Petrina Ochipinti – Clearview Regional High School
Meghann Crouch – Salem County VoTech
Stephanie Gross – Gloucester County Institute of Technology
Kelsey Radio - Gloucester County Institute of Technology



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Chef Robert Bennett from **Classic Cake** provided a fantastic Chocolate Truffle and Silky Chocolate Mousse demonstration at the 2013 Winter Workshop. Chef was kind enough to share his recipes with us. Have fun with them!

Chocolate Truffle

17 ½ oz. heavy cream
3 ½ oz. invert sugar
1# 6 oz. chocolate
Boil cream, invert sugar.
Pour over chocolate
Cool to 95°F
Add: 3 ½ oz. butter

Silky Chocolate Mousse

1 extra large egg
6 egg yolks
5 oz. simple syrup (1:1 /sugar: water)
1 ½ c. heavy cream, whipped to soft peaks
10 oz. bittersweet chocolate (64%), melted
Heat egg, yolks, and simple syrup over a bain marie until very warm.
Remove from heat and whip until very thick
Incorporate 1/3 of the whipped cream into the chocolate to form a ganache.
Fold the ganache into the whipped egg mixture.
Fold in remaining cream.
Yield: 10 servings





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