



## *New Jersey Bakers Board of Trade*



### **THE HISTORY OF CANNOLI**

The history of the cannoli begins in the Palermo area of Italy. Cannolo (cannoli is plural) were made as a treat during Carnevale season (Lent), possibly as a fertility symbol. There is a legend however that places their creation by a female dessert maker from the harem of Caltanissetta for an Arab Sultan back in 1000AD. The treats range in size from cannulicchi which are no bigger than a finger to the World Record holder that topped the scales at 123 pounds.

**MAYBE, a New Jersey bakery would like to set a new World Record and IT IS a great time to promote your line of Cannoli this month!**

### **USING SOCIAL MEDIA TO YOUR ADVANTAGE**

Have you been paying attention to your customers lately? Well if you haven't, you could be unknowingly hurting your business. Watch them one morning as they enter your store, wait in line, and as they leave. They are all on their smart phones, talking and texting, and scrolling. Their smart phones are one of your answers to increasing your sales.

First decide on how and who you want to reach when you begin to use social media, and then decide on which social network is best for your needs. Pick one to start with and then add more as you feel more comfortable with the process. If you overwhelm yourself in the beginning chances are social media won't benefit you. Promote your social media network by instructing your sales staff to notify your customers about your new web page and post a sign in the window. Below is a brief description on how the various



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## social media networks work:

- **FACEBOOK**- Requires an active social media marketing strategy that begins by creating a Facebook Business fan page. It allows you to communicate with your customers on a broad base and allows you the opportunity to set up an online store where you can market your products directly to your customers.
- **GOOGLE+**- Is a new Facebook competitor and works about the same however, you can create GOOGLE+ circles which allows you to break down your group of followers and deal specifically to those groups. For instance you can offer special deals directly to "super fans" as an added bonus.
- **PINTEREST**-This is ideal for retail. It allows businesses to showcase their products and helps develop your brands personality.
- **TWITTER**- A marketing tool that allows you to broadcast updates across the web. Revolves around direct dialog and communication to your customers, and helps with updates, discounts and specials. Perfect for the small retailer to avoid "shrink" by telling your customers that say after 2 o'clock all Danish will be on special and helps you get more people through your doors and into your store.
- **YOU TUBE**- The best at allowing you to create video content of your products, events, and happenings. Perfect for tutorials to share with those in the baking industry about baking and new tips that you have learned.
- **LINKEDIN**- Used by professionals for professionals. It is wonderful for networking with others in your field without any "fluff" the competitors allow. Best for direct knowledge for and about your field.



## ARE YOU READY FOR FOOTBALL TAILGATING PARTIES!

As the start of the NFL season is ready for kick off you should be doing all you can to maximize your sales potential by offering a wide variety of products that your customers will need to make their tailgating and home gatherings memorable. Keep in mind that MetLife Stadium opens the parking lot four hours before kickoff. That means a fan attending a one o'clock game will be heading out

around seven or eight in the morning to be there for nine when the lots opens and the fun begins. Items with great potential will be platters of breakfast items, rolls, bagel, cookies, muffins, and donuts. Try making cookies and donuts in team colors to boost sales. Bakeries with deli departments can promote game day platters of sandwiches for both breakfast and lunch as well as cheeses and snacks. Make your bakery the start of their day by promoting tailgating platters and box lunches that they can grab and go!



### TRADE SHOWS YOU SHOULD KNOW ABOUT

#### **IBIE 2013**

October 6-9, 2013  
Las Vegas Convention Center  
Las Vegas, Nevada

#### **ATLANTIC BAKERY DELI DAIRY EXPO**

March 30-31, 2014  
Atlantic City Convention Center  
Atlantic City, New Jersey

### *Bakers Who Participate In...*



*...Make Better Bakers!*

### OCTOBER NATIONAL FOOD HOLIDAYS

Here is a list of National food holidays for the month of October that will help generate sales, so start planning your promotions of these "Foodie" holidays.

- October 10th- National Angel Food Cake Day
- 
- October 14th- National Dessert Day

- 
- October 18th- National Chocolate Cupcake Day
- 
- October 21st- National Pumpkin Cheesecake Day
- 
- October 23rd- National Boston Cream Pie Day
- 
- October 30th- National Buy A Donut Day



**SAVE THE DATE**

**ABDDE** 

**ATLANTIC BAKERY DELI DAIRY EXPO**

**SUNDAY & MONDAY**  
**MARCH 30 & 31 2014**

**ATLANTIC CITY CONVENTION CENTER**

**EXHIBITORS: WE STILL HAVE SOME PRIME SPACE AVAILABLE. CONTACT HOWARD AT 866.229.7333 OR HOWARD@ABDDE.COM**

**ATTENDEES: YOUR VENDORS WILL HAVE ADMISSION TICKETS FOR YOU SOON.**

The Atlantic Bakery Deli Dairy Expo will be held on, March 30-31, 2014, at the Atlantic City Convention Center, Atlantic City, New Jersey. For all the current information leading up to and during the show, visit us at Atlantic Bakery Deli Dairy Expo on Facebook and remember to "like" us on our facebook page.

## The NJBTT, our mission is your success!

Help us help you. Come join in! Get involved so we can be the best we can be.

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