

CAKE PROSE®

Reality ... or not even close?

It was only a matter of time before reality TV hit the baking industry and, when it did, it came in faster than dessert orders around the holidays!

*Two shows seem to stand out among cable TV fans and professional bakers: the Food Network's *Ace of Cakes* and *Cake Boss*. We thought it was about time to address this new phenomenon and see what our Cake Pros® members really think.*

Here's a brief recap, in case you've been too busy creating your own masterpieces to watch the shows:

Ace of Cakes

Chef Duff totally gets the idea that drama and TV work well together. He uses equipment such as drill saws and blowtorches to create extremely imaginative – if not life-endangering – cakes. He staffs his Charm City Cakes bakery in Baltimore with fellow rock musicians, and has become one of the most sought-after decorative cake makers in the country.

The premise of the show is that they create up to 20 cakes each week – some of which can take longer than a day to build. He's done perfect replicas of several ballparks, including Chicago's Wrigley Field, and even created a tilted Dr. Seuss-like, seven-tiered wedding cake! He and his staff manage to create some extremely unexpected and entertaining moments along the way.

Cake Boss

Buddy Valastro, fourth-generation baker and owner of Carlo's City Hall Bake Shop in Hoboken, NJ, makes each one of his shows a family affair by bringing in many members of his extremely close (and large!) Italian family



to help him create some truly amazing cakes. From his mom to his four sisters, three brothers-in-law, his wife, a few cousins ... well, you get the idea. The titles of the show episodes are all about alliteration (“Bunny, Birthday and Burnt Food,” “Weddings, Water and Wacked”) and also all about fun. But along the way, they come up with some extremely creative cakes, such as the circus-themed cake they created for Britney Spears' 27th birthday.

So, here's what we want to know. Do you watch these shows? Who's your favorite (or least favorite) decorator and why? What do you think of how these shows represent professional bakers? Are they realistic or way over the top? Have these shows changed the way your customers place custom cake orders?

Put down the cake comb long enough to visit our website at www.cakepros.com and share your thoughts about the invasion of reality TV into the world of cake decorating. We'd love to know what you're thinking, and we will share some of these thoughts in a future issue of Cake Prose®.

Cupcake Corner



“Oh Christmas Tree ...”

Christmas Tree Cupcakes

Your customers will love these tiny trees for their holiday get togethers – they’re decorative and delicious!

Tips:
22 star, 3 round, 233 grass

Special Tools:
Pastry Bags, Spatula

Ingredients:
- Allen® Uniced White Cupcakes (12)
- Rich’s® Bettercreme® Icing in Colors
- Rich’s® Bettercreme® Icing

Procedures:

1. Base ice cupcakes using tip #22 star and Rich’s® Bettercreme® Icing.
2. Use tip #233 to pipe “grass” to form shape of Christmas tree.
3. Use tip #3 to pipe on colorful Christmas ball ornaments.
4. Use tip #3 to pipe on tree trunk.



Have you seen our website lately?



We’ve redesigned our website!

It’s still full of creative and helpful cake ideas, tips and more, and we’re adding new things all the time! Now the site is easier to navigate and features more colorful and helpful photos. You’ll still find our Cake Pros® Spotlight, the collection of Cake Pros® pins 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!

Cake Pros® is a blast!



The monthly email blasts from Cake Pros® are full of cake and cupcake ideas, member questions and suggestions, colorful photos and so much more! If you want to keep receiving your Cake Pros® email blasts, make sure we have your correct email address, particularly if you relocate.

Send your email address to us at info@cakepros.com so you won’t miss another blast of great ideas and helpful information.

Happy decorating!



Santa Baby Cake

“So hurry down the chimney tonight!”

Your customers will sing the praises of this sweet Santa Baby Cake, which makes the perfect hostess gift or last-minute dessert during the holiday season.

Santa Baby Cake

Tips:

#22, #5, #10, #3

Special Tools:

Pastry Bags, Spatula, Cake Comb, Coupler

Ingredients:

- Allen® Uniced Baby Cake Layer
- Rich's® Bettercreme® Icing in Colors
- Rich's® Classic Chocolate Bettercreme® Icing

Procedures:

1. Base ice cake using small spatula and Rich's® Bettercreme® White Icing; comb sides.
2. Using coupler, pipe a line across top third of cake and follow along top edge. Fill in middle with Rich's® Red Bettercreme® Icing. Smooth with spatula.
3. Use coupler to add red tassel on right side.
4. Using #22 tip with Rich's® Bettercreme® White Icing, pipe rosettes along bottom edge of hat and a rosette on tassel.
5. Using #22 tip with Rich's® Bettercreme® White Icing, pipe beard along bottom of cake. Pipe two rows of rosettes along bottom edge.
6. Using #19 tip with Rich's® Red Bettercreme® Icing, pipe nose.
7. Using #22 tip with Rich's® Bettercreme® White Icing, pipe shells for mustache.
8. Using #5 tip with Rich's® Red Bettercreme® Icing, pipe mouth.
9. Using #3 tip with Rich's® Classic Chocolate Bettercreme® Icing, pipe eyes.

How many ways can you say it?

BUON NATALE
(Merry Christmas
in Italian)

FELIZ
NAVIDAD
(in Spanish)

FROHLICHE
WEINACHTEN
(in German)

KALA
CHRISTOUGENA
(in Greek)

MELE
KALIKIMAKA
(in Hawaiian)

SEASON'S
GREETINGS

HAPPY
HOLIDAYS

TIS THE
SEASON

NOEL





Go, Team, Go!

Super Bowl XLIV will be played on February 7, 2010 at Dolphin Stadium in Miami Florida. Did you know that right behind Christmas and Thanksgiving, Super Bowl Sunday ranks as the third-largest occasion for Americans to consume food, according to the National Football League?

So be ready when your customers come looking for a sweet way to celebrate their team's victory! This Football Cake is large enough to serve a crowd and can be decorated using any team's colors.

Football Cake

Tips: #22, EZ Icer

Special Tools: Packaging, Multi-colored Sequins, Football Edible Image, Helmet and Football Picks

Ingredients:

- Allen® Uniced Sheet Cake
- Rich's® Bettercreme® Icings in Colors
- Rich's® Bettercreme® Icing

Procedures:

1. Using an EZ Icer with Rich's® Bettercreme® Icing, base ice cake. Smooth sides with cake comb.
2. Using #22 tip with Rich's® Bettercreme® Icings in Colors, pipe top and bottom borders.
3. Place football edible image on cake.
4. Place picks on cake.
5. Sprinkle sequins all over cake.

Did you know?

The first Super Bowl was played in 1967 at the Memorial Coliseum in Los Angeles on January 15. The Green Bay Packers of the NFL blew away the Kansas City Chiefs of the AFL 35-10.

Did you know?

It is estimated that 93.2 million people viewed last year's Super Bowl.

Cake Prose® 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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