

August 25, 2009

Bakery Network News

<http://www.cakesacrossamerica.com/bakersnetwork.aspx>

**WANT TO KNOW A LITTLE SECRET?
YOUR CAKE PROFITS WILL EXPLODE WHEN YOU USE SATIN ICE ROLLED FONDANT**

Exquisite creations made with Satin Ice Rolled Fondant have become increasingly popular with the consumer and are highly profitable to the baker.

Some of the world's renowned cake designers and sugar artists call Satin Ice their brand of choice for rolled fondant and gum paste. Satin Ice products have gained a great deal of exposure on a number of cable and satellite TV food shows such as "Ace of Cakes" and "Food Network Challenge" (Food Network), "Ultimate Cake Challenge" and "Cake Boss" (TLC) and others. As more and more viewers tune in, the public interest in fondant grows. The finest cake shops, bakeries and patisseries use Satin Ice products to complete their works of edible art . . . from birthday, wedding and special event and novelty cakes to cupcakes and cookies or as stand-alone sugar figurine displays.

WHY SATIN ICE AND NOT JUST ANY ROLLED FONDANT PRODUCT?

A basic formula to increase your profits is to lower your costs. Rolled fondant costs less than butter cream due to the price of dairy. Another formula to increase profit is to increase the price of your product offering. Since fondant is in high demand, and the price point has been set higher from the start, bakers are getting more money for fondant cakes. It's a double bonus for bakers.

A little history will help you to better understand the appeal of a cake covered and decorated with Satin Ice. Rolled fondant has been used for over 50 years in places like South America, Australia and other warm climates because it held up better than butter cream in warm temperatures. Over the past decade, it has become an intriguing alternative for American bakers and customers alike. The look of a fondant-covered cake is unmatched and the decorating capabilities are without limit. Today's wedding cake designs lean towards simplicity and elegance. The porcelain look of fondant holds a special appeal for brides, which is evidenced by the enormous amount of space dedicated to fondant cakes in bridal magazines. The beauty of rolled fondant gives it a kind of "high-class" appeal.

However, rolled fondant has traditionally had too many detracting qualities that inhibited its mass acceptance and widespread use. Many common complaints were lack of taste, too chewy and a texture that was dry and gritty. Cake decorators complained that rolled fondant did not set up very well; their carefully crafted designs sometimes cracked after drying.

The introduction of Satin Ice Rolled Fondant in 2002 had a big impact on the cake industry. The founder of Satin Fine Foods, Kevin O'Reilly, developed the recipe and its trademarked mixing secrets for a product that no other manufacturer can match. Satin Ice has a creamy, sweet and mellow vanilla flavor (chocolate also available) with no aftertaste and absolutely no chewiness. The fondant can be rolled paper-thin without

tearing and designs will dry without cracking or becoming brittle.

These new qualities paved the way for bakers to use the fondant without complaints from their customers.

WHERE'S THE MONEY?

As the demand for fondant cakes continues to rise, it allows bakers to charge more for their cakes. For example, in some markets, wedding cakes are priced at \$3 to \$4 per slice for butter cream and \$6 to \$7 for fondant – some cake designers are even fetching upwards of \$12 to \$15. per slice. While fondant can be more labor-intensive for the cake designer, streamlining some parts of the design process can shorten the time spent.

For special occasion cakes or everyday cakes, some bakers and in-store bakeries have found a niche selling boxed pre-iced fondant cakes which can be customized, and they're getting nearly twice the price of their regular cakes. With template designs to choose from, the baker's staff can do much of the customizing, freeing up the master baker for specialty jobs. Much like the standard boxed butter cream birthday cakes, these mid-level cakes are a perfect alternative for the customer who wants something nicer than a cake out of the case but doesn't want to spend large sums of money for a specialty cake.

To add to their product lines, bakeries are also offering cupcakes and cookies covered with fondant. For ideas, check out the photo gallery at www.satinfinefoods.com.

Satin Ice is available in a variety of pre-mixed colors. Bakers rave about this option because it saves them the time and cost of tinting the fondant themselves. The Satin fondant colors can also be mixed together to form every hue in the rainbow, from deep shades to pastels. An interactive color guide is available at www.satinfinefoods.com.

For information on how to order Satin Ice rolled fondant, talk to your bakery distributor or call Satin Fine Foods, Inc. at (845) 469.1034 or email us at contact@satinfinefoods.com.