

FOR THE PROFESSIONAL

Pastry'

ART & DESIGN

WINTER 1997

SUGAR SUGAR

EWALD & SUSAN NOTTER

THE SUGAR
BARONS OF
THE PASTRY
WORLD

HOW TO
START YOUR
OWN
WEDDING CAKE
BUSINESS

UNDISCOVERED
PASTRY CHEFS
DISCOVERED!



EXPLORING THE
CHEF-PRODUCT-RECIPE NETWORK



COOKIE STAMPS FOR A DECORATIVE FINISH

Any cookie dough firm enough to be molded or imprinted with a design (especially shortbread or any dense, buttery ground nut dough) can be given a last decorative touch with the press of a pretty stamp. Cookie stamps are a quick, effective tool for a creating a fast finish. New York Cake and Baking Distributor in New York City stocks an attractive range of stamps: Lacy Heart, Lily, Seashell, Sheaf of Wheat, Fleur de Lis, Cherries, and Sunface are just a few of the impressions waiting to be made. (800-94-CAKE-9)

—Lisa Yockelson

CARAVAN BREAD MIXES AND BASES

If you're thinking of broadening your repertoire into yeast-based breads or rolls — with an emphasis on creative, small batch production — sun-dried tomato studded focaccia, a black olive stuffed flatbread, or a quick French loaf are accessible options. Totowa, New Jersey-based Caravan Brocade Products, one of the largest suppliers of prepared specialty bread mixes and bases, is an excellent solution for pastry chefs interested in yeast-based goods but for whom full scale, scratch breads are not an option. Known for their bagel mixes, the company also offers a wide selection of rustic bread mixes (add yeast and water) or bases (add flour, water and yeast) that can be a quick, convenient foundation for a host of bread specialties. And they are versatile. La Belle

Baguette Mix, or Frienza Old Country Italian Mix are ideal options for crusty, hearth-style white breads that take well to many bread forms and sizes (rolls or small loaves, pizza, flatbreads) and additions. Multi-grain mixes fulfill the healthy hi-fibre angle. Bagel mixes do double duty as pretzels, flatbread, and onion bailies. The bases are more cost-efficient (since flour is not included, the cost of shipping is reduced, and you can add your own preferred flour) but the mixes (billed as "no scale" mixes) are as wonderfully efficient as they are complete. Caravan Products Co. Inc. 1-800-526-5261

— Marcy Goldman

SCHOOL BULLETIN BOARD

• Martha Crawford, an instructor at Johnson and Wales University since 1993, has been appointed department chair of the school's International Baking and Pastry Institute. Crawford was named one of the Ten Best Pastry Chefs in America by Pastry Art and Design and Chocolatier magazines. As the new department chair at Johnson and Wales University, Crawford will continue to teach baking formulas, cake decoration and plated desserts.

• *The French Culinary Institute* is offering a new program, the Art of International Bread Baking. This six-week course is being taught by Daniel Leader, one of the country's top artisanal bakers. The program is divided into three two-week units cover-

ing French, Italian and German Breads. A series of lectures on "Bread as a Science," specifically designed for this course by The American Institute of Baking, is incorporated into each segment. Visiting master bakers from Europe include Giuseppe Barbogli from Sindacato Panettiere and Bernard Ganachaud of Ganachaud Boulangerie. For information call: 212-219-8890 or 1-888-FCI-CHEF.

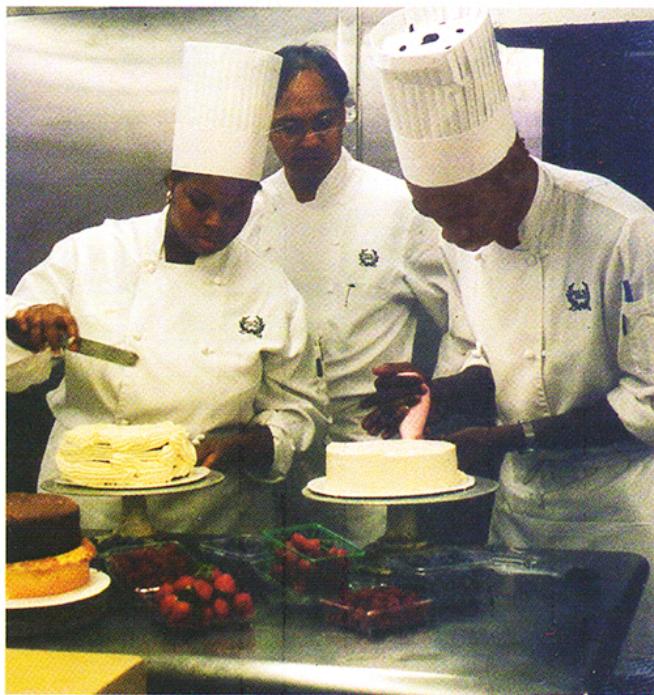
• Johnson and Wales

University is now offering a four-year bachelor of science degree in baking and pastry arts. Traditionally, culinary schools offer only one-and two-year programs but because of an increasing demand from both students and industry experts, Johnson and Wales created these new four-year programs to serve the needs of those who seek leadership positions in the food service industry. This new program combines practical education in baking and pastry

production along with leadership training and general studies to prepare students for careers that lead to executive pastry positions. For further information call the University Information Center at 1-800-343-2565.

• The U.S. Pastry Alliance, the national pastry chefs trade association, has formed a new pastry chef apprenticeship program in affiliation with the Careers through Culinary Arts Program. The Alliance will pay half the salary of students who are placed as pastry apprentices while Careers through Culinary Arts Program will administer the program. For information about the U.S. Pastry Alliance, call: 1-888-A-PASTRY. For Careers through Culinary Arts Program information call: 212-873-2434. (Pictured below is Michael Hu, executive pastry chef of the Waldorf-Astoria Hotel, with C-CAP apprentices Nicky Bertrand and Jean Fougere.)

— Tracey Ceurvels



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—Lisa Nickelson

CARAVAN BREAD MIXES AND BASES

If you're thinking of broadening your repertoire into year-round breads or rolls — with an emphasis on creative, small batch production — non-dried mixes studded focaccia, a black olive studded flatbread, or a quick French loaf are accessible options. Toronto, New Jersey-based Caravan Bread Products, one of the largest suppliers of prepared specialty bread mixes and bases, is an excellent addition for pastry chefs interested in year-round goods but for whom full-scale, scratch breads are not an option. Known for their bagel mixes, the company also offers a wide selection of rustic bread mixes (add yeast and water) or bases (add flour, water and yeast) that can be a quick, convenient foundation for a host of bread specialties. And they are versatile. La Belle

Baguettes, Old Country are ideal breads that take bread flour or small batch breads. Multi-grain, healthy mixes designed for more creative flour is a cost of flour and you prefer mixes that mixes are efficient to use. C-CAP Inc. 1-800-

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Best Pastry Chef in America by Pastry Art and Design and Chocolatier magazines. As the new department chair at Johnson and Wales University, Crawford will continue to teach baking for rolls, cake decoration and plated desserts.

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