

New Jersey Bakers Board of Trade, Inc.  
***THE INSIDE SCOOP***

**Come Join In - Everyone is Welcome**  
**The Next NJBBT Board meeting will be on**  
**Thursday December 10, 2015**  
**At The Holiday Inn**  
**2870 Highway 35 South**  
**Hazlet, NJ 07730**

**The meeting will begin at 5 pm**

Please email [info@njbbt.org](mailto:info@njbbt.org), call 732.618.8963 or  
click the link below to let me know that you are coming.

**RSVP REQUIRED [Click here to RSVP](#)**



**TO HONOR JOEL GREENSPAN**

To honor Joel Greenspan's dedication to the baking industry, the Executive Board of the New Jersey Bakers Board Of Trade unanimously voted at the November meeting to award the winner of the New Jersey SkillsUSA Baking competition, The Joel



**James Usilton**  
**President**  
Atlantic Cape  
Community College

**Dale A. Biles**  
**1st VP**  
English Bay Batters

**Patricia Philbin**  
**2nd VP**

**Linda Xanthos**  
**3rd VP**  
Food Circus  
Supermarket

**Eric Littenberg**  
**Treasurer**  
**Immediate Past**  
**President**  
Guttenplan's Frozen  
Dough

**Margaret Tamburri**  
**Secretary**

**Patty Delaney**

**Greenspan Dedication Award. This award will pay for the winning contestant from New Jersey to represent our state and compete at the SkillsUSA National competition. It is our hope that the winner of this award will continue in his footsteps and begin their own career and lifelong commitment to the New Jersey Baking Industry. We are forever grateful for your years of service to our organization Joel, and proud to have called you one of OUR own.**

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Social Media

**Jay Yucht**  
Administrator

**Contact Us:**  
732-618-8963  
[info@njbbt.org](mailto:info@njbbt.org)

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## **THE ALLIED TRADE OF NEW JERSEY HOLIDAY PARTY**

On Friday, November 20th, the Allied Trade of New Jersey hosted a holiday party at The Manor in West Orange. It was a joyful evening full of camaraderie as the New Jersey Baking Industry celebrated together.



Allied Trade Of New Jersey Board of Directors, Administrator Alan Gardner, Treasurer, John Johansen, Secretary, Melanie Trujillo, Vice President, Tom McNamara, and President, Brian Heffernan.

The Allied Trade announced their new officers, they are, **Administrator Alan Gardner-Dawn Foods, President Brian Heffernan-Win-Win Brokerage, Vice President, Tom McNamara-International Baking Services, Secretary, Melanie Trujillo-K.B. Ingredients and**

**Treasurer, John Johansen-Malt Products.** We would like to thank our hosts, the Allied Trade of New Jersey for all the support they have given our organization throughout the years. We look forward to many more years of brotherhood with you so that the New Jersey Baking Industry can continue to thrive in the years to come.



New Jersey Bakers Board Of Trade-Seated, Left to right, 1st Vice President, Dale Biles, Member Ken Downey and Teresa Downey. Standing, Dawn Delaney and member George Delaney, Administrator Jay Yucht and Amby Yucht

## **RECIPES**

**We were asked by a member a short time ago for a pound cake recipe because they wanted to offer their customers this option for their mail order business. This way their customers could send them across the country to family and friend. We decided to share Wayne Gisslen's recipe from his book Professional Baking.**

### **OLD FASHIONED POUND CAKE:**

Butter, or part butter and part shortening 2 lbs.

Sugar 2 lbs.

Vanilla 0.67 oz. (4 tsp.)

Eggs 2 lbs.

Cake Flour 2 lbs.

Mixing: Add the first three ingredients and use the

creaming method. Remember to scrape down the sides of the bowl.

After about half the eggs have been creamed in, add a little flour at a time to avoid curdling.

Scale 16-18 oz. into lined loaf pans and bake at 350 degrees Fahrenheit for 50-60 minutes.

**Variations:** Mace or grated lemon or grated orange zest may be used to flavor pound cake.

**Raisin Pound Cake:** Add 8 oz. of raisins or currants, which have been soaked in boiling water and drained well.

**Chocolate Pound Cake:** Sift 8 oz. cocoa and  $\frac{1}{4}$  oz. baking soda with the flour. Add 8 oz. of water to the batter.

**Marble pound cake:** Fill loaf pans with alternating layers of regular and chocolate pound cake batters. Run a knife through the batter to marble the mixture.

**Sheet Cake for Petit Fours and Fancy Pastries:**

Increase eggs to 2 lbs. 4 oz. Bake on sheet pans lined with greased paper. Scale at 4 lbs for  $\frac{1}{4}$ -inch layers to make 3 layer petit fours. Scale at 6 lbs. for  $\frac{3}{8}$ -inch layers to make 2 layer petit fours



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## **MAKE CUSTOMER SERVICE A TOP PRIORITY**

With the holidays approaching, now would be a great time to go over your customer service policies with your staff. Make sure each of your customers receives the best your company has to offer by evaluating this crucial role and determining which staff members could use some updating on their skills. Make sure each employee knows how to assist each customer when placing an order and that all order forms are filled out correctly. No one likes to find out that their order was taken incorrectly and that a product they were looking to serve their guests wasn't available because a staff member lacked the skills needed to process their order in a clear and timely fashion. Make customer service your top priority and you will be rewarded with happy, returning customers all year round. Below is a link that offers 21 ideas to providing top notch service. Please review it and use the knowledge to help train your employees in providing the best experience for your customers.

<https://www.businesstrainingworks.com/training-resources/21-customer-service-tips>



## **NATIONAL FOOD HOLIDAYS FOR**

# DECEMBER AND JANUARY

These holidays are a great way to increase sales, so plan your promotions.

## DECEMBER:

December is National Fruitcake month

Hanukkah begins December 6th and ends December 14th.

Christmas is December 25th.

December 3rd- National Apple Pie Day

December 4th- National Cookie Day

December 5th- National Sacher Torte Day

December 8th- National Chocolate Brownie Day

December 9th- National Pastry Day

December 15th- National Cupcake Day

December 23rd- National Pfeffernuesse Day

December 25th- National Pumpkin Pie Day

December 27th- National Fruitcake Day



## JANUARY

January is National Wheat Bread Month



January 2nd- National Cream Puff Day

January 5th- National Whipped Cream Day

January 6th- National Shortbread Day

January 13th-National Gluten Free Day

January 22nd- National Blonde Brownie Day

January 23rd- National Pie Day

January 27th- National Chocolate Day

January 30th- National Croissant Day

## HOLIDAY IDEAS USING YOUR GINGERBREAD BOY COOKIE CUTTER

**One cutter+Seven designs=Efficiency.  
Snowmen, Moose and penguins=All Winter!**



BRILLIANT!!!! An upside down  
gingerbread man = Reindeer!



## **DATES TO REMEMBER:**

**December 10th-** The New Jersey Bakers Board Of Trade will meet at 5p.m. at the Holiday Inn, 2870 Highway 35, Hazlet New Jersey. All members are welcome to attend. Please RSVP to, [info@njbbt.com](mailto:info@njbbt.com) to let us know you are planning to attend. We look forward to seeing you there.

**April 3-4, 2016-** The Atlantic Bakery Expo will be held at the Atlantic City Convention Center, Atlantic City, New Jersey. Please visit, [www.atlanticbakeryexpo.com](http://www.atlanticbakeryexpo.com) for all the up to date information, and to register to attend the Expo. Please keep in mind that the hands on classes ALWAYS sell out early. Our instructors for these classes are Peggy Tucker and Jorg Amsler.

**The New Jersey Bakers Board Of Trade wishes everyone a very Happy Hanukkah and a very Merry Christmas! May you have a very profitable holiday season! The New Jersey Bakers Board Of Trade~"Our mission is YOUR SUCCESS"**



**COME JOIN US!**



Our next meeting is **Thursday, December, 2015 at 5 pm**. It will be held at The Holiday Inn on Route 35 in Hazlet, New Jersey.

If our success is going to continue for another 97 years, then we need more of our members to join us at the meetings as active members!

Our meetings are once a month from September through June and last only a couple of hours. We hope you will make the commitment to attend our meetings on a regular basis and help in our efforts to promote the Baking Industry in New Jersey!



## **THE ATLANTIC BAKERY EXPO**

Please mark the dates on your calendars and check out all the information on the Expo website,

[www.atlanticbakeryexpo.com](http://www.atlanticbakeryexpo.com)

Every two years, the New Jersey Bakers Board Of Trade in partnership with the New York Association of Manufacturing Retail Bakers hosts the Atlantic Bakery Expo at the Atlantic City Convention Center in Atlantic City, New Jersey.

**The next Atlantic Bakery Expo is  
scheduled for  
April 3-4, 2016.**

The Retail Bakers of America will again be bringing dedicated, talented, nationally known artisans that will host our Hands On classes. These classes allow you to learn, hands on, from these professionals how to make an array of current products that you get to take home with you. We will also have knowledgeable specialists hosting presentations in our demonstration area on various topics to help you learn new techniques and to help you troubleshoot problems that you may be experiencing.

Here is the link to all the Hands On classes with Jorg Amsler and Peggy Tucker, as well as the topics that will be held in our Demonstration area.

[http://www.atlanticbakeryexpo.com/baking\\_track.cfm](http://www.atlanticbakeryexpo.com/baking_track.cfm)

**We look forward to seeing you ALL  
there!**

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**NJBBT**

If you have any questions, feel free to  
contact us at [info@njbbt.org](mailto:info@njbbt.org) or call  
732.618.8963.

**Keep up with all the latest baking trends, news and events by "Liking" us on Facebook. It's easy, just click below!**

[Click on logo to "Like" us on Facebook!](#)



**[www.njbbs.org](http://www.njbbs.org)**

**732.618.8963**

**ask for Jay**

**[info@njbbs.org](mailto:info@njbbs.org)**

**The NJBBT, our mission is your success!**

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

