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# national bakery day

Make the most of this year's grand event with creative ideas from the RBA.

BY JOHN UNREIN

Celebrate the sweet tradition of local bakeries. The Retail Bakers of America (RBA) invites you to celebrate the delicious success of your independent bakery with a sweet holiday you can bring to life through live events, fresh treats, and signature tastes.

By joining the RBA in a retail level one, two, or three membership category, your bakery will receive a free marketing kit for National Bakery Day, which takes place this year on Friday, Sept. 22.

The kit will be sent to your bakery and will include National Bakery Day marketing materials for you to use as well as a how-to guide.

Marlene O'Connell, membership director of the RBA, lists a wide variety of promotional activities that your bakery can execute to bring this special event to life:

Give-aways of logoed t-shirts, hats, and clips, etc.

Raffles for gift certificates to the bakery, unique items or grand prizes that include special bakery merchandise and special private tours.

Price rollbacks on select products. One RBA member bakery rolled back the price of one of the first products they ever made, "our baguette, which cost 60 cents when we started this journey in 1979!" (Breadworks, Pittsburgh, Pa.)

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## “Hold a cake walk for National Bakery Day, with entrance fees supporting a local charity.”

*Marlene O'Connell, membership director of the RBA.*

Freebies, free products – cookies, cake slices, etc.

App downloads – download bakery app by National Bakery Day and receive a special gift the day after NBD.

Discreetly mark a few random packages of signature product, and the lucky guests who purchase and find them will receive a special prize. One bakery included a \$100 gift card.

Buy-one, get-one (BOGO) specials.

Bakery tours.

Cupcake decorating stations.

Published event calendar of day's events on website/ social media/ in bakery.

Collaborate with other small businesses. RBA member Wilson's Bakery in Warner Robbins, Ga., partners with a local coffee shop to be on site serving their coffee.

Bakery photo album. Also from Wilson's, “if you have a photo past or present from the Wilson's Bakery (Nygaard's Pastry) era that you would like to share with us, we'd love for you to be a part of our photo album (past wedding cakes or special occasions, past employees, older nostalgic pictures). Submit them to us at [Wilsonsbakery@aol.com](mailto:Wilsonsbakery@aol.com). with a brief summary.” Submissions were entered into a drawing.

Countdown to National Bakery Day on your website/ social media.

Shout out to bakery team members on social media to let customers see who's baking the goods.

Have local celebrities visit the bakery. (Contact local news shows).

Involve the local chamber of commerce/ask local officials to declare 9/22/23 National Bakery Day in your area.

Decorate your bakery with NBD marketing materials.

Conduct demonstrations and tastings.

Offer limited/special products.

Coordinate with a local charity to give back to the community.

Host a tasting of new flavors.

Blog post about what bakery life is like.

Conduct a mini cannoli eating contest (or other product) for who can eat the most in 5 minutes.

Hold a cake walk, with entrance fees supporting a local charity.

### Sense of community

With the rise of remote work blurring traditional mealtimes, operators are focusing on new opportunities to entice customers at all hours with engaging offerings,







including off-hours or slow-day value deals, flexible pricing, multi-course meal bundles, meal kits and subscriptions, apparel, and more. Meanwhile, many operators plan to add to their menus healthier and nutritious meal options, eco-friendly items, and dishes tailored to takeout in 2023.

Customers are eager to return to restaurants and reclaim a sense of community in 2023, according to the National Restaurant Association's annual What's Hot Culinary Forecast, which offers a detailed look at the topics, trends and products expected to drive restaurant menus in the coming year across a variety of categories. Despite the popularity of off-premises

restaurant meals and snacks during the pandemic, demand is high (70%) for in-restaurant experiences including socialization, celebration, and culinary exploration.

Hudson Riehle, senior vice president of research for the National Restaurant Association, points out that inflation is shifting consumer spending habits, and while there is a heightened appetite for restaurant experiences and connection, diners are laser focused on finding value. "The challenge is how to fuse consumer desires for the new

and trendy with their expectations for price paid."

The top trends for 2023 include experiences/local culture and community; comfort fare; flatbread sandwiches/healthier wraps; menu streamlining; and zero waste/sustainability/upcycled foods.

Yet the pace of life and volume of commitments are also fueling fast casual and quick service restaurants. 57%

**"Top trends for 2023 include experiences/local culture and community; comfort fare; and flatbread sandwiches/healthier wraps."**

*Hudson Riehle, senior vice president of research for the National Restaurant Association*

of survey participants said sharing a meal with a friend or family members in the car suits their hectic lifestyle, according to Culinary Visions.

"In 2016 Culinary Visions coined the term Oxy-Modern to describe a world of cultural contradictions that were driving food culture," says Sharon Olson, executive director of Culinary Visions. "In the most recent study, we found that trends and counter-trends are very much at play in today's menus."

The desire and willingness to pay for local and sustainable foods has become a mega-trend. Survey participants expressed an appreciation for everyone involved in bringing their food to the table. Furthermore, 77% said they are willing to pay more for food that comes from local producers. Having the opportunity to meet the producer adds to the appeal. 75% of consumers surveyed said they like talking to food vendors who are passionate about the products they sell.

Food-savvy consumers want to know as much as they can about the food they consume, and that goes beyond required ingredient statements on packaged goods. Technology that makes information easily accessible

**Save the Date**  
THE SWEET SUCCESS OF RETAIL BAKERS







at the point of sale can encourage purchases of freshly prepared foods. 80% of shoppers agreed that they would like to have more information about the sources of the fresh items they purchase in the grocery store readily available to them in-store.

Although shoppers want the convenience of shopping that technology has enabled, when they come into the store, they want a worthwhile experience. 72% said that experts available to answer questions on specific food items made them feel like it was worth the trip to the store.

### Retail response

Retail bakeries across the country are showcasing new products like never before.

Celebrating its 5th anniversary in 2023, Okayama Kobo Bakery & Cafe was founded by Tsunetaka Kawakami in Anaheim, Calif. Lacking the funds to pursue a university education, Kawakami supported himself by working at a chain of small bakeries, laboring and practicing until eventually his skill matched that of his supervisor. Kawakami went on to build his own self-run business with the opening of his first bakery, Okayama Kobo Liaison, and later his second bakery location, Okayama Kobo Kunitomi.

Further, in collaboration with other businesses, the bakery features unique menu items from different restaurants. Customers can pre-order and pick up these items,

along with other items at Okayama Kobo Bakery & Cafe. These bakery products are handmade using 100% Hokkaido flour, additive/preservative free dough, and baked fresh daily.

Springboarded by the success of both locations, Kawakami established a consulting business, and through this helped open over 200 bakery locations across Japan.

“Takumi is a Japanese word meaning artisan,” Kawakami explains. “We want to celebrate Asian creatives by bringing you the best in handcrafted, well-designed, long-lasting, and either organic, sustainable or ethically produced products that honor the culture of Asian craftsmanship.”

Signature items include the Mentai Salt & Butter Roll (Mentaiko, or Spicy cod roe, filled inside a salt and butter roll, topped with seaweed); Matcha Mochi An-Pan, Matcha-flavored bun filled with chunky red bean and mochi; Kobo Kuma, Bear-shaped soft bun, filled with homemade vanilla bean custard; and Chocolate Emoji,. Savory selections include the popular Hot Dog Panini, which is made with Japanese pork sausage, ketchup, mustard, mayo, and cheddar cheese.

### The bakery café concept

Established in 1998, Blue Dog Bakery and Café in Louisville, Ken., specializes in European-style breads and pastries, as well as a growing number of sandwiches, soups, salads and flatbreads, as well as an extensive

## DRESS FOR THE OCCASION

Keep your staff in style with National Bakery Day T-Shirts. The RBA is pleased to offer a collection of t-shirts featuring exclusive designs celebrating National Bakery Day. The National Bakery Day store is now open at [www.retailbakersofamerica.org/events-education/national-bakery-day](http://www.retailbakersofamerica.org/events-education/national-bakery-day). All items are print on demand. To learn more, contact [Info@RetailBakersofAmerica.org](mailto:Info@RetailBakersofAmerica.org).

Please allow 14 business days from order to receipt of items. The National Bakery Day store will close for orders on Aug. 20.



array of locally sourced provisions and retail offerings.

"Our bakers handcraft over a thousand loaves of artisan bread every week. Each loaf takes up to 48 hours to produce, allowing it to develop the flavor, crust and crumb that Blue Dog bread is known for. Our head baker has over 21 years of experience, and it shows," the company reports.

In addition to being available in-house at the bakery in Crescent Hill, Blue Dog Bakery breads are also found in several retail locations throughout Louisville and are featured in many restaurants and fine dining establishments in both Louisville and Indianapolis. Other bakery items include muffins and scones.

#### Biscuit tasting parties

Based in Portland, Ore., Pine State Biscuits began as a brainchild centered around the quest for the perfect, buttery, flaky, homemade biscuit. Kevin Atchley, Walt

Alexander, and Brian Snyder knew biscuits all too well from growing up in North Carolina, but having relocated to Portland, they craved the downhome cooking they knew from childhood. So, they banded together and decided to bring the Southeast to the Northwest.

After several months of trials, tests, and "biscuit tasting parties," they settled on a single recipe. The only void left to fill was to share their creation with the public. The Portland Farmer's Market proved to be the perfect setting, and in May 2006, Pine State Biscuits began serving their unique version of regionally inspired southern cuisine to throngs of Portlanders.

Their creation caught fire, and by the end of the first market season, Pine State Biscuits had a loyal following of eager customers waiting in lines 30 deep to get their



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hands on steaming biscuits, mouthwatering sausage gravy, and tender buttermilk breaded chicken. During the success of the second season at the farmer's market, the boys of Pine State could read the writing on the wall: It was time to bump their concept to the next level.

Today, the bakery café specializes in unique menu items like The Reggie, a delectable biscuit sandwich featuring fried chicken, bacon and cheese, topped with gravy.

Other featured menu items include Pine Street's rotating monthly flavor of pop tarts, or biscuit beignets made with cinnamon sugar and powdered sugar.

Following two years of astonishing success at the Belmont shop, in July 2010, Pine State opened its doors on N.E. Alberta Street, doubling the space of the flagship store and bringing biscuits and southern

cuisine to an entirely new neighborhood. With both locations serving up biscuits to Portlanders, Pine State continues to grow.

### Coffee and bakery

Bakery and coffee are proving a successful partnership for a growing number of retail bakeries, including Taylor's Donuts in Lawrence, Kan., among others. At Taylor's Donuts, they serve well-crafted donuts made from scratch along with premium filter coffee and nitro cold brew.

"We make our donuts using the finest ingredients we can afford. Organic cane sugar, farm raised eggs, unbleached non-GMO flour and high quality, European-style butter. We also fry solely in rice bran oil," explains owner Taylor Petrehn. "They feel good, and they taste good." [b](#)

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