

EDITORIAL: Preparing for summer celebration

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Earlier this month, America held a donut extravaganza on National Donut Day June 3, and there are many more promotional opportunities ahead.

The Retail Bakers of America reminds us that National Bakery Day is approaching on September 30, when our industry is encouraged to promote the message, "Keep your dough local."

This summer, there are several fun celebrations that your bakery shop can jump on board. Here are a few:

National German Chocolate Cake Day on June 11

National Peanut Butter Cookie Day on June 12

National Pecan Sandies Day on June 23

National Sugar Cookie Day on July 9

National Blueberry Muffin Day on July 11

National Pecan Pie Day on July 12

These festive holidays – and many more – remind us of the joy of bakery and how celebrations bring people together during times when we need it most.

Newly released Culinary Visions consumer research with over 2,000 consumers nationwide suggests restaurants that explored new business models to keep their patrons nourished and connected during the pandemic are reaping benefits in the new post pandemic culture. The study was inspired by restaurants that found inventive ways to feed their communities and stay connected with their customers while keeping their businesses alive.

The restrictions of the past two years have done little to dampen consumers' desires to explore new foods and cuisines. 76% of consumers surveyed considered themselves adventurous eaters. This sense of adventures appeals both at home and in restaurants. 84% said they enjoy being creative with ingredients in the kitchen.