

# Crumbs



## Get Ready for the Season's Change

*As summer approaches its end, fall weather returns, and trees leaves undergo their inevitable change, our customers' needs and buying habits change as well.*

**Labor Day** falls on Monday, September 5. Red, white, and blue will once again be the theme for finishing and decorating cakes, cupcakes, and tarts. Our bakeries should prepare to capitalize on the sales that Labor Day weekend will offer. Focus on items that move during this time (i.e., bread, rolls, hamburger buns, hot dog rolls). Examine the gross profit on items and adjust your variety and allocations on your table to support push items and higher gross items.

**We have** a great chance to build sales with special displays that draw attention to our bakeries. Cross-merchandise whenever possible. Speak with your store management about setting up satellite displays throughout the store. Look for opportunities to sell ladyfingers, dessert shells, angelfood

cake, shorties, and sliced pound cake in Produce. Place baskets or rolling racks of specialty rolls and breads in or near APPY, Cheese, Meat and Seafood departments. How about a rack of in-store baked cookies near dairy or the commercial cookie aisle? Be aggressive, creative and smart.

**Next, it's out** of the pool and Back to School! That means meal planning, packing lunches, and stocking the cupboard with after-school snacks and desserts. Our customers' shopping lists change to reflect these needs. Back to School merchandising brings so many ways to capture additional sales. Focus on breads: Kaiser rolls, steak rolls, club rolls, heros, and dinner rolls that customers can use for preparing sandwiches. La Brea's new line of Take and Bake breads and dinner rolls makes it easy for customers to serve fresh bread at meals.

**Primary colors** make up the decorating scheme this season. Cakes, cupcakes, cupcake pull-a-parts, 8x8" brownies and cookies, all with fun "Back to School" themes, pics, plaques and sprinkles, are bright and attractive ways to draw your customers' attention to product. Build "themed" displays of products in high-traffic areas. There are always different events happening at schools

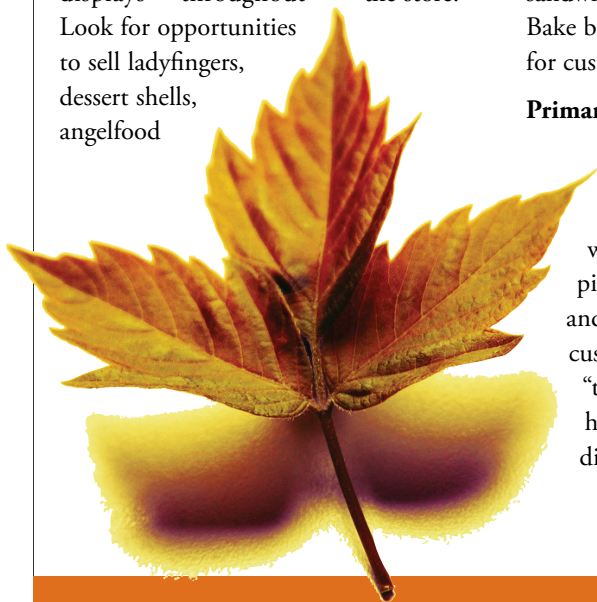
near your store. They can create catering opportunities for your bakeries.

**Autumn begins** Friday, September 23. We'll change our varieties and flavor profiles to fall flavors: pumpkin, sweet potato, cranberry walnut, carrot, dates, pecans, banana, apple and apple spice. Highlight our delicious seasonal pies, mini loaf and loaf programs. Emphasize our German chocolate, Black Forest, chocolate mousse cakes, and caramel apple and apple cakes. Feature apple cider and pumpkin donuts in your donut cases, too.

**Football get-togethers** give us the opportunity to increase sales with creative merchandising. (Be sure to order in local team cake decorating supplies!)

- **Breads;** Italian breads for subs, round ryes and pumpernickels for dip platters, baguettes for bruschetta or other spreads, all varieties of sliced rye for cold-cuts, garlic bread, footballs made from rye, pumpernickel, or Italian bread dough (shape the dough into a football, use a piece of lighter dough for the laces).
- **Foccacia;** A great "heat-n-serve" snack you can make in many different shapes and varieties.
- **Rolls and bagels;** All varieties, all size packages. Cut up pumpernickel bread and make

*(continued on page 2)*



(continued from page 1)

little football rolls out of it. Use bagel dough to make a “GIANT” bagel for a “GIANT”-size sandwich!

- **Message cookies;** Decorated for the occasion with football themes; helmets, fields, jerseys.
- **Bite-size snacks;** Cookies, mini Danish, puff bites, brownies—anything that can be served as a finger food is perfect. Offer larger platters of these snack size items, for the higher ring.
- **Party platters and giant size;** Customers will want larger serving platters to satisfy their guests. Bigger portions can go a long way on a buffet table.
- **Iced cakes and cupcakes;** “Football” pics, plaques, sprinkles, edible images, hand-decorated scenes; there are plenty of ways to create fun designs and displays to capture interest and impulse sales.

**Rosh Hashanah** begins at sundown on Friday, September 18. Though much of Rosh Hashanah is traditionally celebrated in synagogue, observance also manifests itself at the lunch and dinner table. The traditional menu includes round Challah, to symbolize the cyclical nature of the year, and of life. Jews also celebrate the sweetness of the New Year with Challah baked with raisins dipped in honey. Honey cake, sponge cake, Mandel bread, rugala, rainbow cookies, and brownies are also traditional. Check your commitment items and make sure to have ample supplies for your displays and tables. Track your sales to reference next year.

**Yom Kippur begins** at sundown on October 7. It is the Day of Atonement, the day of fasting and prayer. A festive meal similar to the one for Rosh Hashanah is prepared before the holiday fast begins. A special meal to break the fast usually includes Challah and bagels.

## PROMOTIONAL OPPORTUNITIES

### August

- 1 National Raspberry Crème Pie Day
- 11 National Raspberry Tart Day
- 15 Lemon Meringue Pie Day
- 20 National Chocolate Pecan Pie Day
- 21 National Pecan Torte Day
- 24 National Peach Pie Day
- 28 National Cherry Turnover Day

### September

- 1 National Cherry Popover Day
- 5 Labor Day
- 8 National Date Nut Bread Day
- 11 Patriot Day / Grandparents’ Day
- 14 National Cream Filled Donut Day
- 23 Autumn Begins
- 29 Rosh Hashanah

## What’s New in the Fresh Bake Shop?

### Dry Warehouse 06

**Item Code Item**

- 5550733 Walnut Schmeat (used as a filling for Danish, coffee cakes and cinnamon rolls)
- 5558561 Leonard’s Chocolate Sandwich Cookie
- 5558456 Leonard’s Raspberry Linzer Tart Cookies
- 5558359 Leonard’s Chocolate Dipped Cookies
- 7004631 Lemon Drop Cookies (Transdock)
- 5553448 Large Cannoli Shells
- 5562829 Mini Chocolate Cannoli Shells (New mini pastry program)

### Frozen Warehouse 027

**Item Code Item**

- 5561750 Hahn’s Old Fashioned Crumb Cake (Thaw-n-Sell)
- 5568107 Mini Sfogliatelle (Pack Change)
- 5564782 7” Chocolate Sinsation Cake
- 5564774 7” Chocolate Truffle Cake
- 5564804 Sinfully White
- 5569376 Blended Croissants

- 5562845 Mini Chocolate Eclairs (New mini pastry program)
- 5562772 Mini Vanilla Napoleons (New mini pastry program)
- 5561768 Mini Chocolate Cream Puffs (New mini pastry program)
- 5562031 Mini Vanilla Cream Puffs (New mini pastry program)
- 5562023 Mini Rum Baba (New mini pastry program)
- 5562617 Mini Pasticcotti (New mini pastry program)
- 5561881 Mini Lobster Tails (New mini pastry program)

### PLU ONLY

**Item Code Item**

- 1501782 6-pk.Variety Muffin Tops Corn/Blueberry/Chocolate Chip
- 1506732 24-pk. Snickerdoodle Cookies
- 1500671 6-pk.Variety Scones
- 1501855 2-pk.Variety Mini Strudel
- 1501740 6-pk.Variety Muffin Pack Corn/Blueberry/Chocolate Chip
- 1501798 24-ct. Take & Bake Oatmeal Raisin
- 1502827 2-Slice Carrot Cake
- 1502819 2-Slice Golden Layer Cake with Fudge Icing
- 1502801 2-Slice Golden Layer Cake with Vanilla Icing
- 1502796 2-Slice Chocolate Lovers Cake

# Walnut Schmeer — 5550335

**We are just “nuts” about** our Walnut Schmeer filling. It comes in a 20-lb. pail and is ready to use. The taste profile is rich and luscious and with all the walnuts blended throughout the filling it has a crunchy texture as well.

**This easy-to-use** product can expand your breakfast item varieties and offer your customers a taste of their childhood.

**It is a real time-saver.** Instead of mixing our walnut filling formulation, you can use this filling in your walnut coffee cake or Hungarian strip cakes and just egg wash and top with some walnut pieces. You could also use this filling on top of your large snail Danish for your self serve breakfast case as well as in some of your store reserve and value-added items.

*We are sure your customers will love it!*

Walnut Coffee Rings Using PLU Code #98041. At a suggested retail price of \$4.49 it has over a 60% G.P.

## METHOD:

1. Thaw out sweet dough sheets; on the floor for 15–20 minutes or, overnight in the cooler
2. (Walnut Filled) Fill with 6 oz. (2 muffin scoops) of the walnut filling and spread out evenly over the sheet
  - 2a. \*(Fruit Filled) Fill with 6 oz. (2 muffin scoops) of the preferred filling and spread out evenly over the sheet
  - 2b. \*(Cinnamon & Raisin Filled) Fill with 3 oz. of Cinnamon Schmeer (1 muffin scoop) and spread out evenly over the sheet. Sprinkle with 2 oz. of Raisins and 1 oz. of Cinnamon Sugar (to soften the taste of the Schmeer)
3. Roll dough sheet from top edge to the bottom placing the seam underneath
4. Take a scraper and cut the piece vertically, leaving one inch on either edge
5. Open the roll into a ring, and place on a sprayed, 9” round, foil coffee ring pan (order #6924406)
6. Lightly brush the ring with eggwash
7. Top with 3 oz. of desired topping (Nuts or Crumbs)
8. Proof to double the size, pull product from proofbox, if making fruit flavors make an indentation, and drop the fruit in. Then let them continue to proof on the floor, for about 10 minutes
9. Bake at 340° to 350° for approximately 20 minutes, or until golden brown
10. Brush while still warm with Rich’s glaze-n-shine for a better appearance and to protect the coffee ring from drying out
11. When cooled, string ice with white & glossy or powder with powdered sugar

Finished Weight: 14 oz.  
SRP  
Shelf Life: 3 Days

Packaging Supply Number: 6924715,  
9x9x2-1/2 white window box

Ingredients	Amount
Guttenplan Sweet Dough Sheets (556808)	1
Walnut Filling (555033)	6 oz.
Assorted Fruit or Cheese Fillings (555---)	6 oz.
Cinnamon Schmeer Filling (555994)	3 oz.
Raisins (555773)	2 oz.
Cinnamon Sugar (cinnamon-555166) (sugar-555258)	1 oz.
Streusel Crumbs (555215)	3 oz.
Walnuts (555124)	3 oz.
Rich’s Glaze-n-Shine (555221)	1/3 oz.
White & Glossy (555244)	1 oz.
Powdered Sugar (555248)	1 oz.

### Step 1



### Step 2



### Step 3





# Bakery Bio

## Irvin Johnson

**Klein's Family Markets – Forest Hill  
#545**

*Irvin Johnson has been* a ShopRite bakery manager for 15 years. He has a very diverse background to pull from and uses this to his advantage. He previously worked at Ms. Desserts, Inc. as a bakery manager for 8 years. Irvin was a night baker and a cook in the U.S. Army for five and a half years. He then earned his associates degree in hospitality management from Baltimore Community College.

*Irvin loves to* put his creative ideas into his baking so the customer's experience is enhanced. He enjoys motivating people; creating excitement and enthusiasm in his department and having that resonate out to the customer. He loves getting the chance to pass his bakery experience and philosophies down to associates who are willing to learn, in hope that one day they will fill his shoes and succeed in this industry as he has.

*Irvin says his* customers shop there because they know they will receive the freshest products and exceptional customer service from him and his associates.

*They have created* a destination in their bakery for whole grain, cupcakes, giant size, and Klein's signature Items. They also offer a good selection of gluten-free items and all-occasion cakes. Signature items include chocolate-topped cookies, smear cheesecakes, Jewish apple, Black Bottom muffins, pumpkin rolls and apple or cherry cobblers. This bakery goes out of its way to come up with unique items for their customers. They also have items designated as Klein's signature items such as—single-serve cake slices, store-made single layer coconut, German chocolate, carrot and chocolate raspberry cakes, and store-made animal shaped cakes.

*Irvin was named* manager of the month in his store for May 2011. He and his team were treated to a

pizza lunch. Team members include: Walt Barrett, who has many years of baking experience and has been with Klein's for 8 years; Renee Joy (7 years) and Cindy Bowen (9 years) are cake decorators who make sure the customers get what they want; Terri Anderson, Irvin's right hand, has been with Klein's for 2 years; Kyle Sekora graduated high school this spring and has been with the team for 1.5 years; Lisa Buck has been with Klein's for 21 years; and Bessie Grant for 31 years! The evening crew is rounded out with Maia Blaise, Jennifer Everett and Deana Waddell. These associates make sure everything is ready for the next day and that the department is clean and put to bed each night.

*Irvin has one son*, who graduated from Mount St. Mary's with a business degree and is doing well. Irvin is very active in his community. He works as a support counselor for people with disabilities at the Arc Northern Chesapeake region and as a counselor for people with addictions at his church. He serves as a trustee at the Mount Zion Baptist Church and also sings in the choir. He is a judge at the Farm Fest Baking Event held each year in Hartford County, Maryland.

*Irvin has a passion* for baking and helping people. What a great combination for anyone in the retail bakery department! Whether he is at work, at home, or out in his community, Irvin is a bright shining light who is doing his part to make the world a better place, one sweet treat at a time!



**Back Row: Walt Barrett, Kyle Sekora, Renee Joy, Beth Fisher, Irvin Johnson**

**Front Row: Terri Anderson, Bessie Grant, Cindy Bowen**

**Not pictured: Maia Blaise, Jennifer Everett, Deana Waddell, Lisa Buck**

## Hot Out of the Oven... Fresh Bake CGO Update

*The Fresh Bake* team and CGO have been working. We have all phase 1, 2, and 3 items on computer generated ordering (CGO) as well as cupcakes, gourmet cookies, and a few mixes are to come (scone, applesauce cake, corn, bran).

*CGO has conducted* eight seminars with 132 attendees. Thirty-four members support CGO, and we now have 120 bakeries turned on to CGO.

*Bakery CGO* currently has more than 800 items available to be turned on in the system. If you have not yet taken advantage of this tool in your bakeries, we strongly recommend that you do so. It is a very useful tool helps reduce stock levels, damages, and shrink and saves you time.

### CGO Best Practices

- **CGO's initial inventory must be accurate for the system to accurately decrement.**
- **Turn on items the same day you do your inventory. You are already counting the product... why not turn on those items?**
- **Maintain accurate daily inventory through reduction system.**
- **Make adjustments to the forecasts, units decremented, for the needs of your business.**
- **Do not count items on CGO in your inventory. The inventory system links with that of the CGO system.**
- **If you make any pack of product that is a variety pack that is not supported by a Wakefern PLU label, you will also have to make the necessary adjustments to your units decremented from the case.**
- **Check the CGO portal, for up-to-date Fresh Bake information.**

If you have not turned on CGO, why not? Start with thaw and sell (UPC items) then add a manageable amount for your store a few items at a time. Bakery Managers who have turned on items love it. They often say "it makes my job easier."

*If you have questions regarding CGO, please call the CGO Office at  
732-906-5397  
and speak to Bob Pyatek.*