

THE SCOOP

SERVING UP FOODSERVICE INSPIRATION



**BAKE ALL
THE RULES
WITH A SWEET
SALES BOOSTER**





BAKED GOODS THAT ARE BAKED BETTER

The average U.S. consumer has become much more selective of the sweet treats they indulge in. Despite this, baked goods have continued to provide comfort to consumers during these times. Incorporating quality ingredients, focusing on flavor and texture, and providing new and unique serving sizes can lead the way in helping you drive sales.

**2 IN 3 AMERICANS ARE EATING
MORE COMFORT FOOD
DURING THE PANDEMIC***





SWEET-INTEL



FOR BAKED GOODS SUCCESS

Baked goods have long been part of the foodservice universe. Cookies and brownies alternately appear and disappear from menus, but when it comes to what today's consumers really want, it all comes down to three key factors: taste, healthfulness and freshness. Not surprisingly, taste is still most important.*

**78% OF CONSUMERS
IN NORTH AMERICA PREFER
TRADITIONAL TASTES***

**56% OF CONSUMERS
WANT TO EXPLORE MORE
EXOTIC FLAVORS***



PUSHING THE BOUNDARIES OF BAKED GOODS

MULTI-SENSORY EXPERIENCES

As the public's appetite for "new" and "different" continues to grow, adventurous bakers are encouraged to push the boundaries beyond just sweet and savory to create multi-sensory food experiences. This trend has led not only to unique food pairings, but to different fusions of textures, as well as to a multitude of unconventional shapes and flavors. Maple-bacon donuts are a popular example of implementing a multi-sensory experience.

HYBRID DESSERTS

Hybrids of popular desserts have become extremely popular, and new combinations are being created all the time. From brookies (brownies and cookies) to cronuts (croissants and donuts), the possibilities are endless.



SUPERFOOD INFUSED FOODS TO THE RESCUE



Simply advertising that your baked goods contain ingredients such as acai berries, coconut, cacao, cauliflower and other superfoods can help bring people in the door.

**67% OF CONSUMERS
IN THE U.S. WANT TO KNOW
EVERY INGREDIENT
IN THE FOOD THEY BUY***



THE SCOOP

*Global Sustainability Survey, Nielsen



MINI BAKED GOODS

A LITTLE GOES A LONG WAY

When it comes to baked goods, multiple studies have revealed that less is definitely more. Particularly relevant in the era of social distancing, consumers have less need for large, shareable baked goods. A growing demand for mini pastries offers the opportunity to provide your customers with all the flavor of their favorites without leaving them feeling guilty about overindulging.



LIMITED TIME ONLY ITEMS CAN BOOST SALES

When it comes to increasing sales at your location, consider offering specialty or seasonal baked goods for a limited time only. These items create a sense of “fear of missing out”, as people don’t like to miss out on what everyone else is doing.

OVER-INDEXED DESSERT LTOS BY SEASON*

FALL

- Fruit Pie/Crisp
- Cheesecake
- Bread Pudding

WINTER

- Chocolate Chip Cookie
- Chocolate Cake

SPRING

- Specialty Cookie
- Plain Cheesecake
- Key Lime Pie

SUMMER

- Specialty Cookie
- Sugar Donuts
- Banana Cake

TOP OVER-INDEXED FLAVORS BY SEASON*

FALL

- Pumpkin
- Caramel
- Cinnamon

WINTER

- Chocolate
- Raspberry
- Vanilla

SPRING

- Chocolate Chip
- Chocolate Mint
- Cotton Candy

SUMMER

- Strawberry
- Peach
- Blueberry



CHEF'S CORNER

For each edition of The Scoop from ASR Group™, we bring you exclusive insights from Eleonora Lahud, research chef from ASR Group.



ELEONORA LAHUD | Research Chef, ASR Group

Eleonora has a degree in Food Science and is a Certified Baker from the American Institute of Baking, with management studies in Barcelona, Spain. She has experience working with leading global food companies in research & development, technical sales, consumer engagement and catering.

WHAT TRENDS ARE YOU SEEING IN BAKED GOODS?

Cakes, muffins, donuts, breads and cookies are staples in any bakery operation. However, what is really driving sales growth are sophisticated twists on classics. For example, caramel topped with sea salt, chocolate chip cookies with crispy bacon, cakes baked and frosted with botanical flavors such as lavender and rose.

We are also seeing a lot of bake-at-home or finish-at-home baking kits. This is because consumers are seeking connections and a way to create memories. You can facilitate that by offering a kit of cookies or cupcakes with icing and sprinkles on the side for consumers to decorate at home.

With COVID-19 we are noticing smaller portions in baked goods. Since consumers are trying to stay home and social distance, there is less demand for large, shareable cakes. Operators are considering smaller cakes and single-serving treats.

The gluten-free, vegan and plant-based trends continue to grow. Consider offering sweet treats designed for the needs of these health-minded consumers. I predict pie will be big in 2021. Prepared with unusual ingredients, it can be a great canvas for a creative baker.

HOW CAN OPERATORS INTRODUCE UNUSUAL BAKED GOODS ONTO THEIR REGULAR MENU?

Operators should take advantage of their social media outlets to update customers on their daily specials. Consumers are becoming more adventurous, and they like to engage. Consider posting short "behind the scenes" videos of how you make your baked goods or surveys to vote on the flavors for the next day.

YOUR SUGGESTION FOR A SIMPLE, YET INTERESTING BAKED GOOD OPTION THAT WILL PROVIDE A HIGH ROI FOR OPERATORS?

Cakes and cookies typically provide high ROI for operators, and consumers are attracted to more sophisticated versions of the classics. We suggest our [Lemon Chamomile Cookies](#) as an addition to your menu. Lemons are traditionally associated with summer, but some varieties, such as Meyer lemons, are at the peak of their season during winter. Take advantage of that, and prepare this upscale version of a traditional butter cookie.



SWEETLY DISTINCT

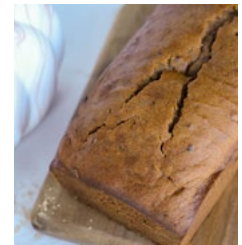


SALES-BUILDING IDEAS FROM DOMINO FOODS, INC.

When it comes to baking, there's a whole lot more to sugar than just being sweet. It has a multitude of uses that can be applied to boost your baked goods business in ways you may have never even thought of before. Here are a few ideas that can really help you sweeten the sales at your operation.

BAKING SUGAR: SWEET & BEYOND

When it comes to baking bread, sugar has multiple uses. During the process of making dough, sugar helps provide "food" for the yeast, helping it take shape into a single mass. Sugar also enhances the bread flavor and gives the crust a golden color. White sugar, brown sugar and molasses can be used interchangeably in bread dough; however brown sugar and molasses are often used in specialty flour breads to bring out the grain flavor.



THE SECRET TO PERFECT MERINGUE

How exactly does a bowl of egg whites become a shiny cloud of sweetness? It's all about the proteins. Some proteins in egg whites repel water, and others are attracted to it. The proteins in the whites will start to unravel, or "denature," as you begin whipping, and will form bonds with the water (naturally occurring in the egg whites) and the air created by the mixer. The addition of sugar coats the bubbles, preventing them from continuing to grow and grow, and potentially from being overwhipped and collapsing. A key to the perfect meringue is adding sugar gradually, not all at once. We recommend using our ultrafine Baker's Special sugar to leave you with a smooth, shiny meringue.



BAKED GOODS BEST PRACTICES

It's become more important than ever to take into account a wide range of dietary restrictions and preferences. By using organic and vegan sweeteners like Florida Crystals® you can provide gluten-free, vegan, dairy-free and other such specially tailored options that will not only satisfy the needs of your customers but will also help give a big boost to your baked goods sales by widening your consumer base.

FEATURED RECIPE



LEMON GLAZED ANGEL FOOD MUFFINS

Created by: Yasmin Gutierrez

Associate Partner at Lettuce Entertain You Enterprises

So light and airy, some might say these Angel Food Muffins taste like heaven. Dip the top of the muffins in lemon glaze for added sweetness and flavor.

HOW TO MAKE:

(Serving size: 18 muffins)

Ingredients for Angel Food Muffins:

- 4 cups egg whites
- 1½ tablespoons cream of tartar
- 1 teaspoon salt
- 750 grams Domino® or C&H® Baker's Special Sugar
- 1 tablespoon vanilla extract
- 1½ teaspoons almond extract
- 350 grams cake flour, sifted
- 2 tablespoons Domino® or C&H® Sanding Sugar

Ingredients for Lemon Glaze:

- 1½ cups fresh lemon juice
- 2 lemons, zested
- 3 lbs Domino® Confectioners or C&H® Powdered Sugar

Instructions for Angel Food Muffins:

1. Bring egg whites to room temperature. Add cream of tartar and salt; then mix to foam.
2. Rain in Baker's Special sugar, and whisk to medium soft peaks – peaks will flop over.
3. Reduce mixer speed to low, and add extracts.
4. Add flour, and mix only to combine.
5. Fill each muffin tin, and sprinkle with sanding sugar.
6. Bake at 325°F on low fan for approximately 25-26 minutes.

Instructions for Lemon Glaze:

1. Prepare glaze by mixing lemon juice, zest and powdered sugar by hand with a whisk.
2. Dip muffins in the glaze to cover the top of each muffin. Allow to fully harden.



FEATURED PRODUCT



This month's featured product is a cane sugar made for demanding professional bakers and chefs across the country. It's perfect for creating freshly made baked goods that you can serve to your customers with pride. **Domino® and C&H® Pure Cane Baker's Special Sugar** is made especially for baking because of its ultra-fine grain size, so it mixes, blends and melts more evenly. Ideal for all sorts of baked goods and confectionaries, including cakes, cookies, pastries and brownies.



BROUGHT TO YOU BY ASR GROUP.

Domino Foods is a leader and innovator in sweetening solutions with more than 150 years of experience taking sugarcane from the farm to the table. We are proud to provide the brands of sugar, sweeteners and syrups that foodservice professionals know and trust, including Domino®, C&H®, Florida Crystals®, and Tate+Lyle®.

To learn more, contact your ASR Group sales manager or visit us at dffoodservice.com.

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