

A Little Sweet Talk

FOODSERVICE OPERATOR E-NEWSLETTER
From The Original Cakerie | January 2017




THE ORIGINAL
cakerie

Make Way For Veggies in 2017!

With so many Canadians eating out on a regular basis, the Ontario provincial government has passed a new menu labelling law for restaurants, convenience stores and grocery stores to post the number of calories on their menus by January 2017. Many Ontarians are urging sodium levels to be posted with calorie information as well. The FDA has also finalized two rules requiring that calorie information be listed on menus and menu boards in chain restaurants and similar retail food establishments as well as vending machines.

With this, there is an increased responsibility for you to deliver new and innovative menu offerings and provide healthy options that don't compromise taste and quality.

While desserts get a bad wrap for being a decadent end to a meal, you can combat this thinking by incorporating healthful veggies onto your operations featured dessert menu. After extreme indulgence throughout the holidays, veggie desserts including anything from sweet potato, to beets, to zucchini and avocado appeal to those who want to embrace a healthy lifestyle for the New Year, but don't want to give up the sweet ending to the meal.

According to Datassential's Dessert Trends report, chefs are shaking up dessert menus by including a wide array of vegetables.

In 2016, veggies pushed proteins to the side of the plate to take center stage. Now, they want to be part of the sweet course as well.

Vegetables offer flavor, texture and color to trendy dessert menus with creations like zucchini ice cream sandwich cookies and sweet potato cheesecake. Not only do vegetables satisfy the more healthful trend, they are also practical substitutes for high fat ingredients. In fact, 17 percent of consumers are interested in this trend, according to Datassential.

Bridging the gap between healthy and indulgent desserts may be redefining the idea of "better-for-you". Datassential notes that over half of consumers think better-for-you desserts are highly appealing as an overall trend. The Original Cakerie uses only the simplest ingredients to meet your operation's needs as consumers become more and more aware of what goes into their food.

Eat your greens!

Need help finding ways to incorporate veggies onto your dessert menu?

See one of our innovative and profitable recipes on the following page that will appeal to your guests looking to indulge a bit, while staying focused on their New Year diet regiments.



Gluten-Free Dreamin' of Chocolate Cake & Veggie Parfaits

Recipe Feature

Gluten-Free Chocolate Cake & Veggie Parfaits

Think beets and avocados are only for salads?

Think again. At the forefront of embracing the trend of incorporating vegetables into desserts, the Original Cakerie is incorporating these highly nutritious vegetables into our newest innovative recipe - Gluten-Free Chocolate Cake & Veggie Parfaits.

Crumbled pieces of [Inspired By Happiness Dreamin' of Chocolate](#) gluten-free cake are layered in mason jars with cream cheese beet icing and a creamy chocolate avocado mousse for a delicious dessert filled with veggies!

Dishes that are plated up in individual portions, like a mason jar, not only embrace on-the-go eats which consumers crave, but also convenience and smaller portion sizes so that they can indulge within moderation.



[DOWNLOAD THE FULL RECIPE HERE!](#)

Asian flavors influence the dessert landscape

Authentic Asian flavors are gaining popularity across all parts of restaurant menus. Notable flavors like lychee, matcha tea and yuzu are appearing in both ethnic and non-ethnic desserts, Datassential notes.



White Chocolate Chai Latte Cake

According to Euromonitor International, Asian foods have become so popular among single-location restaurants that among those offering specialty menus, Asian cuisine (19.7%)—beat out other popular foods like traditional “American” barbecue and pizza (12.1%), European (9.7%), Latin

American (7.6%), and Middle Eastern (1.3%).

By 2020 in the US, the Asian population is expected to experience the second fastest growth of minority groups, which would result in a population of almost 17 million. Traditional Asian dishes are influencing the flavor profiles of many mainstream products, and making their way from sauces, to snacks, to ready-meals and of course, desserts.

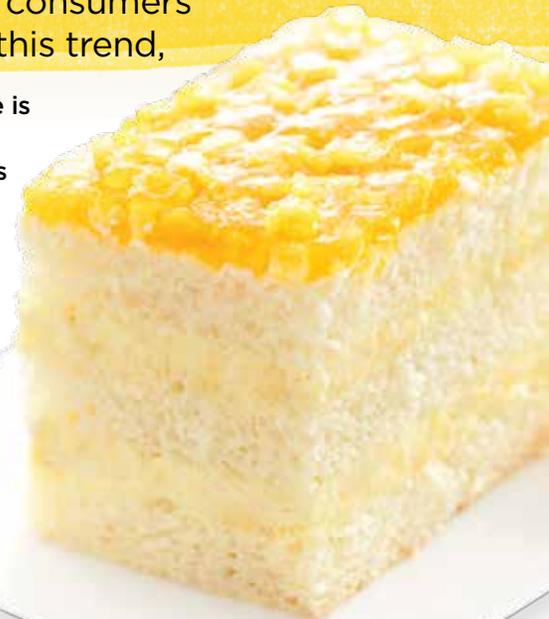
According to **Statistics Canada**, the Canadian population is expected to become increasingly ethnically diverse, fuelled by immigration. Roughly half of new immigrants to Canada come from Asia and the Pacific. This spike in

the Asian population has contributed to these cultural flavors becoming mainstream, which means that your operation needs to satisfy these changing tastes to stay ahead of competition.

The Original Cakerie can be your Asian dessert partner with our Chai Latte and Mango Mousse cakes, which supports Datassential’s tea trend at its inception as a unique way to add flavor to dessert.

With **22%** of consumers interested in this trend,

The Original Cakerie is here to meet your back of house needs to get these Asian flavors into the hands of your customers.



Mango Mousse Cake

The simple, natural clean label movement is here

Wow!

Global sales of clean label food and beverage products may reach

\$180 billion
by 2020



ONLY 10 INGREDIENTS!

- ✓ WHEAT FLOUR
- ✓ SUGAR
- ✓ WATER
- ✓ EGGS
- ✓ CANOLA OIL
- ✓ NON-FAT MILK
- ✓ BAKING POWDER
- ✓ MODIFIED CORN STARCH
- ✓ SALT
- ✓ NATURAL FLAVOR



Un-Iced
Sponge Cake

Clean labeled food, trust, and alternative ingredients are top of mind for today's consumer, according to Brian Darr, director of the Trendspotter publications at Datassential.

Everyday shoppers and restaurant goers are reading food labels to really understand them. They know what they want from their food and have a very clear idea of what they don't want.

Research from Euromonitor notes that global sales of clean labeled food and beverage products may reach \$180 billion by 2020, with North America generating around 40% of the total.

While these efforts started with small niche consumer packaged goods companies as an effort to differentiate themselves, it has now spread to some of the largest food service operations, with chefs and operators responding and pressuring manufacturers to listen to their demands.

This is why the Original Cakerie's products are made with the simplest ingredients, every time. Our delicious line of products will always satisfy diners call for no artificial flavors, colors, ingredients or trans fats. For customers with growing dietary restrictions, all of our products are also kosher and gluten-free.

As restaurant goers look for more transparency in the food they are eating, operators are turning to The Original Cakerie for all of their dessert supply needs. We use only the finest ingredients, such as real fruit, dairy whipping cream and cream cheese. Our Un-Iced Sponge Cake for example is made using only 10 simple ingredients, so diners can rest assured they know exactly what they are getting in every delicious bite.

Product Feature

The gluten free category has grown 136% from 2013 to 2015, reaching estimated sales of \$11.6 billion in 2015.

The Original Cakerie Dreamin' of Chocolate Cake and Dreamin' of Strawberries Cake is made with only the simplest ingredients and is totally gluten-free. These cakes can give you a huge advantage and edge in utilizing clean-labelled and gluten-free cakes that satisfy consumers' cravings to eat clean and be healthier.

Dreamin' of
Strawberries
White Chocolate
Shortcake

Dreamin' of
Chocolate
Dark and White
Layer Cake



Passionately Creating Delicious Eating Experiences

cakerie.com

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