



ABEL & SCHAFFER, INC.

August 2010

Hello Bakery Friends,

We offer another idea based on quality and value:

“All Natural Pumpkin Cakes, Cookies, and Muffins”

Natural Parve (dairy-free) Crème Cake Mix #24024 is a great all-in-one bakery mix that gives bakers the ability to produce cakes, muffins, and cookies-yes-cookies, all from one great quality natural bakery mix. **Natural Parve Crème Cake** has a great shelf life, freezes well, and offers the value added benefit of making a natural claim which translates into quality every time with Abel & Schaffer.

We've included a couple of recipes for Pumpkin Chocolate Chunk Cakes and Muffins, Pumpkin Cookies, and other cookies to complement making fantastic soft-style cookies from this All Natural Cake Mix! **Natural Parve Cake Mix** will take anything your heart desires as an inclusion into the mix: chips, nuts, fruits, toppings of your choice. Use this great mix as a base product for your quality and value-minded bakeries! Recipes enclosed!

Please let us know what we can do to help improve your profit margins in what has become such a commodity-based business. With hundreds of great ideas and a philosophy that it's all about the customer, we will do what it takes to bring the quality and value back to the bakery during these challenging times. **Natural Parve Crème Cake #22024!**

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Enjoy Great Pumpkin Treats with Abel Natural Parve (No Dairy) Crème Cake!

Natural Pumpkin Chocolate Chunk Cakes & Muffins:

For the Small Batch Recipe on the bag (10 lbs mix), we added 3 lbs. Canned Pumpkin, 2 oz Pumpkin Spice, and 3 lbs. Chocolate Chunks to the recipe and left everything else the same.

Natural Cookies from our spectacular Natural Crème Cake Mix? You bet!

Pumpkin:

Natural Crème Cake Mix 10 lbs.
Margarine or Butter 3 lbs.
Pumpkin 3 lbs.
Whole Egg 1 lb. 8 oz.

Peanut Butter:

Natural Cake Mix 10 lbs.
Margarine/Butter 3 lbs.
Peanut Butter 4 lbs.
Whole Eggs 1 lb 8 oz

Chocolate Chip:

Natural Crème Cake Mix 10 lbs
Margarine or Butter 3 lbs
Natural Chocolate Chips 4 lbs.
Whole Egg 1 lb 8 oz

Sugar:

Natural Crème Cake Mix 10 lbs.
Butter/Margarine 3 lbs.
Natural Vanilla 1 oz.
Whole Eggs 1 lb 8 oz

Whatever the product, whenever it calls for a great cake mix, our Natural Parve Crème Cake adds superior quality & value, providing a competitive edge to the 'me-too' bakeries in your market!

Mix all ingredients on low speed for 1 minute. Scrape Bowl. Mix another 1 minute on low speed. Scoop cookies on to sheet pan. Bake @ 375 F. in deck oven or 350 F. in convection oven for about 12-15 minutes. Add Chocolate Chips or Nuts or Spices for different flavor and appearance. Thank you!

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