

PASTRY

BAKING

CHOCOLATE

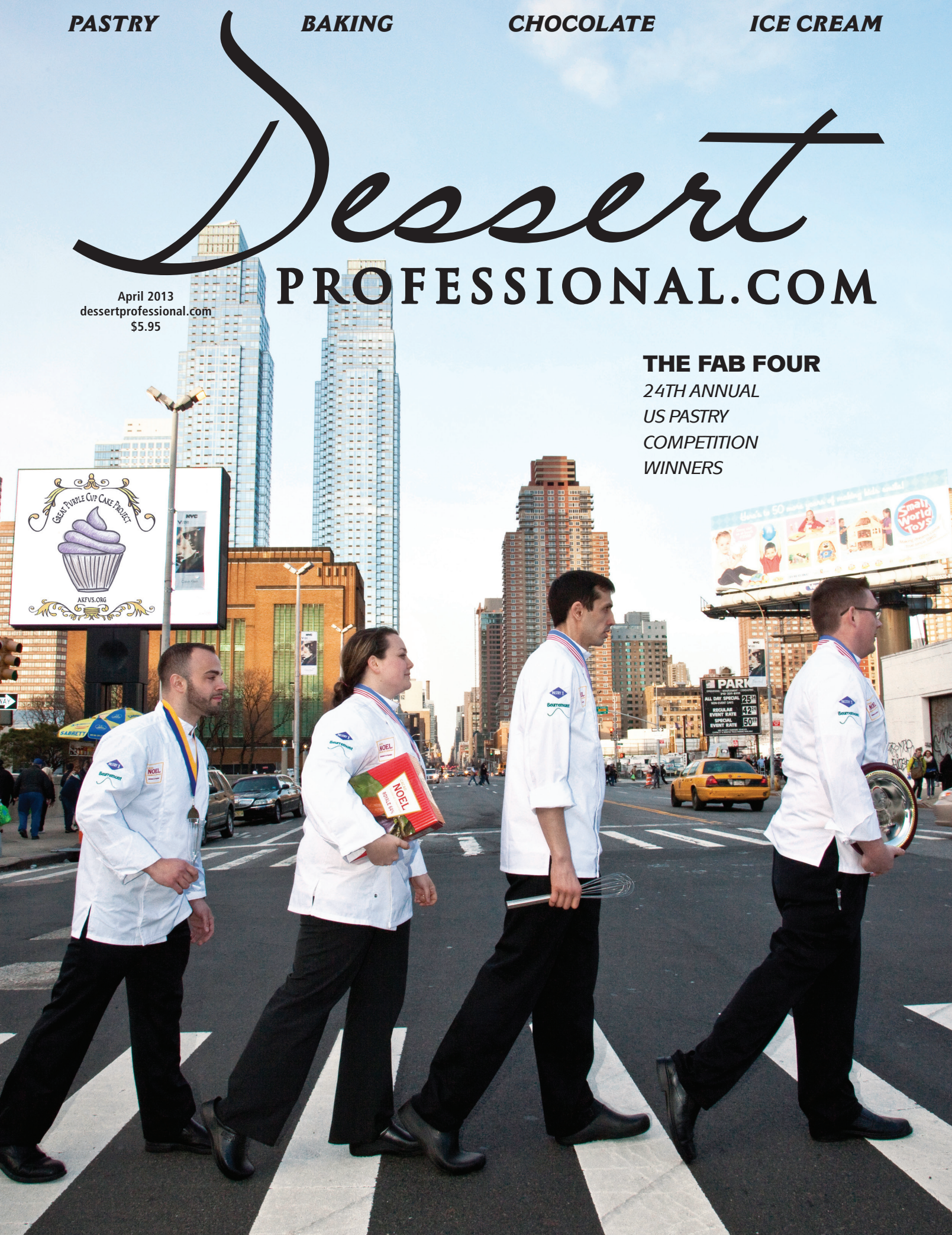
ICE CREAM

Dessert

PROFESSIONAL.COM

April 2013
dessertprofessional.com
\$5.95

THE FAB FOUR
24TH ANNUAL
US PASTRY
COMPETITION
WINNERS



AESTHETIC SCOOPS



MARASCHINO 2.0

Gray & Company, the world's largest producer of maraschino cherries, has introduced its CherryMan Farm to Market Maraschinos, which contain no artificial colors, flavors or preservatives. The sweet treat is fat-free, gluten-free, sodium-free, kosher, and contains no high-fructose corn syrup. CherryMan's cherries are primarily supplied by family farms in the Northwest corner of Michigan and from Oregon's Willamette Valley. "One of the joys of this business is working with family farms and doing our part to help sustain American

agriculture," says Josh Reynolds, President of Gray & Company. "We're proud to support these mom-and-pop farms that provide a consistently high-quality product." Farm to Market Maraschinos are available for food service. www.cherryman.com

ESPRESSO, ITALIAN-STYLE

When friends Aldo Filicori and Luigi Zecchini opened their first coffee retail business in 1919 in Bologna, Italy, they had no way of knowing that almost 100 years later the company would still be running strong. Guided by the founders' families, Aldo and Luigi's dream to spread the quality of authentic Italian espresso worldwide has become a reality. Filicori Zecchini is located in over 30 countries and just recently launched in New York City, where it is available at locations such as Maison Kayser, Circolo, Rosemary's, Ceci-Cela, Brasserie Ruhlmann, and Orsay to name a few, as well as its own namesake café in midtown. Early in their career, the co-founders understood the importance of this Italian tradition and offering their customers a product of authentic quality. Their mission to bring the unmistakable aroma of Italian espresso coffee to the utmost perfection is still seen today, with the families personally dedicating themselves to the entire production process: from selecting only top quality coffee beans direct from farmers all over the world to roasting each single origin separately before blending right down to the specific cup of espresso. For more info on this coffee, visit www.filicorizecchini.it.



ECOTENSIL

Every year, Americans throw away enough paper and plastic cups, forks, and spoons to circle the equator 300 times. Sampling spoons from ice cream and gelato shops can be included in this staggering statistic, the majority of them used for only one quick taste. EcoTensil, makers of award-winning tasting utensils have launched their innovative Eco-iScoop. Made from sustainable, silky-smooth paperboard, like a milk carton, the revolutionary iScoop is extra sturdy and can easily scoop ice cream, frozen yogurt, gelato, and products with a similarly stiff consistency like fudge. When placed in

EcoTensil's handsome bamboo dispenser, or other receptacle, the neatly stacked iScoops stand upright for an easy grab for servers. Because the round end (the end people eat from) is not touched by the server in this upright position, this allows a sanitary means of passing the iScoop and no need for gloves. iScoops are both recyclable and compostable at facilities where milk cartons are accepted. www.ecotensil.com



ELECTRO FREEZE

Electro Freeze, a division of H.C. Duke and Son, LLC (Duke), has introduced a new logo and website, making the most dramatic change to its visual identity since 1969. "The most profound change to the logo is the EF Cone icon," said Tom Hotard, President. "Electro Freeze is known for its premium soft serve dispensing equipment and for developing the first twist soft serve machine in 1958, a concept that revolutionized the soft serve industry. A cone image was displayed on the

arch at the top of our machines in the '30s and '40s, but was never really a part of the logo." The updated corporate identity reflects the company's history of providing soft serve frozen dessert and beverage dispensing solutions and is released in conjunction with the launch of the company's new website. "This new site brings our solutions-based strategies to customers 24/7," continued Hotard, "and is focused on optimizing the equipment, product and customer connection for business success." For more information, visit www.electrofreeze.com.



SORBET LIGHT

Smirnoff is making a splash with its new, reduced-calorie line of vodka inspired by the sweet, icy and light taste of sorbet. Smirnoff Sorbet Light is infused with the natural flavoring of fresh-tasting berries, tart pomegranates, luscious mangos, juicy passion fruits and zesty lemons creating three unique, reduced-calorie vodka specialties: SMIRNOFF Sorbet Light Raspberry Pomegranate, SMIRNOFF Sorbet Light Mango Passion Fruit and SMIRNOFF Sorbet Light Lemon. "Smirnoff Sorbet Light is the next flavor experience for those women who strive to lead a balanced lifestyle, but never at the expense of delicious cocktails," said Sandhya Padmanabhan, Brand Manager for Smirnoff. "Today's multifaceted woman inspired us to think differently and create a product that would make guilt free, delectable drinks that truly embody the refreshingly light taste of sorbet." For more information, including recipe suggestions, visit www.smirnoff.com.



COOKIES & CREAM

Whether you're a pastry chef or an ice cream connoisseur, you'll love *Cookies & Cream: Hundreds of Ways to Make the Perfect Ice Cream Sandwich* (Running Press; May 2013; \$18), a cookbook devoted to ice cream sandwiches. Tessa Arias, founder of the popular blog HandletheHeat.com, offers 50 combinations of cookie and ice cream recipes, all designed to simultaneously satisfy your "warm and gooey" and "frozen delight" desires.

Recipe chapters are organized by fun themes such as "Classic," "Chocolate," "Sinful," "Fruity," "Real Dessert," "Booze," and "Holiday."

Cookies & Cream will keep summer going year round with delicious dessert sandwiches for any flavor craving.

Available at www.amazon.com.



HEMP MILK

Pacific Foods, maker of the widest variety of dairy alternatives on the market, is currently launching a new All Natural Unsweetened Hemp non-dairy beverage – perfect for dairy-free baking and building a nutrient rich smoothie without adding unwanted sugars. Available in Original and Vanilla, the "milk" is a delicious nutritional powerhouse packed with vitamins, minerals, essential amino acids and healthy fatty acids. These dairy alternatives are free of all common food allergens, providing a natural source of balanced omegas and 3 grams of protein per serving – triple the protein found in almond "milk." Pacific's new All Natural Unsweetened Hemp non-dairy beverages are available at Whole Foods stores nationwide (SRP \$2.99- \$4.49) and will be rolling out to other natural food and traditional grocery retailers throughout the spring and summer of 2013. www.pacificfoods.com