

# We Love Pastry

CAKE DESIGN · ALL ABOUT PASTRY · PEOPLE · EVENTS

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saracinodolci.com

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“Mary Torte” Mary Presicci

■ ■ Made in Italy

SARACINO  
We love pastry

# A friendly face



*The ever-increasing use of technology can pose a threat to traditional shops, unless it is carefully adapted to support customer relations.*

*The success of your store depends more than ever on having qualified, well-informed staff who can give customers a professional response and be their preferred point of contact.*

*The best publicity comes from happy customers. The more the store knows who is watching and buying their products, the better they can adapt their supplies.*

*You need to make the customers feel at home.*

*Obviously their first home is with their family, then there's the workplace, but your store needs to become their third home. **You need the patience to turn your shop into a friendly, welcoming place that makes the consumer experience something that goes beyond just buying a product.** Can you mix sugar paste with marzipan? Can you use honey to make a mousse? What's the best way to cover a cake? These are just some of the questions we have been able to answer. Customers should want to come back and keep buying, and then tell other people about their great experience at your store. The traditional tools include technical product information, demonstrations, courses, tutorials, magazines and specialised publications.*

*Of course, you also need to have a website, Facebook page and YouTube channel – this continues the personal relationship created in-store.*

*We have met lots of satisfied shopowners. They're the ones who manage to combine a friendly face with knowledge of their product and a sales-oriented approach, using these new forms of communication.*

***Come and visit our Facebook page!***

Paolo Zolla

Sales director, Saracino



# The Cake Designer

*A*rt moves in mysterious ways - its light, magical touch strikes wherever it takes its fancy. Take for example Mary Presicci from Taranto, who is world-famous for her ability to create sugar paste masterpieces using just her hands.

Mary could never have imagined how this "magic" cake ingredient would take her all over the world: the Netherlands, Germany, France, Great Britain, Spain followed by Peru, Ecuador, Mexico and Hong Kong. Sugar paste is a fascinating but rather tricky substance, which Mary uses to decorate cakes and model her characters. She uses it as a medium for sculpture. Maybe it's the artistic talent she developed through her study of fashion, or maybe it's in her genes: she comes from a family of confectioners.



Her first creations were born out of instinct. The sketching, planning and drawing of cakes came later. "I first used sugar paste seven years ago for my son's birthday. The step-up to the next level came gradually, a little later, after I'd carefully studied videos on how to work with clay, and the details of human faces. The great thing about sugar paste is that you can sculpt it into an infinite number of shapes".

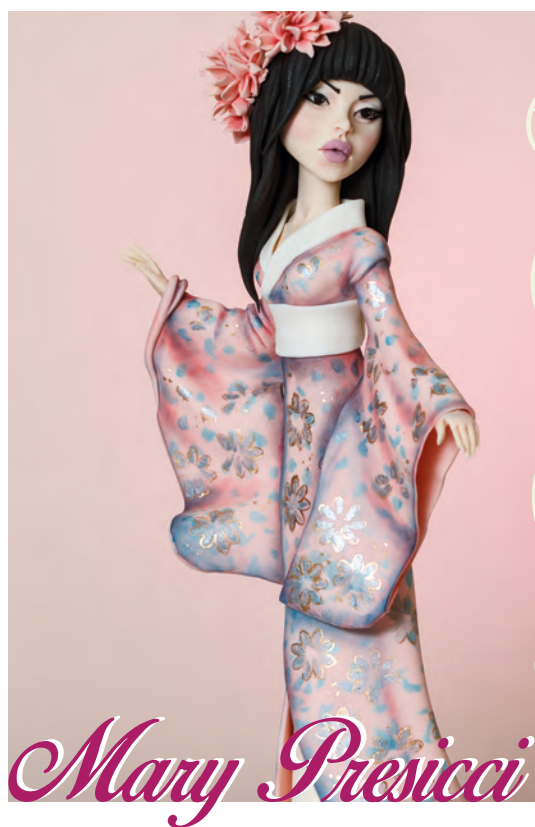
Online, she is known for her Facebook page "Mary Torte". She took part in the social network challenge competition with her group "Officina del Modeling" at the third edition of Milan's "Cake Design Italian Festival" – and came first.





Her passion for this craft, which is now her job, drove her onwards. In 2013 she took part in Cake International in Birmingham, where she received a gold medal. In February 2014 she won a gold medal at the Italian Cake Design Championships. She then went on to win a gold medal at Cake International in Birmingham a further three times, in 2014, 2015 and 2016.

Follow her on facebook  [Mary Torte](#)



"Diana" by Mary Torte





# Bashful

by "Mary Torte"  
Mary Presicci



## Materials

- 3 cm polystyrene ball
- Polystyrene base, height 3 cm, diameter 20 cm
- Polystyrene cone, diameter 6 cm, height 5 cm
- 300 g green sugar paste • 200 g brown sugar paste
- 50 g red paste • 50 g light blue paste • 50 g white paste
- A touch of yellow • A touch of purple
- Pink food colouring • Edible glue

## Tools

- Silicone rolling pin • Sharp knife
- Cutter • Modelling tools • Silicone-tipped brushes

- 1• Cover the polystyrene base with the green paste 2• Using the brown paste, shape the roots and attach to the trunk



- 3• Cover the trunk with the brown paste and mark on the lines of the bark 4• Position the trunk on the base



- 5• Add tufts of grass with the green paste 6• Shape two small sausages of paste, one white and one black



- 7• Roll them up together



- 8• Make little pebble shapes



- 9• Use the decorating nozzle to make little flowers



- 10• Put the flowers into position



- 11• Make two brown balls, lengthen and then model the shoes



- 12• Shoes



- 13• Cover the polystyrene ball with the red paste



- 14• Shape Bashful's legs



- 15• Shape the skirt of the jacket using the brown paste



- 16• Position the bottom of the jacket and then shape the upper part using a cone



17-Model the sleeves of the jacket



18- Cut the mouth onto the face, and mark the point where the nose will go



19- Using the modelling tool, open the mouth and insert the black paste



20- Position the nose, and shape the eyes using a nozzle tip



21- Add the details



22- Place Bashful's head onto his body



23- Model the beard



24- Attach the beard



25- Model the hands



26- Position the hands



27- Make the hat



28- There he is, your finished Bashful!





# MIRROR GLAZES

*What are those creamy glazes that give such an amazing finish to modern desserts?*

Fruit or cream mirror glazes.

These glazes are made from sugar, and can be used to cover all or part of the cake, either to decorate or enhance its flavour. The characteristic feature is that when dry, they form a glossy shell.

They are melted at 35°/40°, poured onto the cold cake, mousse or Bavarian cream, and then spread with a spatula.

The glaze sets after rapid chilling, either placed in a blast chiller or after 30 minutes in the freezer.

The most common *glazes* are made from a *fruit base*, usually strawberry, forest fruits, raspberry, orange, lemon or lime. Equally famous is the *chocolate glaze*, typically found on Sachertorte, which you will always find in international cake shops.

*For more than a decade, Saracino has offered a wide range of glazes to the trade. This year, inundated with requests from dozens of cake design enthusiasts, we are also offering smaller packages for the retail sector.*

The *Mousse Guide* by master chef Emanuele Saracino (available free on request) offers a whole host of decorative ideas for cakes, single-servings and petits-fours, including our stunning mirror glazes with their unmistakable fruit or chocolate flavours.

*Another way to try your hand at the art of master chef, using the same products as the professionals!*

SEND OFF FOR OUR  
FREE RECIPE BOOK!!



*For more than a decade, Saracino has offered a wide range of glazes to the trade. This year, inundated with requests from dozens of cake design enthusiasts, we are also offering smaller packages for the retail sector.*





## Cake Decorator



Silvia Mancini

## Cake Designer



Lucia Salmaso

## Sugar Artist



La Belle Aurore

# WHICH ONE IS MOST LIKE YOU?

by Simona Tomei of Cake Design Italia

Recently, I read a hot debate that's currently raging across the Atlantic, in magazine articles and blogs about who really can call themselves a **"cake decorator"**.

According to the author of the editorial, published in *CakesDecor Gazette*, anyone who works with polystyrene to create beautiful sugary masterpieces that "can't be made on real cake" should not be counted as a real cake decorator. The reasons for this objection are very well-known also here in Italy.

*There are three main reasons:*

- It's easy to produce a perfect creation if there is no cake underneath the sugar paste, because you don't have to factor in the moisture, temperature, baking time or the taste of the cake itself.
- You can only afford to "waste time" making complex decorations if you don't have your own cake laboratory, because you don't have to meet customer deadlines and don't have any utility bills to pay
- The cake is usually made to order, which means that the decorator's creative talent can't be expressed to the full. The decorator has to submit to the customer's preferences, which means that a true Cake Decorator is someone who can translate a specific request into a beautiful cake.

The author of the article then turned to cake design courses, and her reasoning here is equally plausible: where's the sense in organising courses that teach you to make a specific design?

Who wants to know how to make a character invented by a superstar teacher, if you'll never be able to use it in your everyday work?

Here's a quote from the original article (in English) which gives you the idea:

Are you faking it or baking it?

Ruth wrote a great answer:

"Lines Drawn in the Sand, an open letter to Cakes Decor"

I want to look at it from another angle: the roles of the various people involved in the world of artistic cake design.

Let's start with the principle. Up until a few years ago, the term "cake design" didn't mean very much, in Italy or in any other country. These articles actually refer to "cake decorators".

As I see it, and as I have always thought since I first became involved with this industry, we need to make a clear distinction between cake designer, cake decorator and sugar artist.

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### CAKE DECORATOR

A cake decorator is someone who uses their manual and artistic skills to decorate a cake. They usually work in tandem with the confectioner on the shapes, textures and overall structure (for example making the outside and inside of the cake match). To do that, they certainly need basic confectionery skills: even though the cake decorator is not the person who deals with the technical "chemical" side of the cake, they have to know certain limits that they can't ignore, when decorating.

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### CAKE DESIGNER

A cake designer has a broader spectrum of skills: they can design an artistic creation from A-Z. This means that their knowledge of the subject is not limited to modelling, making flowers and decorations in royal icing (to give you just a few examples of techniques). Their skill set also includes: basic confectionery, making creams, chocolates, knowledge of raw materials, production processes and much more. Basically, a cake designer can make a made-to-measure dessert, using their technical and artistic abilities to produce an outstanding result from every angle: the cake is delicious, great to look at, and affordable.

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### SUGAR ARTIST

Then we have the sugar artist. There's no reason why a sugar artist can't also be a cake decorator and/or cake designer, but they don't necessarily have to be.

A sugar artist creates themes, sculptures and pictures using confectionery ingredients. Their creations are mainly the result of imagination, experimentation and ideas. They may be inspired by the real world or completely invented, but they are artistic interpretations.

When a sugar artist produces a creation, it is usually a unique piece that will be displayed in store windows, workshops and sometimes at exhibitions and competitions. Often, it might be used to give workshops. This is partly why the sugar artist works on polystyrene bases (dummies) instead of on a real cake: these models have to last.

But that doesn't mean that the same ideas can't also be used on a cake.

Most of the courses we come across are run by sugar artists who teach students how to copy their technique or learn the foundation skills to develop their own personal style.

Cake designers who spend their time surrounded by ganaches with the ovens blazing all day might call them fakes, but I think they are an essential part of this world, in the same way as the actual creation of spectacular masterpieces, which often generates new inspiration for the market.



21-25 January 2017

# Sigep in Rimini

[www.sigep.it](http://www.sigep.it)

*The international competitions, technical demos, seminars and conventions are an integral part of the SIGEP offer, and represent an opportunity for businesses, traders, the media and the professional associations and opinion leaders to exchange views and communicate.*

Once again this year, Saracino will be attending SIGEP, offering technical advice to COMPAIT, the Italian national confectioners' association, alongside VELMA Pastaline and its marvellous puff pastry machines.

Now in its 38th year, SIGEP has consolidated its international leadership as a trade fair exclusively for professional confectioners from the ice cream industry and the worlds of artisanal confectionery, breadmaking, and coffee.



It is an extraordinary collection of all the previews, trends and innovations from these four industries. The exhibition ranges from raw materials and ingredients through to machines and equipment, furnishing and services. The idea of adding a packed programme of shows to the exhibition has been a great success, with *more than 200,000 visitors over the five days*.

The international competitions, technical demos, seminars and conventions are an integral part of the SIGEP offer, and represent an opportunity for businesses, traders, the media and the professional associations and opinion leaders to exchange views and communicate. Over the years, the number of exhibition sections has grown and now includes Ice cream - Confectionery - Chocolate - Coffee - Breadmaking - Packaging and Window Display - Furnishing - Pizza - Fresh Pasta.

COMPAIT, ever-attentive to developments in the industry, introduced a cake decorating section several years ago. Here you can find *Saracino* products and meet our representatives.



## PASTRY ARENA - PAV. B5 PROGRAMME OF DEMONSTRATIONS AT SIGEP Rimini Saturday 21 • Wednesday 25 January 2017

<i>date</i>	<i>Cake Designer</i>
SATURDAY 21 JANUARY	Manuela Taddeo Serena Marzollo Ilaria Ferraro
SUNDAY 22 JANUARY	Maria Cristina Schiazza Silvia Mancini Maria Cristina Battaglia
MONDAY 23 JANUARY	Federica Cipolla Anna Rosa Maggio Manuela Taddeo
TUESDAY 24 JANUARY	Manuela Taddeo Laura Moretto Dora Luca

*We look forward to seeing you!!!*





MKTG AND ADVERTISING



# Website

A company website is a crucial sales tool when it comes to advertising your business.

Increasingly large numbers of people now visit a producer's website to find out specific information about the history of the company, its products and commercial presence.

On the *Saracino* website, we decided to include clear, specific technical and commercial information.

You can now download the up-to-date technical sheet, allergens information and nutrition table for each product. We've included demonstration videos, recipes and photos, and we're also updating the FAQ section to offer full information about the health and food industry regulations and give full transparency to consumers.

*Another great service we offer is the map of national retailers. Here you'll find all the details you need if you are looking for Saracino products in a certain region.*

*This was particularly useful during the recent Xmas Competition, when we invited consumers to collect a free pasta model pack from their nearest store.*

[www.saracinodolci.com](http://www.saracinodolci.com)





# Candy and Cake

INTERVIEW with *Sonia Filiberto*  
 proprietor of CANDY AND CAKE  
 Via Sandro Penna 8/10 - 00133 ROMA

Hi, I'm Sonia,  
 the owner of Candy & Cake of Rome.

My passion for cake design came about partly through play, and partly from a sense of adventure. I decided to make an investment, so I threw myself into sales, with no experience. It was almost a leap in the dark. After a long time working for other people, I decided to do something I really wanted for myself, and opened a shop of my own. Thanks to the amazing financial and moral support of my lifetime companion Nicola, my dream became reality very quickly.

I made a lot of sacrifices, but in the end I'm very proud of my little shop. What fills me with joy and satisfaction is the love and passion I can convey to my customers, and they give the same back to me. Apart from passion and love for your work, you need to know how to choose the right products to recommend and sell. I've chosen an Italian product, which offers all-round better quality.

After a long search, I discovered Saracino sugar paste: a product of undisputed quality that not only has the guarantee of being Italian-made but is also an outstanding paste and is used by the best cake designers in the country.

The paste is exported worldwide, thanks to the artistic skills of great cake designers such as "La Belle Aurore", an amazingly professional yet down-to-earth cake design trio who are in demand all over the world thanks to the high quality of their instruction.

Working with them and organising courses at my shop has been a real boon. It has allowed me to broaden my customer base, which is steadily growing. My best experience was when a woman came into the shop and bought Saracino products to make her son's birthday cake. She left very happy with the advice I gave her, then came back to let me know that everything she bought had helped to make the birthday even more special.



Here's a tip for everyone: if you want to make your child's birthday cake, choose Saracino products.

Follow us on facebook  **Candy & Cake**  
 Phone 328 2520759





# Mousse

by Emanuele Saracino

Who wouldn't want to bring to the table the perfect light, fluffy, irresistible mousse, amid rounds of applause and gasps of amazement. But what they don't see are all the **mousses** that were thrown away because they didn't taste right, weren't soft enough or were simply inedible ... Finding the right balance for your **mousse** is an art, and a secret that's jealously guarded by confectioners and pastry chefs alike.

Food-grade gelatine (commonly known as fish gelatine or isinglass) is at the base of every good mousse. But it's a very delicate ingredient and if used in the wrong quantities, it can ruin your dessert.

A **mousse** shouldn't be a dense, solid pudding, but a soft, creamy dessert that keeps its shape for several hours at room temperature. It has to pass the spoon test: the spoon has to slide gently into the dessert without it collapsing, then remove part of the mousse while leaving the rest intact.

A **mousse** should not melt at the first touch, collapsing into a shapeless heap. Does it all seem a bit complicated?

*Well to some extent it is, which is why I created Sarmousse, a mix of gelatine, natural thickeners and sugars. It's designed to make life easier for both professionals and keen amateur confectioners.*

Picture the scene: you're preparing your **mousse** with fresh cream, sugar and gelatine. Suddenly the doorbell rings and you have to run to sign for a delivery. You come back only to find that you've closed the door behind you. You call your next-door neighbour who has the keys but unfortunately she's hard of hearing, and you have to literally hammer on the door in the hope that she answers ...

Meanwhile your **mousse** has turned into a hard, inedible mess and all you can do is throw it away.



*What would have happened if you had used Sarmousse?*

The great thing about this stabiliser is that it starts taking effect only several hours after use, when you place the mousse in the freezer or blast chiller. You return to the kitchen and, wonder of wonders, the mixture is there waiting for you, ready to be divided into dishes, flavoured with our **Le Supreme** pastes and placed into moulds before being chilled and decorated. No problem!

Don't worry about your dessert being too hard or too soggy because **Sarmousse** is designed for trouble-free usage.

The dosage is 100 g per litre of cream, with a perfectly safe ratio of 1:10, so you don't have to worry about over - or under - softening the gelatine sheets or melting the gelatine at the wrong temperature. Nor do you have to worry about the mousse containing soggy or denser parts, or any unpleasant aftertaste.

*You've got the perfect stabiliser.*



VISIT OUR WEBSITE

[www.saracinodolci.com](http://www.saracinodolci.com)

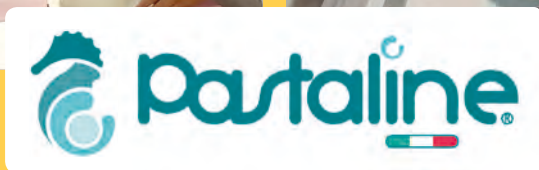


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NEAREST STORE!

**SIGN UP FOR OUR NEWSLETTER**  
AND KEEP UP TO DATE WITH ALL THAT'S NEW AT SARACINO.  
YOU'LL ALSO RECEIVE PREVIEWS OF OUR AMAZING **VIDEO TUTORIALS** FROM THE BEST-KNOWN *Cake Designers*.



We look forward to seeing you at SIGEP Rimini  
21-25 January 2017 with VELMA / Pastaline at the COMPAIT stand



■ ■ Made in Italy

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*We love pastry*

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