

We Love Pastry

CAKE DESIGN · ALL ABOUT PASTRY · PEOPLE · EVENTS



November 2017
saracinodolci.com

Editorial · Demonstrations, Tutorials and Courses

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Tutorial · Federica Cipolla

Product analysis · Food colouring

FAQ · Colours

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EU Events · Internationale Tortenmesse, Cake & Bake Dortmund

Marketing and communication · Facebook

"Crazy Chemist" Federica Cipolla

■ ■ Made in Italy


We love pastry

Demonstrations, Tutorials and Courses.



Do clients really know everything? Maybe not. But at this point we are used to clients who are always more prepared, who ask pertinent and very detailed questions, and who at times place us in difficult situations. Maybe they dumbfound you by asking for the allergen tables of the food you sell, or they show you novelties that you didn't know existed.

They may also ask you how to create Tiffany blue for a cake, or ask questions, like "If I have to cover a cake for 15 people, among which 4 children, 1 is only 2 years old, the others eat almost adult portions, and if my cake is 4 centimetres high and rectangular with the same proportions as an average-sized football pitch, and using two colours, green and light green, how much icing will I need to cover the cake?"

Working from morning to evening, there is practically no time left for novelties, new brands, new market tendencies.

You do have a fundamental resource for giving and obtaining information, though, that you are probably not using, or use every little: courses and free demonstrations.

A lot of shops proposed them in the past, initially with many participants and excellent results. The number of people attending, however, dropped slowly but surely, so shopkeepers reduced their budget, coming to the incorrect conclusion that the courses and demonstrations no longer worked. There are, instead, retailers who continue offering courses, with enthusiastic results and a continual increase in the number of clients. What these retailers understood is that the cake decoration sector is transforming continually, that new techniques have become fashionable and are conquering new enthusiasts.

We are undeniably heading towards a world of cake making, and basic courses for making mousses, Bavarian cakes, icing are more in demand. Saracino, strong from its experience in cake making and in excellent relations with some of the best Italian cake designers and cake makers, is at your side, offering the assistance you need to develop demonstrations, courses and events in your shop.

Don't forget that you are your clients' friend and technical advisor. They expect continual updates from you about products, decorating techniques and cake making in general.

Paolo Zolla
Saracino Sales Manager



Cake Designer

Federica Cipolla in art "The Delights of Kicca"

Tell us about yourself. What did you do before becoming part of the fantastic world of cake design?

Before entering the Cake Design world and becoming a Cake Designer to all effects I was the manager of a supermarket. A completely different job, certainly full of responsibilities and satisfaction, but which didn't allow me to express what I loved most, namely art and creating. I approached the cake design sector in 2012 and was already collaborating with companies during the first few months of 2013.

When did your passion for cake design begin?

It started by chance. I was going through a particularly stressful period and, given that I always find cooking to be relaxing, I started making traditional cakes for the whole family, with simple decorations. From there I moved on, to the first cake decorated with pdz for my father. It was good, nice but very distant from today's results.



Federica Cipolla

When did you understand that you wanted to be a cake designer?

I enrolled in my first course for pure fun. In that period I didn't know the difference between the various subjects, but at the end of the course I was so happy and relaxed that my passion blossomed. After that, I attended other modelling courses and I felt so comfortable and happy that I knew exactly what I wanted to be when I grew up!

What was the beginning like, and what do you remember about your initial experience?

The beginning was crazy, made up of competitions and courses! I still remember my first course: I organised it on my own and it was a great success, something I honestly didn't expect. I did my first real

course in a shop in my city that sold cake design and cake making articles. Without telling me, my husband sent my application for holding modelling courses and all my work (not many pieces, and certainly very simple) to the shop owner, who surprisingly wanted to give me a chance. The first and subsequent courses sold out, and I still remember my fear at having to speak in front of twelve people. I forgot everything I was meant to say and do! Above all, though, I remember that I called my husband before going in and said to him that I didn't want to do it anymore. He managed to give me courage and in a very short time many other courses followed the first one.

What was your most satisfying moment?

I have had many very satisfying moments, and I hope to have many more, because I need them to give a meaning to all the effort I put into this job and the sacrifices I make for it. Obviously the acknowledgements and prizes won in various national competitions have made me proud of myself, but the prizes that satisfy me most are the two absolute "golds" received on two consecutive years and a golden mention at Cake International in Birmingham.

Another important prize is having become part of the Saracino team, a group or colleagues recognised at an international level who I respect and with whom I have a great feeling. Something that makes me even happier is that I collaborate with a company that has accompanied me from when I started modelling sugar paste. It is a dream come true and I have to thank everyone at Saracino for this.

What differentiates you from your colleagues?

What style characterises you?

My style is recognisable by its extreme use of colours. I love dark colours, I love using powder, which often gives thickness and depth to my work. My style is strong, made of caricatures and situations that are funny and ironic. When I work I try to exceed the limits of my previous creation, each face is different.

What do you like about Saracino?

I love this company because it's serious and because I believe in the sector it invests in every day. I love the idea of growing together over time because it's very difficult when you are alone. You need to be accompanied and given support during the most difficult moments, you need a company to believe in, and I can say that I have found mine in Saracino.

Why did you choose our products for your creations?

I used Saracino products for my first works. Over time, though, and pushed by curiosity, I tried different modelling pastes but I always returned to my roots. I can't model with other pastes. I can say that my hands love Saracino, love this company's modelling chocolate. I can give life to all my moods, all my projects and all my fantasies using these products. They don't set limits, the only limit is time. For the rest, I love always having my hands in paste.

What advice would you give to someone who wants to become a cake designer like you?

STUDY, STUDY AND STUDY EVEN MORE! Test yourself and above all find your own style. In real life, copying doesn't help. If you want to emerge from among the many Cake Designers, you need a style that is different from those that already exist.

What do you expect the future will bring?

Have you already organised events and courses?

I expect everything from my future, I have plenty of new things planned and plenty of projects to create. I have various courses in Europe, Belgium, Switzerland, France, Portugal, and other international dates.

I held a course at the Milan Cake Festival and I hope to be present at other events. Some dates have already been set.

You can find other dates on:

www.ledelizedikicca.it

and by reading me on "*Le Delizie di Kicca*"



"Cielo" Federica Cipolla



Cake Tutorial

by Federica Cipolla



Material

Chocolate ball.
 WHITE Saracino Sugar Paste.
 RED, BLACK, YELLOW
 and GREEN Saracino Pasta Model.
 BLACK, WHITE, PINK and GOLD food Colours.
 Knitted effect mould ~ Extruder ~ Knife ~ Ball tool
 Dusting brush ~ Paintbrush no. 00
 Medium and small round, pastry cutter ~ Small oval pastry
 Cutter Holly leaf mould



1 Take a chocolate ball of diameter 2 cm.



2-3 Wrap the chocolate ball inside a ball of white sugar paste that is double the size of the chocolate.



4 Using a modelling stick, mark the cheeks and, using your fingers, remove the sign of the tool without touching the cheeks

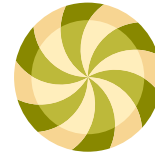
5-6 To make the eyes, roll out some black paste, then use the oval pastry cutter to cut two ovals. Using the round pastry cutter, create the eyes as shown in the photos.



7-8-9 Create a snake with the black paste, then place it above the eye. Complete the eye by drawing the lashes using black colouring and, finally, add two light points with the white colouring.

10-11-12-13-14-15 With the ball tool, draw the mouth as shown in the photo. Insert a small piece of black paste into the freshly-cut mouth, then paint a smile using the black colouring. To complete the mouth, add the tongue, made from a very small ball of dark pink, then attach the white sugar paste tooth.

16-17-18 Make the nose for your Christmas ball using a small ball of red modelling paste. Complete the face by colouring the cheeks with pink powder colouring. Dilute a small amount of pink colouring with food alcohol and, using the tip of a ball tool, add freckles.



23-24 Using the screw extruder and some yellow paste, create a short length of rope. Colour the rope with gold colouring and, when the colouring has dried, attach the rope to the pom-pom.



19-20-21-22 To make the hat, roll out the purple paste then use the knitted effect mould to create the effect shown in the photo. Using a pastry cutter, cut a circle and position it on top of the ball (see photo 20). Finish the hat with a strip of white paste for the brim (see photo 21) and a small ball of white paste for the pom-pom (see photo 22).





Food Colouring

Food colouring is any chemical compound that can be used to modify the colour of food and which can therefore be classified as a food additive.

Some food colours are natural substances, some are concentrated or have been modified chemically, some are imitations of natural substance synthesis, others are totally artificial and are generally indicated with the symbols E100-E199.

Purpose of food colouring

In the majority of cases, food colouring reproduces the natural colour associated with flavour, for example the colour red in the case of strawberry-flavoured food.

Food colours that reproduce the natural colour of food also strengthen the consumer's impression that the product was made with natural ingredients, from which also the flavour comes (although it more frequently comes from the use of natural aromas).

Authorised food colours

vegetable, mineral and synthetic

E 100	Curcumin	E 150d	Sulphite ammonia caramel
E 101	Riboflavin	E 151	Brilliant black BN, black PN
E 102	Tartrazine	E 153	Vegetable carbon
E 104	Quinoline yellow	E 155	Brown HT
E 110	Sunset yellow FCF/ orange yellow S	E 160a	Carotenes
E 120	Cochineal, carminic acid, various types of carmine	E 160b	Annatto, bixin, norbixin
E 122	Azorubine, carmoisine	E 160c	Extract of paprika, capsanthin, capsorubin
E 123	Amaranth	E 160d	Lycopene
E 124	Ponceau 4R, cochineal red A	E 160e	Beta-apo-8'-carotenal (C30)
E 127	Erythrosine	E 161b	Lutein
E 129	Allura red AC	E 161g	Canthaxanthin
E 131	Patent blue V	E 162	Beetroot red, betanin
E 132	Indigotine, Indigo carmine	E 163	Anthocyanins
E 133	Brilliant blue FCF	E 170	Calcium carbonate
E 140	Chlorophylls, chlorophyllins	E 171	Titanium dioxide
E 141	Copper complexes of chlorophylls and Chlorophyllins	E 172	Iron oxides and iron hydroxides
E 142	Green S	E 173	Aluminium
E 150a	Plain caramel	E 174	Silver
E 150b	Caustic sulphite caramel	E 175	Gold
E 150c	Ammonia caramel	E 180	Lithol Rubine BK

Faq Colours

by Francesca Speranza



1 – What are food colours?

Food colours are edible colours created to add colour to food. They colours can be used for surface colouring and also mass colouring, according to their characteristics.

2 – How do they appear?

They appear in different forms: powder, liquid, gel, spray, solid.

3 – How are powder colours used?

Liposoluble powder colours are used as they come for surface colouring, or they can be mixed with alcohol and shellac to decorate the surface of sugar paste, chocolate, almond paste and biscuits using a paintbrush or airbrush.

They can also be used to mass colour fat-based products such as creams, chocolate, sugar paste, biscuits and many more. I use them for my particular type of artwork, diluting them with oil-based materials to produce the cloudy effects that characterise my style and technique.

4 – How are gel colours used?

Gel colours are water-soluble concentrates designed to colour sugar paste, almond paste, custards, creams. They are used as they come, adding them to the mass to be coloured until the correct tone is obtained.

5 – How are pearly colours used?

Pearly powder colours are used as they come for surface colouring, or they can be mixed with alcohol and shellac to decorate the surface of sugar paste, chocolate, almond paste, biscuits, ice, etc... using a paintbrush or an airbrush.

6 – Are they dangerous?

All our colours are edible and do not endanger health. They all comply with current European laws.

Profile Francesca Speranza



Her propensity for art and her dexterity led Francesca to do a three-year course in graphics and illustration for advertising. She won a bursary as best student and specialised in Web design. She discovered the world of cake decoration, and her oil-painting on cake technique has become her production trademark. Francesca has

taken specialisation courses on cake making and decoration with National and International maestros. She has been collaborating with leading companies in the food paste, food colouring and food printing sectors as a technical consultant since 2016, and in the same year she became a demonstrator in Italy and Europe. She has won many awards at the main national and foreign exhibitions.



Saracino Ambassadors



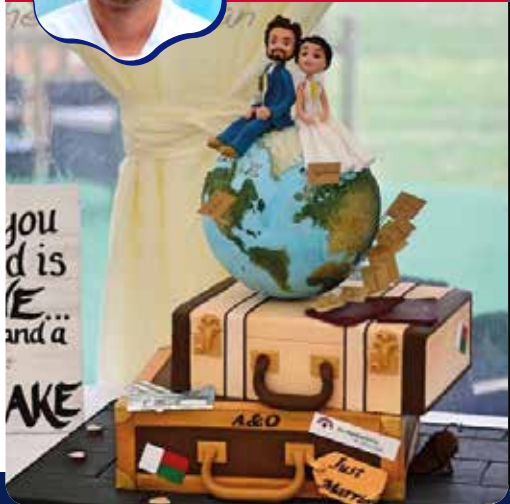
ANJALI TAMBDE



BEATA MARIA KHOO



BEN FULLARD



CALLI HOPPER



CHARLOTTE CREWS



DOMINIKA DOBEK



HAYLEY WISKEN



JANETTE MACPHERSON



Made in the UK - Wales - Scotland - Ireland



KAY GAJRA



LYNSEY WILTON EDDLESTON



RHIANYDD WEBB



RHU STRAND



ROSE MACEFIELD



SARAH LOU SMITH



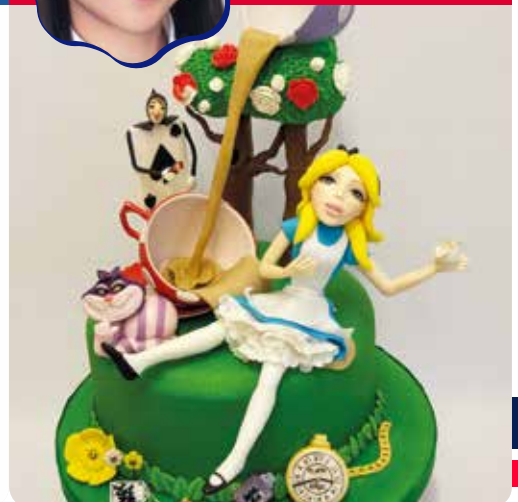
SYLWIA SOBIEGRAJ



VICKY TURNER



ZEE CHIK



05 - 06 May 2018

Internationale Tortenmesse Cake & Bake Dortmund

www.cakeandbakemesse.de



Wir sind schon bald wieder da!

This is one of the most interesting European sector events, and the number of visitors from Germany and its neighbouring countries increases every year. This exhibition presents many new and interesting projects, in addition to important international guests.

In 2017 we opted for a wide range collaboration, sponsoring **Cake Design Italia as a media partner**, offering visitors continual demonstrations presented by Valentina Graniero and Federica Cipolla. We also guaranteed **technical support** for the stands of Silvia Mancini, Massimiliano Colla and Maria Cristina Schiazza and that of our friend Lino Calamita's company, Cerart.

We saw that the world of artisan cake making was causing a buzz in Germany too, and our **sales manager Raffaella Diolosa** met plenty of new cake designers and retailers.

Cake & Bake Dortmund represents the true image of what is happening even in central Europe with regard to cake design, above all if we look at the exhibition-competition held every year, where the places for some of the categories were full six months before opening. They were two intense days, during which visitors could take part in the live demonstrations of international artists such as **Daniel Dieguez**, who specialises in 3D monumental cakes, **Robert Haynes**, a sugar flower expert, the Californian sugar artist and wedding cake designer **Jacqueline Butler**, the airbrush expert **Noel Wehr** and many more, among which some very good Italian artists.

The experience acquired during this edition will allow us to be present next year with our own stand and to directly offer our products to German clients.

www.cakeandbakemesse.de



FACEBOOK

We currently have more than **60.000 contacts** and we are aiming at higher numbers before the year ends. They are **target contacts**, tied to the world of cake making and cake decoration.

In addition to the photos that show the works of cake designers, we have started inserting photos of cakes decorated by sector enthusiasts, because it greatly supports the feeling of belonging to the group.

Seeing your cake on the **Saracino** page is like coming first in a race. It makes you prestigious and important, and not just in your own circle of friends. We also propose photos of events, demonstrations and courses held in shops to entice people to take part.

What do we ask our clients to do?

- Systematically send photos of cakes and proposed events (courses, demonstrations, events) that display the **Saracino** logo (bins in the foreground, aprons with the logo, posters, etc.)
- Give our page a “Like” and possibly share the contents of the articles
- Send us posters for courses and demonstrations (we can prepare them if necessary) so we can **sponsor them on our Facebook page**.

www.saracinodeolci.com



VISIT OUR WEBSITE

www.saracinodolci.com



FIND YOUR NEAREST SHOP!

 Made in Italy

SIGN UP FOR OUR NEWSLETTERS TO STAY UP TO DATE WITH SARACINO NOVELTIES AND PREVIEW OUR EXTRAORDINARY **TUTORIAL VIDEOS** WITH THE MOST FAMOUS *Cake Designers*.



We're waiting for you at **Cake International**
Birmingham **03-05 November 2017**
HALL 17&18 STAND A42



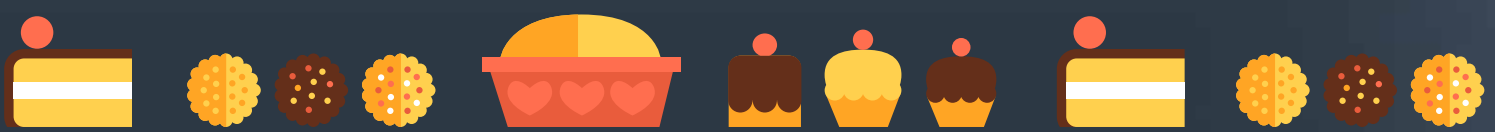
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Next events:
SIGEP 20-24 JANUARY 2018



SUGAR PARIS 20-22 APRIL 2018



UK phone number:
+44 07412099993 Sylwia Jozwiak


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Saracino srl · Via Retrone 34
36077 Altavilla Vic.na VICENZA ITALY
Tel. +39 0444 413434
saracinodolci.com

