

# We Love pastry

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"Masha and The Bear" Massimiliano Colla

September-October 2018  
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We love pastry

# Trade fairs



*The art of cake decoration, which we think is essential to today's confectionery industry, has now grown all over Europe. Trade fairs, special events and multi-sector shows are now well established and are the places to go whether it's to meet the best cake design artists and enthusiasts, or to take part in competitions. Our pick of the*

*most important, must-visit events is given below:*

**1. Cake International, Birmingham (United Kingdom)** This is the world's largest cake design show, and is a landmark for every other event in this sector. Held in November at the Birmingham exhibition arena, Cake International includes various highly professional competitions attracting a large number of exhibitors.

**2. Sugarparis, Paris (France)**

Held at the end of April, at the Parc Floral de Vincennes in Paris, this show is attended by cake design companies and confectionery producers. The exhibition area is shared with scrapbooking, and offers cake enthusiasts even more opportunities to learn and find information.

**3. Cake & Bake, Essen (Germany)**

Although this show is newer than the others, it has recently grown and is rapidly becoming a major event in terms of the number of exhibitors, competitions, major international artists and internal activities. Held in May, at the Essen trade fair centre.

**4. Taart & Trends, Utrecht (Netherlands)**

Held in late September at the city's exhibition site, this show is an important one for the Benelux region. And what about Italy? Following the closure of all the specialised events, the landmark is still **SIGEP in Rimini**, which attracts more than 200,000 visitors and is the world's leading reference for confectionery, ice cream, pizza and coffee. There is also a cake design sector, but most importantly, all the major companies will be there.

This unmissable event is held in 2 January, and lasts five days. **Saracino attends all of these shows, and we look forward to seeing you at our stand where you can sample and try out our products.**

Paolo Zolla

Saracino Marketing Director



## Cake Designer Massimiliano Colla

**T**ell us about yourself: what did you do before discovering the fantastic world of cake design?

I've worked in the food industry basically all my life: I attended hotel and catering school, and started out as an assistant chef and assistant confectioner before moving on to ice cream and finally ending up at an artisanal chocolate laboratory where I worked for 13 years.

**When did you discover your passion for cake design?**

It was quite a natural process: over the years I worked with various traditional chefs and confectioners from Turin, and got to handle a huge variety of materials. That gave me the creativity, technique and passion for decorative confectionery.



**What were the early days like, and what do you remember about starting out?**

As I've worked in the industry for a great many years, training has always been vital for me. When I discovered my artistic streak, and that I could use it to create little characters from modelling chocolate and sugar paste, I decided to attend professional training courses to improve my technique. It was only after I really got to grips with the ingredients that I started working on myself, to give my creations a really unique, personal style.



***What has been your greatest achievement?***

I must admit that my work is really fulfilling, both professionally and personally. For example, I won a gold medal at Cake International last November: that was the first time I had ever entered a competition and I'm happy that I was up to the challenge.

But the best times of all are the ones I spend with my students, who follow me on the social networks and are eager to learn a new technique or maybe copy one of my characters, with each new project. Last October I was in the running for the 2016 Cake Festival Awards in the category of "Best instructor" and "Best artist in Italy", and I'm really proud to know that I'm appreciated both as an artist and as an instructor.

***What do you think makes you stand out from other cake designers? What's your signature style?***

I really like creating characters that can be instantly recognised, like "Mr Sugar Ciok". Basically, my creations start with very detailed 3D figures, with nuanced colours and soft lines. I prefer an imaginary style, and even when I choose my characters from fairy tales, I try not to reproduce them identically, but always add a touch of my own creative flair.

One of my students once told me something that I think represents my style accurately: "Your designs are really full of detail, but they look as though they've been designed so that we students can reproduce them. This gives us a lot of confidence, because when we start working we know that with your help we'll be able to get the same perfect results".

***What do you like about Saracino?*** Saracino is a really approachable company. Apart from the professional relationship, what I like about the company is their readiness to help, and the personal, direct approach which is essential when it comes to resolving any issues or logistical problems.

Another really positive thing I like about Saracino is that it allows us, as professional cake designers, to get our work known on a large scale thanks to its presence at trade fairs, and ideas like this

magazine.

***Why did you choose our products for your creations?***

I'm a true perfectionist. For me it's essential that all my students and customers are 100% satisfied with the results. With Saracino products I know that each creation will be perfect even if it's travelled a long way or was made by somebody who is new to using sugar paste.

***What advice would you give to anyone like yourself, who wants to start working as a cake designer?***

Study, study, study. Keep practising, and don't give up if the results aren't immediately what you expect them to be.

I'm not just talking about the more technical side of the job, such as the ingredients: it's important to keep up with the times, and with new confectionery techniques, films coming out at the cinema, the on-trend styles ... This is a job that combines creativity, technique and interpersonal skills, and to be successful you really need a lot of patience.

***What do you expect from the future? Do you already have a plan of events and courses?***

This year I've chosen to travel a bit more. I think that looking at other viewpoints is very important, and for me it's essential to discover other cultures, to develop my artistic skills. I will be attending various



European trade fairs including Cake & Bake in Dortmund and Cake International in Birmingham. I've also arranged various dates in other European capital cities. But I have a lot of courses going on in Italy as well: as I have received so many requests I've tried to cover the whole country, from Calabria up to Friuli Venezia Giulia. To find out more, follow me on Facebook.

 ***"Massimiliano Colla Mr Sugar Ciok"***

# Masha and The Bear Tutorial

by Massimiliano Colla

## What you will need:

- 100 g ivory fondant
- 100 g flesh-coloured, brown and fuchsia fondant
- 50 g light blue, golden yellow, green, black, ivory and beige sugar paste
- brown, peach and pearl powder colouring
- brown edible marker pen
- modelling tools
- silicone brush pen
- paste mould
- dummy, 15 cm diameter and 5 cm h
- wooden toothpick

1. Prepare the fondant balls in the required colours.



2. Roll out the ivory fondant to a thickness of 3 mm and cover the dummy, which will be used as a base for the structure. Carefully trim off the edges and set with water.



3-4 Use two fuchsia balls to make Masha's shoes, creating two teardrop shapes you should then flatten on the narrow part. Position these on the base and attach two golden yellow lines halfway down the front.



5. Form an elongated teardrop to make Masha's skirt, then press at the top to create space for the bodice.

6. Make the bodice with the light blue paste and place above the skirt, gently pressing around the

whole diameter to make it stick. Moisten a toothpick, place into the centre, and cover the whole height, right down to the bottom.



7-8-9 Roll out two fuchsia discs and form two rectangles for the front and back of the dress. Trim the back using the scalpel, and use a round fondant mould to make the neckline on the front.



10-11-12 Using the flesh-coloured sugar paste, form a round ball and trace a line in the middle, to divide the parts of the face. Pushing downwards and then upwards, create a rectangle for the nose, shape with the modelling tool and form two holes for the nostrils.



13-14 To make the mouth, use a modelling tool to mark two dots that you can then join by cutting with the scalpel. Make the lower lip first, and then the upper one, forming the dimples and softening with the silicone brush pen.



**15-16** To make Masha's closed eyes, mark off the width and height reference points, join with the modelling tool and soften with your fingertip.



**17-18-19** Using the light blue balls, form two small sausage shapes: using the ball tool, make two holes on one side to insert the hands, and on the other make a diagonal cut to attach them to the doll's bodice. Using two flesh-coloured balls, make the hands. First make an L-shaped cut to pull out the thumb, and then starting from midway down, make little cuts for the other 4 fingers. Join the arms to the bodice, creating a shoulder line for both limbs.



**20-21-22** Make up the face by marking the brow line with an edible brown marker, and marking the shadow on the eyelids with dry brown powder colouring. Using the peach colour, gently highlight the cheeks, colour in the mouth, and add the freckles. Then put the head on top of the toothpick, resting it on the bodice.



**25-26** With a fuchsia paste ball, form an elongated triangle for the scarf, place it on the doll's head and finish off with a bow in the same colour as the hood.



**23-24** Using the yellow paste, create lots of tiny sausages, rounded at one end, and place them close together to form the fringe. Trim off the excess with the scalpel and stick to the doll's forehead.



**27** First of all, use the brown powder colour to add shading to the limb joints, hair and shoes, then use the pearl colour to accentuate the rest of the figure, except face and hands.



**28-29** With the brown paste, make the various parts of the Bear and attach them together with a small toothpick. Using the beige paste, make the belly and face, and use the black paste to make the eyes. Place the bear next to Masha.



# Saracino Ambassadors

Recently, we had a great time meeting up with our friends in *Essen (Germany)* and *Malaga (Spain)*, to find out more about what people are looking for in those countries, and how things are *changing in the world of confectionery and cake design.*

*We are delighted to introduce you to our ambassadors, who will be working both in their own countries and also internationally. You can meet them at the Saracino stand at the shows in Spain, Germany and at other major European events.*



ANITA CAPPELLO



Anita Cappello lives near Frankfurt and holds cake modelling courses all over Germany.



JAN-MICHAEL DORICH



Jan Michael Doerich is based in Mannheim. He is a particular fan of decorating with modelling chocolate.



CAROLIN MOLDASCHEL



Carolin Moldaschel lives in Landshut, near Munich, and holds courses all over Germany.



VALENTINA TERZIEVA



Valentina Terzieva lives in Bulgaria but holds cake design and modelling courses in Germany and other European countries.



GISELA PREKAU



Gisela Prekau lives in Berlin and holds modelling courses all over Germany, using Pasta Model, Pasta TOP and modelling chocolate.

**Arno Ziems** -Eggenthal (national representative)  
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# GERMANY



PATRICIA ALONSO



Patricia Alonso - Montcada (Catalonia). She works with one of Barcelona's leading cake shops and holds modelling courses all over Spain.



TERESA GIL



Teresa Gil - Seville (Andalusia) Works with a well-known creative cake design school in Madrid, and holds cake design courses all over Spain.



CARMEN MONTERO



Carmen Montero - Badajoz (Extremadura). Holds cake design and modelling courses in Spain and Europe.



CARLA PUIG



Carla Puig - Girona (Catalonia) One of Spain's best-known cake designers, Carla runs cake modelling and design courses all over the world.



ISABEL TAMARGO



Isabel Tamargo - Ronda (Andalusia) Holds cake design and modelling courses all over Spain.



# SPAIN

**Susana Flores** - Malaga (national representative)

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# Cake

INTERNATIONAL

## nec Birmingham

2-4 November 2018  
STAND J28



Once again this year, the world's leading Cake Show will be opening its doors to Cake Artists from all over the world.

Last November, visitors to Cake International in Birmingham (UK) were highly impressed by the fantastic Christmas Tree created by our Saracino Ambassadors, and offered their warmest congratulations.

All the decorations were made using Saracino Modelling Paste that won "Best Product Of 2017" at the prestigious Cake Master Awards Event.

This year, 30 very talented Saracino Ambassadors from Europe and beyond will, yet again, amaze you with their creation using all Saracino products such as modelling paste, modelling chocolate, sugar paste, flower paste and colours.

A special guest will attend our stand Sunday the 4th at 3pm to celebrate and cut some of the feature cake. Make sure you don't miss out.

We look forward to meeting cake design enthusiasts at the Saracino stand, where you can meet some of the world's best known and very talented cake designers and share your ideas about cake decoration.

Visitors to our stand will also have the opportunity to learn innovative cake design techniques, thanks to a schedule of demonstrations and mini classes run by leading Cake Artists.

*We look forward to seeing you there!!!*



Anjali Tambde

Anita Cappello

Anna Rosa Maggio

Barbara Luraschi

Ben Fullard

Calli Hopper

Carla Puig

Carla Rodrigues

Charlotte Crews

Dominika Dobek

Georgia Ampelakiotou

Gisi Prekau



Hayley Wisken



Isabel Tamargo



Lynsey Wilton  
Eddleston

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Mary Presicci



Manuela Taddeo



Nicky Lamprinou



Patricia Alonso



Rhianydd Webb



Rose Macefield



Sarah Lou Smith



Serena Marzollo



Silvia Mancini



Sylvia Sobiegraj



Tina Scott  
Parashar



Val Seitz



Valentina Terjjeva



Vicky Teather



Zee Chik



# Courses: not just about profit

## Why offer courses that give no immediate financial return?

A training course can provide information and advice, explain how to use the products, and advise on why to use one product rather than another. It helps to boost loyalty with customers who appreciate the opportunity to learn: they'll appreciate the course as they will gain new skills and abilities they didn't think they had, but have discovered thanks to guidance from our talented cake designers.

## There are also other needs and requirements that maybe we haven't considered, but which are really important.

Think of a cake design course as an opportunity to get together with people who share the same interests, and the same passion for cake design – finally, somebody you can exchange ideas and tips with. I've found that students often attend several similar courses just because they like meeting up with their friends, spending time together and sharing their hobby. For some of them, the chance to have fun and get away from the problems of everyday life was almost more important than the subject material. The courses gave them pleasure and satisfaction, quite apart from the actual skills they learned.



## Isn't that wonderful? You can also give your customers this opportunity.

If you're stingy with the products you use during the course, you settle for any old venue, don't provide all the necessary materials and choose the first cut-price cake designer you come across, then you will certainly end up thinking "courses don't work any more". But if you really think about the



course environment, it will seem much more attractive and interesting. The ideal situation would be to run the course at your shop, where students can buy the products immediately after the lesson. If you can find a talented, polite, patient cake designer, provide each student with all the materials they need, set deadlines and ask them to be respected, organise the coffee and lunch breaks properly, then you will lay the foundations for a unique experience that the students will want to repeat as soon as possible.



## Saracino provides its partners with full support on how to run training courses.

First of all, we are looking for top professionals: well-trained, skilled cake designers who are patient, willing to help and love being with people. They should be straightforward and amenable, but also disciplined and professional, so you'll always make a good impression on your customers and they'll want to keep working with you. Your immediate interest is to gain your customers' loyalty by working with cake designers on an ongoing basis, stimulating interest among your students, helping them grow their skills and their passion for this amazing art.

## How do you organise the perfect course?

Send us an email or follow us on Facebook, and we will give you all the info you need. Our advice is professional and completely free of charge. Alternatively, read the testimonies in our magazine, and see the results and success stories of the business owners who have put our advice into practice.

**PUGLIA  
cake**

3<sup>rd</sup> edition  
29/30 SEPTEMBER 2018  
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TRANI (BT)

Event dedicated to  
confectionery,  
with a particular focus  
on cake design

There's something  
for everyone  
#PugliaCakeFestival3punto0

Special guest Renato Ardovino

*Mary Presicci*

*Anna Rosa Maggio*

*Massimiliano Colla*

*Mariella Pentassuglia*

## Puglia Cake Festival Trani

### SARACINO, "platinum" sponsor of the Puglia Cake Festival

*This event has been a sweet success in Puglia. Designed to offer visibility, opportunities for sharing ideas, training and business, it's a real must for cake designers and people looking for a show that's a real visual and taste sensation. This show is a superb showcase designed to promote business growth and development, and aims to establish itself as a landmark event for the cake design sector in Southern Italy.*

*Exhibitors include companies from the cake design and confectionery industry, as well as local specialists offering visitors the opportunity to discover their delicious desserts with live demos, show cooking, and contests.*

*Entrance to the Festival is free on 29 September and costs just 4 euros on 30 September. It is aimed at cake design enthusiasts, professionals and members of the public, whether they're curious to learn or simply have a sweet tooth!!!*

*This edition has lots of big surprises in store: alongside the usual happenings, entertainment and contests, there will also be workshops, courses and training sessions held by internationally-acclaimed guest designers and confectioners. It's not just sugar paste: the festival is also full of innovation, flavour and new trends. There will be a special focus on young designers studying at catering schools, who are taking part in connected training events.*

**Of course Saracino will also be in attendance, with the courses and demos held by its ambassadors forming an integral part of the event.**

**We look forward to seeing you there!!!**

For all the latest updates, follow us on facebook.

 **"Puglia CAKE Festival 2018"**

Strawberry jelly, melt-in-the-mouth mousse and white chocolate crunch in a glass.

### *Fruit jelly*

- 500 g Strawberry puree
- 80 g Granulated sugar
- 30 g Strawberry flavour paste
- 5 g Bergamot natural flavour

### *Panna cotta mousse*

- 500 g milk
- 100 g Sarbav mousse stabiliser
- 250 g Sugared egg yolk
- 75 g Panna cotta paste
- 750 g Semi-whipped cream

Heat the milk to 60°C, add the Sarbav and mix.

Combine the sugared egg yolk and flavour paste, and mix.

Pour the whole mixture onto the semi-whipped cream.

### *Decorations*

- 300 g Choc 'n nut crunch topping
- 150 g Strawberries
- 100 g White chocolate pieces
- 50 g Chocolate cigars
- 40 g Edible flowers

### *Layering the glass*

Put the strawberry jelly at the bottom, then the panna cotta mousse. Chill. Then add a layer of crunchy topping and decorate with strawberries, chocolate pieces, chocolate cigars and flowers.

# A symphony of flavours

by Emanuele Saracino



The main ingredient in this recipe is the strawberry: a fruit that can be found all year round, and goes beautifully with lots of other ingredients. I chose strawberries mainly because of their aroma, and their health properties which are often not so well known. Rich in Vitamin C, strawberries strengthen the body's natural defences, improve your mood and satisfaction with life. Some say that strawberries also have aphrodisiac powers!

Unless you're using wild strawberries (which have a fantastic aroma but cost a little more), I'd suggest adding a small amount of flavour paste to the strawberry puree, to get the same flavour. A hint of bergamot will also give the recipe that citrusy touch, which your customers will love.

The combination of jelly and panna cotta mousse offers two wonderful contrasts: the sharpness of the strawberries against the texture and sweetness of the mousse. I've rounded off the recipe with a choc 'n nut crunch made from vanilla flavoured chocolate combined with various types of nut crunch, which adds a delicious contrast. I think that "Symphony of flavours" really describes the name of this recipe well.

To layer the dessert I used a tall tumbler, but you can also get good results with a classic whiskey glass. If displaying the glass in the shop window, I suggest making a batch of identical glasses, displaying them in a line and adding fresh fruit and chocolate decorations as a finishing touch.

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PREVIEWS OF OUR AMAZING  
**VIDEO TUTORIALS**  
FEATURING TOP *Cake Designers*.



**AUTUMN COMPETITION** - following the incredible results of our spring competition, **Serena Marzollo** is working on another unmissable contest!



We look forward to seeing you at **Cake International**  
Birmingham **02-04 November 2018** STAND J28



Tutorial by **MARY PRESICCI**  
"Teddy Bear"



Tutorial by **SYLWIA SOBIEGRAJ**  
"Stephan a Pug Cake"



Tutorial by **CHARLOTTE CREWS**  
"Painting Peter Rabbit"



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