

Baking Innovations 2022 FORUM

April 6, 2022- 7 PM Eastern

Celebrations Take Cake!

Resources, recorded presentations at HomeBaking.org



LIVE ZOOM Presented by

- ✧ Eleonora Lahud, Research Chef, ASR-Group
- ✧ Elizabeth Hagan, Family & Consumer Sciences Teacher, HBA Award winner *Bearthday Cakes Around the Globe*
- ✧ Home Baking Association Staff

Everything's Sweeter When Shared.

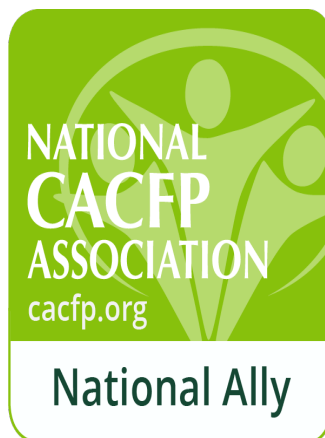


Who We Are Home Baking Association





Partners





Associate Members

Bakers...chefs...bloggers...authors...teachers...YOU?



Poll Question #1

What type of cake do you most often bake and how often do you bake it?

- ☐ Bundt
- ☐ Sheet (15 X 10; 9 X 13; 8 X 8-in)
- ☐ Layer
- ☐ Angel food (foam)
- ☐ Chiffon
- ☐ Coffee cake
- ☐ Jelly Roll
- ☐ Pound
- ☐ Cupcakes
- ☐ Cheese cake
- ☐ Wide variety of types



...Once a year...2-4 times a year...monthly...12 + times



Welcome

Chef Eleonora Lahud

Research Chef, ASR-Group.com

Icings, Buttercreams, Meringues



Poll Question #2

Why do you most often bake a cake...

- ☐ Birthdays, anniversaries
- ☐ Holidays
- ☐ Community event, gathering
- ☐ Friends getting together, pot-luck
- ☐ Sports event, tailgate
- ☐ Bake sale or fund raisers
- ☐ Other

...and what cake do people count on you to bring?





Bearthday Cakes Around the World

Where and How People Celebrate Birthdays



Welcome

Elizabeth Hagan

Family & Consumer Sciences Teacher
Kuemper High School, Carroll, IA

Bearthday Celebrations: How Baking At Home Takes You Around The Globe



Elizabeth Hagan • Family & Consumer Sciences Educator • Kuemper HS, Carroll, Iowa

Birthdays are celebrated in a variety of ways across the globe. Each culture has unique and delicious baked goods that help individuals celebrate another year around the sun. In response to the Covid-19 Pandemic, millions of Americans were staying in, baking at home, and celebrating birthdays alone, so this lesson gives students the opportunity to bake, celebrate, and experience multicultural foods, all while staying home.

- Objectives:**
1. Briefly explain the history of birthday celebrations and cakes.
 2. Identify and describe birthday traditions celebrated in various countries and cultures around the world.
 3. Research and select a baked birthday dessert to prepare and plate in an aesthetically pleasing way.
 4. Photograph and describe the birthday traditions to peers.
 5. Prepare a baked birthday dessert for family member or friend for their birthday.
 6. Form connections with others during the pandemic, using a baked good.

Emphasis	Pre-Evaluation	Post-Evaluation	Community Service
» Baking, Photography, Geography, History, & Culture	» Think-Pair-Share Questionnaire	» Baked Good Rubric & Reflection	» Social Media Post » Bake Birthday Cake for Family & Friends
Day	Objectives	Materials	
Day 1: History of Birthdays & Birthday Cakes	» Discuss birthday traditions and previous knowledge about birthdays » Describe the history of birthday cakes and birthday celebrations » Persuade the importance of baked goods in birthday celebrations	» Think-Pair-Share questionnaire » History of Birthday Cakes reading & questions	
Day 2: Birthday Traditions Around the Globe	» Identify where different birthday traditions occur in the world » Explain how birthday traditions and celebration baked goods vary across cultures » Research a specific culture and their birthday celebration customs & cakes	» Birthdays Around The Globe slideshow » Birthday Traditions Around The Globe worksheet » Birthday Traditions & Cake Lab Guide worksheet » Cake Recipe Selection Lab Preparation sheet	
Day 3: Food Presentation & Food Photography	» Define food photography and food presentation » Identify characteristics of well-plated foods » Describe why food plating is important	» Food Photography & Presentation Guide slideshow » white paper, colors	
Day 4: Baked Birthday Dessert Lab	» Prepare cultural baked good cooperatively in lab groups » Plate birthday cake is visually appealing way and photograph » Evaluate baked goods and peers' baked goods based on sensory characteristics	» Baked Good Evaluation sheet » camera	
Day 5: Present Birthday Cake: Food Photography	» Present your cultural birthday cake to the class » Briefly summarize the cultural baked good and its birthday customs in post	» Food Photography: Social Media Post sheet » Extra Credit: At-Home Lab sheet	

National Standards for Family and Consumer Sciences Education <https://www.homebaking.org/national-standards.html>

- 14.0 Nutrition and Wellness**
14.1.2 Investigate the effects of psychological, cultural, and social influences on food choices and other nutrition practices.
8.0 Food Production and Services
8.5.10 Prepare breads, baked goods and desserts using safe handling and professional preparation techniques.
8.5.12 Demonstrate professional plating, garnishing, and food presentation techniques.

Bearthday Celebrations: A HomeBaking.org Educator Award Lesson by Elizabeth Hagan, Kuemper HS, Carroll, Iowa



Today's Objectives



- Describe the purpose of the lesson plan
- Explain each day of the lesson plan
- Review the importance of baking education

Bearthday Celebrations: How Baking at Home Takes You Around the Globe

Birthdays are celebrated in a variety of ways across the globe. Each culture has unique and delicious baked goods that help individuals celebrate another year around the sun. In response to the Covid-19 Pandemic, millions of Americans were staying in, baking at home, and celebrating birthdays alone; so this lesson gives students the opportunity to bake, celebrate, and experience multicultural foods, all while staying home.

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National Standards:

14.1.2 Analyze the effects of psychological, cultural, and social influences on food choices and other nutrition practices.

8.5.10 Prepare breads, baked goods and desserts using safe handling and professional preparation techniques.

8.5.12 Demonstrate professional plating, garnishing, and food presentation techniques.

Emphasis	Pre-Evaluation	Post-Evaluation	Community Service
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Day	Objectives	Materials
Day 1: History of Birthdays & Birthday Cakes	<ul style="list-style-type: none"> ► Discuss birthday traditions and previous knowledge about birthdays ► Describe the history of birthday cakes and birthday celebrations ► Persuade the importance of baked goods in birthday celebrations 	<ul style="list-style-type: none"> ► Think-Pair-Share Questionnaire ► History of the Birthday Cake Reading & Questions
Day 2: Birthday Traditions Around the Globe	<ul style="list-style-type: none"> ► Identify where different birthday traditions occur in the world ► Explain how birthday traditions and celebration baked goods vary across cultures ► Research a specific culture and their birthday celebration customs & cakes 	<ul style="list-style-type: none"> ► Birthday Tradition & Cake Lab Guide ► Birthday Traditions Around the Globe ► Cake Recipe Selection Lab Preparation Sheet
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Day 4: Baked Birthday Dessert Lab	<ul style="list-style-type: none"> ► Prepare cultural baked good cooperatively in lab groups ► Plate birthday cake in visually appealing way and photograph ► Evaluate baked goods and peers' baked goods based on sensory characteristics 	<ul style="list-style-type: none"> ► Baked Good Evaluation ► Camera
Day 5: Present Birthday Cake: Food Photography	<ul style="list-style-type: none"> ► Present your cultural birthday cake to the class ► Briefly summarize the cultural baked good and its birthday customs in post 	<ul style="list-style-type: none"> ► Food Photography: Social Media Post ► Extra Credit: At-Home Lab

Purpose of the Lesson

Students experience multicultural foods while baking at home during covid.



Emphasis	Pre-Evaluation	Post-Evaluation	Community Service
Baking, Photography, Geography, History, & Culture	Think-Pair-Share Questionnaire	Baked Good Rubric & Reflection	Social Media Post, Bake Birthday Cake for Family & Friends

Summary of the Lesson: Main Goals

1. Briefly explain the history of birthday celebrations and cakes
2. Identify and describe birthday traditions celebrated in various countries and cultures around the world
3. Research and select a baked birthday dessert to prepare and plate in an aesthetically pleasing way
4. Photograph and describe the birthday traditions to peers
5. Prepare a baked birthday dessert for family member or friend for their birthday
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Day 1: History of Birthdays & Birthday Cakes



Materials:

- Think-Pair-Share Questionnaire
- History of the Birthday Cake Reading &

Questions,actions:

- Discuss birthday traditions and previous knowledge about birthdays
- Describe the history of birthday cakes and birthday celebrations
- Persuade the importance of baked goods in birthday celebrations

Birthday Questionnaire: Think-Pair-Share

Name: _____

Date: _____

Instructions: Using your prior knowledge and past experiences, answer the following questions relating to birthday cakes and birthday celebrations. Be prepared to share your answers with the class.

THINK: Answer the following questions independently.

How do you celebrate birthdays in your household?

What are some common birthday traditions that you have heard of family or friends celebrating?

Sketch a picture of a birthday cake below.

Referring to your sketch, how much do you think the presentation or appearance of a birthday cake matters to the cake?

What visual characteristics make a birthday cake appealing?

How important is a visually appealing birthday cake? Explain your answer.

Where do you think your birthday cakes and birthday traditions originated?

Pair: Share your birthday traditions with a partner.
Write down two things you learned from your partner in the box below.

Share: Discuss as a large group. Write down two things you learned from your classmates in the box below.

History of Birthday Cakes

Name: _____ Date: _____ Points: /10

Instructions: Read the article describing the history of birthday cakes. Answer the questions relating to the text.

Objectives:

- Describe how birthday cakes first started
- Identified cultures that celebrated birthday cakes originally
- Relate birthday cakes used in the US today to cakes in the past
- Describe why and how candles were used in the original birthday cakes



Birthdays are celebrated all around the world in a variety of ways with each culture having unique traditions that help individuals celebrate another year older. Baked goods are commonly used as a celebratory custom. Customs, traditions, and baked goods have evolved over time, but historians are unsure of the exact location where the origin of celebratory cakes first started.

Historians believe that Ancient Egyptians were the first to celebrate birthdays, because Egyptians believed that pharaohs became gods when they were crowned. Coronations were considered the "birth" of a god and celebrated. Food, drink, and festivities occurred when each new pharaoh was born, similar to "birthday parties" today.

Cakes were also common celebratory foods in Ancient Greece and Ancient Roman. Ancient Romans typically served cakes at birthdays and weddings. The circle cakes were made from flour, nuts, leavened yeasts, and honey. Ancient Greece celebrated birthdays with cakes, specifically the sixth day of every lunar year with moon-shaped cakes that included lit candles. The cakes were offered up for Ancient Greece's goddess of the moon, Artemis. The lit candles represented the moon's shine. Artemis' candles were considered the first "birthday candles." Cake candles continued to be used in other ancient, Pagan cultures. Pagan cultures believed that fire from the lit candles scared away evil spirits and the smoke from candles carried prayers to the gods. People made noise and lit candles to ward off evil spirits on a person's birthday.

In the early 1400's, German bakeries first started selling sweet cakes, specifically marketed for birthday parties of young children. The birthday parties were referred to as Kinderfest and the cakes were called Geburtstagen. These cakes were designed for the wealthy,

Day 2: Birthday Traditions Around the Globe



Materials

- Birthday Tradition & Cake Lab Guide
- Birthday Traditions Around the Globe
- Cake Recipe Selection Lab Preparation Sheet

Questions, actions:

1. Identify where different birthday traditions occur in the world
2. Explain how birthday traditions and celebration baked goods vary across cultures
3. Research a specific culture and their birthday celebration customs & cakes

Birth Day Traditions Around the World

Instructions: Label on the map where each tradition originated.



- | | | | | | |
|-----------------------------|----------|-----------|------------|----------|-----------|
| 1: United States of America | 2: Egypt | 3: Greece | 4: Germany | 5: China | 6: France |
| 7: Japan | 8: India | 9: Norway | 10: Mexico | | |

Birth Day Tradition & Cake Lab Guide

Name: _____ Date: _____ Points: _____ /15

Instructions: Research a specific culture or country of your choice and the birthday traditions most typically celebrated. Then, select a recipe that incorporates the recipe.

Country or Culture Selection: I am selecting _____,
Because...

Geography: Describe the location and mark on the map below where the tradition started.



United States of America



- Traditional birthday cakes consists of icing, fondant, buttercream, and decorations
- Sponge white or chocolate cakes are more typical
- Candles adorned for number of years
- Writing also common using icing

India

- *Mawa* Cake
- Milk based cake with nuts
- Most common in Mumbai
- Difficult and lengthy to make, so a rare treat



Greece

- *Revani*
- Cake made with semolina and lemon
- Orange syrup coats the cake
- Also common in Turkey



Germany



- Traditional cake from south-east region of Germany, Black Forest Region
- Black Forest Cherry Cake
- Chocolate cake with cherry filling
- Topped with cherries & chocolate

China

- Common to have round or rectangular cakes
- Typically incorporates fruit & nuts
- Colorful
- Light, spongy cake with whipped frosting



France

- *Galette des Rois*
- Aka “King’s Cake”
- Buttery puff pastry
- Powdered sugar sprinkled
- Also eaten around Christmas
- Sweet almond flavor



Japan



- Rice cake served in little circle shape
- Traditionally white or pink in color
- Also used to celebrate New Years and weddings
- Round, flat shape symbolizes a happy life

Mexico



- Originated in Mexico in 1800's
- White cake soaked in milks, creams, and custards
- Originally, also soaked in wine
- Topped with white, whipped frosting

Norway

- *Bløtkake* is most common Norwegian birthday cake
- Commonly decorated with strawberries and blueberries
- Decorated to look like the national flag



Egypt



- *Kahk* dates back to Ancient Egypt
- Recipe was found in Great Pyramid
- Used to celebrate weddings and birthdays
- Made in variety of shapes and stamped with sun god, Ra
- Topped with powdered sugar
- Also eaten in Sudan

Day 3: Food Presentation

Food Photography

Materials:

- Food Photography & Presentation Guide Slides
- White paper, colors

Questions, actions:

1. Define food photography and food presentation
2. Identify characteristics of well-plated foods
3. Describe why food plating is important



Day 4: Baked Birthday Dessert Lab

Materials

- Baked Good Evaluation
- Camera

Questions, actions:

1. Prepare cultural baked good cooperatively in lab groups
2. Plate birthday cake is visually appealing way and photograph
3. Evaluate baked goods and peers' baked goods based on sensory characteristics



Day 5: Present Birthday Cake: Food Photography

Materials

- Food Photography: Social Media Post
- Extra Credit: At-Home Lab

HAPPY
BIRTHDAY

Food Photography: Social Media Post

Name: STUDENT EXAMPLE

Date:

Points: /20

Instructions: Birthday cakes and social media posts are two common ways that people celebrate birthdays around the world. Take a photograph of your birthday cake in a visually appealing way and write a caption that briefly describes the cake, culture, and traditions.

This post will be hung around the classroom, so others can see your traditional cake.

Optional: You can post this on social media to see other's reactions.

Your Post should Include:

- Country
- Food Prepared
- Description of Ingredients and Food
- Brief History of the Food



Caption: "Khak" is a traditional Egyptian sweet cookie that is commonly used to celebrate birthdays. The Khak has been used since Ancient Egyptian times and is imprinted with "Ra," the sun god, to celebrate another year around the sun. The cookie is prepared with flour, butter, sugar, nutmeg, vanilla, cinnamon, and milk. Nuts are also sometimes used. "Khaks" are popular Egyptian treats.



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Elizabeth's Lesson Materials available at
<https://www.homebaking.org/lesson-plans/>



More Tools for Success



Sharon Davis, FCS Education-Director Program Development
Charlene Patton, Executive Director, Home Baking Association



- Valuable Thermoworks® offer
- Chef Earl Martin [Quality Temperatures video](#)
- Heat is An Ingredient

~~\$35.00~~ \$17.50 (plus shipping)

Exclusive price for students and their families

Go to **ThermoWorks.com/ThermoPop** and use Discount Code **STUDENTOFFER22** at checkout...

Heat is an ingredient!

And carefully measuring how much you add is the key to baking success for students and their families.

Use a digital thermometer to measure your **ingredient and process temperatures...**



Cutting in Butter
35 to 40°F



Creaming Butter
68 to 70°F



Dry Blend Yeast
(Water Temp)
120 to 130°F



Blooming Yeast
(Water Temp)
105 to 115°F

Use a digital thermometer to verify your **doneness temperatures...**



Cheesecake
145 to 150°F



**Quiche/Custard/
Cream Pie**
160 to 165°F



Brioche
180 to 190°F



Bagels
185 to 195°F



Sourdough
190 to 210°F



Yeast Breads
190 to 210°F



Rich Cake
200 to 205°F



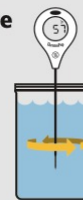
Muffins
205 to 210°F



Light Cake
205 to 210°F

How to take a temperature

1. Place the probe tip in the center of what you're measuring
2. If powder or liquid, gently stir
3. If solid, push past center and pull back slowly
4. Look for the lowest number on the display



Now you have a chance to get the top-ranked affordable digital thermometer at half off...



ThermoPop®

4.8 out of 5 stars ★★★★★
2,208 Ratings

- Fast: Readings in just 3 to 4 seconds
- Guaranteed Accurate: $\pm 2^\circ\text{F}$
- Durable and Splash-proof: IP66 Rating
- Easy to Read: Huge Backlit Display
- Fun Design: Grip with Either Hand
- 4.5" Probe: Keep Your Hand Away from the Heat
- Designed in Utah by ThermoWorks

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Exclusive price for students and their families

Go to **ThermoWorks.com/ThermoPop** and use Discount Code **STUDENTOFFER22** at checkout...

Take it from the experts...

Cook's Illustrated/America's Test Kitchen calls it "dead accurate and extremely fast" that "makes the best of its size with a grippy, ergonomic design that's reasonably secure and easy to push and pull out of dense foods." They awarded it...

Best Inexpensive Digital Thermometer

Good Housekeeping says "For anyone looking for a simple, easy-to-use instant-read thermometer, the colorful ThermoWorks ThermoPop Thermometer...features big digits, a rotating head so you can check temps from any angle, and a thin tip." Awarded...

Easiest-to-Use Thermometer



Learn More!



ThermoWorks

www.thermoworks.com



www.homebaking.org


Deliver Food Safety

- Partnership for Food Safety Education, fightbac.org
- Flour & Home Food Safety Graphics, videos
- Safe Recipe Style Guide

SAY NO TO RAW DOUGH



www.fightbac.org/kids



[FOOD SAFETY BASICS](#) [FOOD POISONING](#) [FOOD SAFETY EDUCATION](#) [HANDS ON](#) [FOR KIDS](#) [SAFE RECIPES](#) [FREE RESOURCES](#)


[BLOG](#) [EVENTS](#) [HOW TO FIGHT BAC](#) [ABOUT US](#)

Resources – Flour & Home Food Safety

The Partnership for Food Safety Education recommends people not eat raw cake batter, cookie dough and other doughs, whether they come from a mix or are made from scratch.

Flour and other ingredients can contain harmful bacteria that are only killed during the cooking process. Children are especially vulnerable to serious foodborne illness.

[Join our email list](#) to stay up to date on home food safety.





5 MESSAGES OF FOOD SAFETY



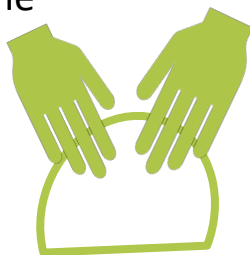
Flour is a minimally processed ingredient that carries pathogens from the field



Wash hands before and after mixing or shaping raw dough



Work with a clean workstation & utensils; clean counters of egg, flour, dough and batter



Do not eat raw dough or batter



Cook or bake everything to safe temperature



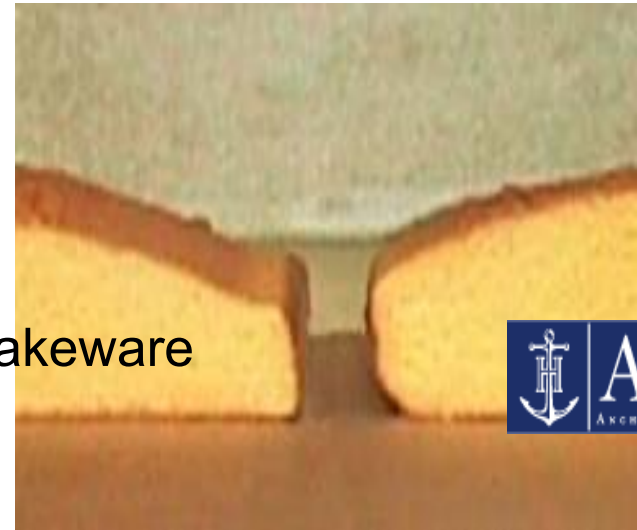
The Pan Matters

Highlights

Glass bakeware

- Retains more moisture
- No burned edges
- Less “doming”
- Even browning

Other Bakeware



Second: Heavier steel or aluminum, greased/lined
Worst: one-use aluminum

DEPENDABLE
BAKES EVENLY, RETAINS HEAT
SO IT KEEPS FOOD WARMER,
LONGER & CLEANS EASILY

DURABLE
GLASS WILL NOT WARP OR STAIN

VERSATILE
BAKE, SERVE & STORE; CLEAR
GLASS ALLOWS YOU TO
SEE WHAT IS BAKING

WHY BAKE WITH GLASS?

GLASS VS. METAL BAKEWARE
RETAINS MOISTURE BETTER THAN METAL



DID YOU KNOW THE WORD **TEMPERED** MEANS:

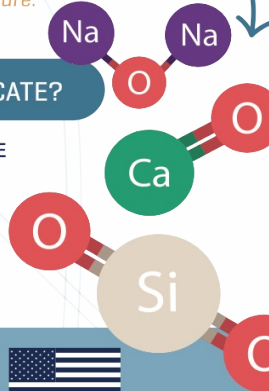
A process in which glassware is subjected to sustained heating followed by rapid cooling to enhance strength and increase durability. (like your car windshield!)

BEST WAYS TO CARE FOR GLASS BAKEWARE

- CLEAN WITH NON-SCRATCH PADS AND CLEANSERS
- AVOID SEVERE TEMPERATURE CHANGES AND IMPACT WITH HARD OBJECTS
- ALWAYS USE OVEN MITTS
- USE ONLY IN PRE-HEATED CONVENTIONAL OVEN UP TO 425°F OR MICROWAVE OVENS
- DO NOT PLACE ON STOVETOP, UNDER BROILER OR IN TOASTER OVEN

AND ALSO, WHAT IS THIS?:

SODA-LIME-SILICATE GLASS: It is glass made of SODA LIME (70 SiO₂, 10 CaO, 15 Na₂O) and is the type of glass used to make Anchor Hocking bakeware.



WHY IS ANCHOR HOCKING GLASS MADE FROM SODA LIME SILICATE?

ANCHOR HOCKING BRAND'S TEMPERED SODA-LIME-SILICATE GLASS BAKEWARE IS STRONGER AND MORE DURABLE THAN BOROSILICATE BAKEWARE. IF IT HAPPENS TO BREAK, IT BREAKS INTO RELATIVELY SMALL PIECES GENERALLY LACKING SHARP EDGES. IT IS 100% RECYCLABLE.

ANCHOR HOCKING GLASS BAKEWARE COMPLIES
WITH COOKWARE MANUFACTURERS ASSOCIATION'S
ENGINEERING STANDARD OF EXCELLENCE



ANCHOR HOCKING



Sheet cake Coffee cake Bake and Take

9-in X 13-in
8-in X 8-in



Shapes



Essentials Bakeware

- VALUE PACKED boxed sets
- Plastic lids now available
- “Bake and Take”



Oven Basics™

- Oversized capacities
- Larger handles better grip



Premium

- Best shape in the industry,
- Durability, 10-yr warrenty
- Deep design, rounded corners for better baking.
- XL handles w/ holes for better handling



With smooth lines and clear visibility, this 99% plant-based package is like a mini art gallery for your tasty treats.

Fits 2.5" mini muffins or cupcakes with plenty of room for icing or toppings. 🍰

BXX00898

This 6-pack is set to display all the tiny treats you can sell. Made from 99% annually renewable, plant-based material, it's your new best friend, so move over doggies!

Fits up to 1.5" mini cupcake liners and a good swirl of icing. 🍰

BXX00096



standard cupcakes & muffins



The queen of functionality, this 99% plant-based package not only has super visibility and cake grippers to protect your creations, it also contains no BPAs, phthalates or other nasty stuff. Now that's what we call a slam dunk!

Fits 2" standard liners and maybe more than a "healthy" amount of icing. 😊

BXX00214

Plant-based bio-friendly packaging

Whether you're sharing or having both (hey, we're not judging), this 99% plant-based package contains no BPAs, phthalates or other nasty stuff. Sleek, snug design with re-sealable snaps keeps cakes looking dee-lish.

Fits up to 1.75" standard liners with enough height for moderate icing. ✨

BXX00202



single serve cupcakes



Made for hugging the curves with a smooth, domed design, this 99% plant-based contains no BPAs, phthalates or other nasty stuff. Grippers keep cakes snug and smoosh free and in tip-top shape!

Fits up to 2" standard liners and enough icing to satisfy a sweet tooth! 🍪

BXX00111

Plant-based bio-friendly packaging
www.goodnaturedproducts.com

This 99% plant-based, domed package is perfectly suited to meet the demands of the big-boy cupcake and deliver stellar visibility. And did we mention that it's all without BPAs, phthalates or other nasty chemicals? Oh yeah, that too. :-)

Fits up to 2.5" jumbo cupcake liners, plus a swirl of icing. 🌸

BXX00112





Cake Baking Resources

- Link: *Baking Innovations* recorded ZOOM, Resource Guide

Resource Guide includes

- Chef's Recipes
- HBA Test kitchen cake recipes
- Domino and C&H frosting guides
- *Beirthday* resources
- Power point pdfs
- Why Bake in Glass?
- Heat is an Ingredient offer
- Bio-friendly packaging infograph



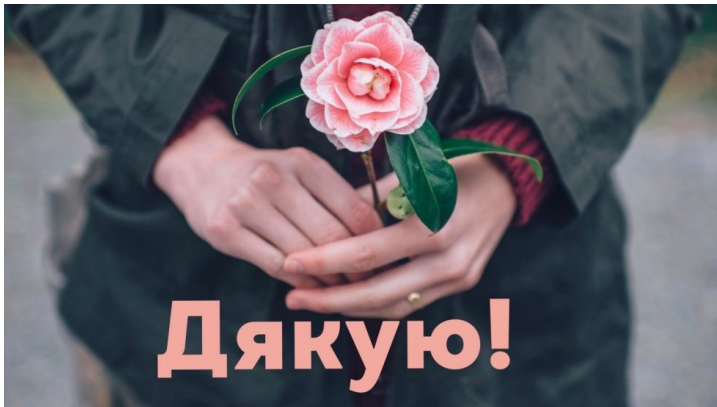
Questions?

Gracias

Merci

Thank you

Grazie



Дякую!



"Everything's Sweeter When Shared."

