

november / december 2010
volume 15 >> number 5



Catering

magazine

the magazine for catering professionals



IT'S ALL IN THE DETAILS

wonderful weddings





Cupcaketree.com recently launched Cupcaketree Wrappers, die-cut paper wrappers in a vine-like design that fit around the tiers of an Original Round Cupcaketree.

Edible flowers from Sweetfields enhance a cupcake and cocktail pairing, designed by Dress The Drink.



"People love to cut and serve cakes, but we're seeing a lot of people who want to leave their wedding cake intact or serve desserts instead."
—Mary Crafts



BRING ON THE BUBBLY

Pop the cork on these imported and domestic sparkling wines during the wedding festivities.



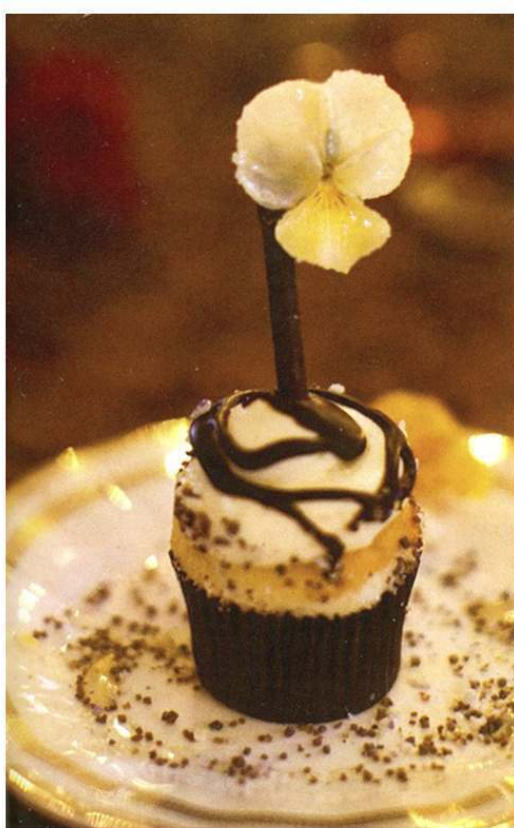
CUVÉE JEAN-LOUIS, BLANC DE BLANCS BRUT (SRP \$9.99)

Crafted in Burgundy at the Boisset family's state-of-the-art facility, this Charles de Fère sparkling wine boasts great value and a true French pedigree. With fine, abundant bubbles, the wine is bright and fruity, exuding aromas typical of Chenin Blanc—apples, apricots and a hint of honey.



FREIXENET CORDON NEGRO BRUT (SRP \$12)

Hailing from Spain, Cordon Negro Brut is Freixenet's most popular cava, often referred to as the "Black Bottle Bubbly." It is the number-one imported sparkling wine in the world. Cordon Negro Brut is crisp, clean and well balanced. It is medium-bodied, with a palate of apple, pear and bright citrus flavors, with a moderately long finish and a crisp touch of ginger.



"People love to cut and serve cakes, but we're seeing a lot of people who want to leave their wedding cake intact or serve desserts instead," says Mary Crafts, owner and creative consultant of Culinary Crafts in Salt Lake City. "There are so many great little dessert ideas using a small-plate approach, bite-sized desserts that are much more exciting to serve than just a piece of cake."

Culinary Crafts recently catered a wedding in which 150 guests were seated for a formal dinner, with an additional 400

guests invited for post-dinner dancing and desserts. The couple cut the cake during the formal dinner portion. It wasn't served until the later guests arrived, however, when they could also choose from many other delectable desserts—zabaglione, an Italian custard topped with fresh berries, served in shooters; pot de crème in white demitasse cups, topped with candied hazelnuts; petit raspberry crème cakes; Southern praline shortbread; petit chocolate truffle cakes; house-made gelato passed by butlers; and French macaroons dramatically displayed on conical towers.

"The macaroon towers are really popular because they work as a centerpiece," says Crafts.

In fact, just as a cake often serves as the focal point of a room, other desserts can often take center stage at a wedding—either by themselves or as part of an elaborate dessert table. Cupcakes, for example, continue to be a huge trend. "It's a fashionable treat that fits big-time into the popularity of small-bite desserts," says Jennifer Matten of Sweet Street Desserts

(www.sweetstreet.com). "Cupcakes add variety to any celebration, with different icings and garnishes to make a very indulgent single serving; no longer do you have to choose one flavor to please all guests. These little pleasures also eliminate the need for servers to cut and serve a traditional cake, which often saves money."

Displaying the cupcakes on a tower adds visual interest to a room. Sweet Street's Matten used this strategy recently at her own wedding. "For me, the ease of offering an elegant gourmet variety that was also a decoration and focal point in the room made our cupcakes an irresistible option," she says.

Cupcaketree.com sells cupcake stands in a variety of shapes and sizes, holding from 40 to 300 cupcakes and made of recyclable corrugated cardboard, which can be spray-painted or covered in decorative paper. The company recently unveiled a



FREIXENET CORDON ROSADO (SRP \$12)

Freixenet Cordon

Rosado was created to meet consumer demand for a premium sparkling wine that is smoother, softer and "friendlier" than brut, with an appealing and attractive color. This sparkling wine is fresh, crisp and lively, full of ripe cherry and berry flavors. It is surprisingly dry with a long and satisfying finish.



NINO FRANCO RUSTICO PROSECCO (SRP \$18)

Made from 100% Prosecco

grapes grown in Veneto, Italy, this brut, non-vintage sparkling wine is creamy, refreshing and balanced. Straw-colored and bright, this Prosecco has a very fine bead, a pleasant creaminess, and a fruity and floral aroma.



GLORIA FERRER VA DE VI (SRP \$22)

Newly released, this

ultra-premium cuvée from Gloria Ferrer's Sonoma County vineyards is a classic blend of Pinot Noir and Chardonnay, with just a trace of Muscat. With abundant aromas of ripe apple, Asian pear and Bing cherries, VA de VI boasts

rich flavors of ripe peach, Meyer lemon, fresh berries and vanilla, with creamy textures resulting in a lasting finish.



product that enhances the visual appeal of the tower. Its Cupcaketree Wrappers, made of heavy die-cut paper and cut to fit the length of each tier, add an elegant, delicate touch to the cupcake display.

Edible flowers are another way to heighten the visual appeal of cupcakes at a wedding. The candied, edible flowers organically grown and developed by Sweetfields (www.sweetfields.com) add an artistic garnish with memorable flair when embellishing a cupcake. The Sweetfields flowers are available in many flavors (which can even be custom-created) and varieties, including violas, pansies, snapdragons and mini-roses.

Dessert Pairings

Diane Svehlak—president of Sweetfields' sales and marketing partner, Dress The Drink (www.dressthe drink.com) recommends pairing a flower-embellished dessert with a flower-embellished cocktail. For example, Dress The Drink recently developed a pairing designed for a rustic-themed wedding. The Rustic Signature Dress The Dessert vanilla bean cupcake featured ivory champagne whipped frosting drizzled with Belgian chocolate, rimmed with crushed edible cocoa flower blend, and accented with an edible SweetGlazed Viola swizzle stick. The Birch Cocktail featured gourmet chocolate syrup outlining a twig design inside the glass, crushed edible cocoa flower blend garnishing the rim, and a SweetGlazed Viola swizzle stick. The drink can be made with alcohol, as a martini, or



Culinary Crafts' scrumptious dessert table for a large wedding with a romantic, vintage style featured such treats as Southern praline shortbread and French macaroons displayed on conical towers.

without, as a milk beverage. "The presentation alone is dynamic, but the pairing of the flavors is out of this world," says Svehlak.

Just as cupcakes have made the leap from childhood treat to wedding dessert, many other sweet treats not usually associated with tying the knot are showing up at receptions. "Cupcakes are still in, but we are now seeing high-end doughnuts," says BJ Duft, founder and owner of Seattle-based

READY-MADE DESSERTS

With these ready-to-serve sweet treats, caterers can present an array of wedding-cake alternatives.



BLUE BUNNY TRUFFLES

These premium ice cream treats come in two flavors—French Vanilla, dipped in dark chocolate and topped with a milk-chocolate drizzle; and White Chocolate Raspberry, with vanilla ice cream swirled with raspberry sorbet, dipped in white milk chocolate and topped with dark-chocolate drizzle.

Foodservice.bluebunny.com

BITE-SIZED TROPICAL CHEESECAKE

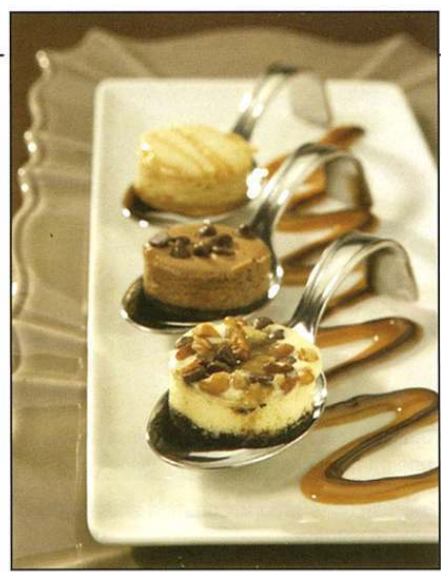
These mini cheesecakes, available in cases of 126, are made with sweet graham cracker crust and a colorful fruit puree swirl in flavors of Key Lime, Strawberry Margarita and Lemon Blueberry. www.appetizersusa.com





Herban Feast served this Buttercream Wedding Cake Doughnut from FROST Doughnuts at a recent wedding.

"Cupcakes are still in, but we are now seeing high-end doughnuts."
—BJ Duft



BITE-SIZED CHOCOLATE CHEESECAKE

This rich assortment of 126 bite-sized cheesecakes made with a mild buttery graham cracker crust includes three varieties—Dulce de Leche, Chocolate Java Chip and Decadent Turtle.
www.appetizersusa.com

SWEET STREET CUPCAKES

Sweet Street's moist, delectable cupcakes with surprise fillings come in six varieties—Jelly Roll, Lemon Meringue, Peanut Butter Cup, Vanilla Bean, Red Velvet and Chocolate on Chocolate.
www.sweetstreet.com



Herban Feast. "We've partnered with an innovative doughnut company [in western Washington] called FROST. They are so artistically prepared they can even be plated."

S'more Trends

Another of Herban Feast's popular wedding desserts is its fresh strawberry shortcake bar, which often supplements a wedding cake topper. With the bar, guests can build their own dessert, choosing from their favorite ingredients. In fact, the interactivity of a dessert bar is another trend influencing wedding desserts. "For some real fun, think fondue," advises Alicia Boada, technical advisor for Barry Callebaut, the world's leading supplier of high-quality cocoa and chocolate products (www.barry-callebaut.com). "Guests interact with each other while choosing from a well-displayed fresh fruit platter complete with handmade



"A room filled with dessert choices is a happy room." — Alicia Boada



graham crackers and fresh marshmallows or are offered a community bowl of warm, bittersweet chocolate ganache alongside some bamboo skewers."

Culinary Crafts recently catered a wedding in which it set up an outdoor s'mores station after the seated dinner, during which

PROFESSIONAL COOKING EQUIPMENT



Comstock-Castle can accessorize its appliances for use on-site with optional iron protection bars for the vulnerable controls, handles for lifting, gas hoses and regulators for ready propane gas hook-ups and **new** pneumatic wheels* to roll on rough terrain.

Castle ovens are the largest in the industry measuring 31½" wide. This allows air to naturally circulate around common sheet pans without the use of an expensive convection fan. Better quality cooking results **AND** more cooking volume.

Other popular appliances include food transport cabinets, deep fat fryers, griddles and heavy duty char-broilers.

COMSTOCK-CASTLE STOVE CO.
 Quincy, IL. 62301 • Tel: 800-637-9188
 web: www.castlestove.com



America's Oldest Stove Co., Est. 1838



Bakers' Best delectable s'mores feature homemade marshmallows roasted tableside.

Indeed, the campfire favorite of graham crackers, marshmallows and chocolate seems to be a hot trend at weddings across the country. Recently Herban Feast created a s'mores plated dessert with toasted marshmallow and "flame" tuile for a couple that loved s'mores. Boston-based Bakers' Best has also noticed many wedding clients, who are looking for cost-effective alternatives to cake, turning to familiar childhood treats. The caterer adds an element of drama to its s'mores dessert by having the chef torch the homemade marshmallows tableside.

Bakers' Best's popular wedding desserts also include an interactive strawberry shortcake bar featuring warm biscuits, fresh strawberries and Chantilly cream. And the company has put its own spin on the whoopie pie—a traditional New England favorite consisting of a cream filling

between two soft cookies—by offering them in a variety of flavors. Couples can choose from red velvet with cream cheese frosting, carrot cake, chocolate, vanilla and peppermint. Bakers' Best will even customize a flavor or color to suit a couple's wedding theme—for example, lemon cake with lavender-scented filling.

guests were served a slice of wedding cake. The station—featuring homemade marshmallows and homemade graham crackers—turned out to be a huge hit. "About half of the guests left their cake uneaten, but everyone came out to see what we were doing at the s'mores station," says Crafts.

In the end, whatever is served for dessert at a wedding will be the last food the guests eat at the event. As such, the dessert course should be creative, memorable and festive. "Supplementing the wedding cake with dessert alternatives can bring more fun to the celebration," notes Barry Callebaut's Boada. "And a room filled with dessert choices is a happy room." ●



SAME DAY SHIPPING AVAILABLE

Appetizers USA

145 Gourmet Hor d'oeuvres to choose from

WE SHIP DIRECTLY TO YOU!

ARAMARK APPROVED VENDOR



Roasted Root Vegetable Kabob (Gluten Free)*

Earthy vegetarian friendly kabobs consisting of ruby red beets, golden sweet potatoes, caramelized carrots, silky white parsnips and seasoned with rosemary, thyme and sea salt.



Seafood & Risotto Phyllo Pyramid

Delicate sautéed shrimp and scallops combined with richly flavored risotto wrapped in an herb-studded Phyllo pyramid.

"Top Seller"

Mention Catering Magazine and pay only .89 per piece till December 29th 2010

Appetizers are produced on shared equipment with peanuts, wheat & tree nuts

Bob Nussbaum - owner 480.228.3818

Call for Brochure & Pricing

www.appetizersusa.com