



# *THE SCOOP*

The Bi-monthly  
Newsletter of the  
New Jersey  
Bakers Board of  
Trade

**HAPPY NEW YEAR!**



Mardi Gras starts at the beginning of February. Get your King Cakes ready! According to the Bakers at King Arthur flour, King Cake originally was a rather plain bread. These days King Cakes are made with rich, brioche-like dough and filled, most often with cream cheese filling. Other New Orleans favorites include butter/cinnamon/sugar; almond; various kinds of fruit; chocolate, and praline.

Did you know the sugars decorating the top of King Cake have special meaning?

Gold (yellow) stands for power, green for faith, and purple for justice. Tuesday, February 13 is also Faschnacht Day, a traditional German doughnut. Both are traditional foods for the start of Lent.

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**Spring is Competition Time!**

New Jersey Bakers supports the NJSkills Baking and Pastry Competition as well as the Wedding Cake Decorating Contest. The Baking Competition will be held on March 23,2024 at Gloucester County Institute of Technology, while the Wedding Cake Decorating contest takes place on April 2024 at Payne Tech in Newark. This year Satinlce has generously agreed to support the Wedding Cake Decorating Contest. We are always looking for professionals to judge the student competition. If you are interested in judging, please contact Jim Usilton at [info@njbbt.org](mailto:info@njbbt.org)

Below is last year's Wedding Cake Winner





## **Are You Taking Advantage of Marketing Opportunities?**

The months of February and March are filled with special national recognition days for many products.

In addition to Fat Tuesday, other national recognition days in February: The 20th is Cherry Pie Day and Muffin Day; the 21st is Sticky Bun Day while the 23rd is Banana Bread Day.

In addition to St. Patty's Day on the 17th, March also has Banana Cream Pie Day on the 2nd; Pound Cake Day on the 4th; White Chocolate Cheesecake Day on the 6th; French Bread Day on the 21 and Black Forest Cake Day on the 28th. For a full list of national recognition days, click the button below

**Calendar of National Observances**

# MARKET REPORT

At its January meeting the Federal Reserve left interest rates unchanged. They announced no rate cuts this month and noted it wasn't appropriate to cut rates until they have greater confidence that inflation is approaching the 2% goal. Read the full report below.

## February Market Report

CONTACT  
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