



BAKED FRESH

Your Education Update



THIS MONTH IN FOOD Feb. 3rd — National Carrot Cake Day

FUN FACT: Carrot cake is thought to have originated in England during WWII where housewives used sweet products (e.g. carrots) to naturally sweeten their confections when sugar was rationed.

WHAT'S THE BEST WAY TO ADD CARROTS TO CAKE?

Carrot cake is a sweet American cake made with carrots, spices and walnut pieces. It's commonly topped with cream cheese frosting and marzipan carrots.

Popularized during the health craze of the late 20th century, carrot cake is regarded as a healthier alternative due to the use of vegetable oil instead of shortening and the addition of a recognized vegetable like carrots.

Using vegetable oil in a cake mix brings about different functions, including acting as a dough

lubricant and imparting tenderness by interfering with gluten network formation.

When making carrot cake, consider softening the carrots for a smoother mouthfeel by increasing the baking soda content. The alkaline character of baking soda will soften carrots cell walls.

What's a common formula for carrot cake? Check it out on our page!

[CONTINUE READING](#)



FEATURED WEBINAR: Sugar Reduction

See a variety of commercially available high and low intensity sweetening solutions. Learn from a baker, food scientist and innovation specialist how producers and marketers are delivering the sweetness and functionality of sugar in a whole range of baked goods and how you can too.

Panelists: Gregory Drew, Gema Velandrino, Ruth Wardein

[WATCH NOW](#)



FEATURED COURSE: Wheat, Gluten & Flour

This course covers the three main functional ingredients in bread: wheat, gluten, and water. If you master the knowledge in this module, it lays the foundation for understanding the production of wheat-based bread.

Certificate: BAKERcertified Bread 1

Course length: 20 minute video + test

[ENROLL NOW](#)

OVERHEARD AT THE HUB

“I am extremely excited for the new



educational offerings at ASB. The team has listened to industry feedback, and the Society recognizes the need to attract, retain and develop talent.”

— Xochitl Cruz, ASB Board Member and VP of Sweet Baked Goods Operations at Bimbo Bakeries, USA.

CALLING ALL BAKING EXPERTS!

ASB's mission is to deliver a quality product that serves the needs of the baking community. Can you help? We are looking for SMEs for our upcoming collaborative webinar series with IFT. The first few topics will be on:

- High Protein in Baked Goods
- Reduced Sugar/Sugar Replacers
- Gluten-Free Baked Goods

If you have expertise and would like to collaborate with us and IFT on a session on any of the following topics, please fill out this interest form:

[COLLABORATE ON A WEBINAR](#)



[ASBE.ORG](#)





American Society of Baking | 550 Congressional Blvd, Suite 115, PMB 1070, Carmel, IN 46032

Was this email forwarded to you? [Subscribe here](#) and never miss an update!

American Society of Baking | 550 Congressional Blvd, Suite 115, PMB 1070, Carmel, IN 46032

[Unsubscribe info@asbe.org](mailto:info@asbe.org)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by info@americansocietyofbaking.ccsend.com