

STRAWBERRIES & CREME COFFEE CAKE



Fresh strawberries are hitting the store shelves earlier and earlier each year as consumers look forward to one of the first fresh fruits of the season. Strawberry time is here, so take advantage of your customers yearning for this delectable and luscious fruit by creating an assortment of strawberry filled pastries. This coffee cake, a combination of our Strawberry Filling and our Cheese Filling, is a perfect blend of fruit & cheese in a pastry that is “not too sweet” and great with your customers’ morning coffee. Just follow these easy steps to make a coffee cake your customers will love!

EXTRA SALES AND PROFITS FOR YOU!

Make plenty of these coffee cakes along with other strawberry items and display them where they can readily be seen. Have your sales staff talk up the fact that strawberry time is here. Suggestive selling can increase sales by 30-40%.

BAKEMARK PRODUCTS USED TO MAKE THIS ITEM:

- Westco Cinnamon Roll Mix
- Westco Whole Strawberry Filling - or - Westco Strawberry Topper
- Westco Cream Cheese Filling
- Westco Crème Cake Mix (streusel)
- Westco Apri-Glo
- Westco White Roll Icing



1. MIX & SCALE



Make-up the dough as directed on the bag. Immediately scale into 10 or 12 ounce pieces. Round them gently and refrigerate for 6 - 8 hours or overnight.

2. ROLL OUT & FILL



Roll the dough to a 10 x 12 inch rectangle. Spread 4 ounces of Cream Cheese Filling over the entire piece; then cover the cheese with 4 ounces of Strawberry Filling.

3. ROLL OUT /



Cover the fillings liberally with streusel and roll it into a log. Using a knife or scraper, cut through the rolled log lengthwise, leaving about 1-1/2 inches attached at each end.

4. FORM & PROOF / BAKE, GLAZE, & ICE



Gently open the cut log to form a ring, and place it in a well greased 9-inch cake pan. Proof it to 3/4 size and bake in a moderate 350°F oven until light golden in color. Remove from pan when cool. Brush while hot with Apri-Glo. Apply white Roll Icing when cool.

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Authentic Taste. We Deliver.™

For more information, contact your BakeMark Sales Rep or call toll-free 866.232.8575

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