

Bake'n Joy®

Where Good Taste Begins™



MERCHANTS GROCERY COMPANY
A COMPANY YOU CAN COUNT ON

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Welcome to the world of Scoop and Bake Frozen Batters!

Benefits of Frozen Scoop Batter

- Offer FRESH BAKED GOODS any time!
- Easy and convenient! Simply pull a frozen batter pail from the freezer. Then thaw, scoop and bake!
- Bake on demand – pull only the number of pails you need!
- Versatile – create bundt and loaf cakes, maryanns, muffins, 8x8s and more with scoop batter.
- Add our batter to your favorite Pancake & Waffle mix to make delicious unique pancakes & waffles. Fold in 30% batter to your mix weight to fully flavor your pancake or waffle and enjoy.
- Offer a wider selection by pulling different flavors to bake as needed.
- Consistency – our strict quality standards mean you get the same quality results, time after time.
- Reduce stales and waste – you control how much batter to pull and bake off.
- Labor saving: no mixing, measuring or adding other ingredients; nothing to clean up!



Key Product Takeaways

1) UNIQUE FORMULATIONS

Each product has its own identity formulated to provide a great tasting fresh baked muffin.

Labor savings with no mixing, measuring or adding of other ingredients.

2) MULTIPLE USES

This is a versatile batter that can make mini to Texas size muffins, loaf breads, bundt & layer cakes and also be added to your favorite pancake & waffle mix to make exciting new flavors.

3) BAKED SHELF LIFE

Product is formulated to retain its fresh characteristics over shelf life. If merchandised in a closed unrefrigerated display these products can hold for 2-3 days.

4) APPEARANCE & QUALITY

There is an abundance of high quality ingredients in these products. High-quality fruit is used and folded in from top to bottom of pail. Appearance is everything and our products perform so well that the amateur baker can look good.

A perfect peak is achieved by simply following temperature guidelines on the pail.








B&J WHOOPIE PIE

Description	Size	MGC #
BAKE'NJOY WHOOPIE PIE SHELLS 	108/ 1 OZ	#75131

B&J FILLING & TOPPINGS

Description	Size	MGC #
SANDING SUGAR BAKE'N JOY 	1/ 16 LB	#66947
WHOOPIE PIE FILLING BAKE'N JOY 	1/ 15 #	#66952

B&J PRE-DEPOSITED LOAF CAKE BATTERS

Description	Size	MGC #
LOAF BLUEBERRY BAKE'N JOY 	18/ 18 OZ	#75111
LOAF BANANA NUT BAKE'N JOY 	18/ 18 OZ	#75112
LOAF PEACH MELBA BAKE'N JOY 	18/ 18 OZ	#75117
LOAF CRANBERRY ORANGE BAKE'N JOY 	18/ 18 OZ	#75139
LOAF LEMON BAKE'N JOY 	18/ 18 OZ	#75155



B&J YOUR PRIVATE LABEL COFFEE CAKES

Description

Size

MGC

BAKE'NJOY APPLE CINNAMON COFFEE CAKE YPL

8/ 24 OZ

#75080



BAKE'NJOY BLUEBERRY BLIZ COFFEE CAKE YPL

8/ 24 OZ

#75081



BAKE'NJOY CINNAMON WALNUT COFFE CAKE YPL

8/ 24 OZ

#75082



BAKE'NJOY MARBLE MADNESS COFFEE CAKE YPL

8/ 24 OZ

#75083



B&J BOSTON COFFEE COFFEE CAKES

Description

Size

MGC

BAKE'N JOY CINNAMON WALNUT COFFEE CAKE

6/ 24 OZ

#75144



BAKE'N JOY BLUEBERRY BLIZZARD COFFEE CAKE

6/ 24 OZ




#75145



B&J CORN BREAD BATTER

Description	Size	MGC #
CORN BREAD BAKE'NJOY 	6/ 48 OZ	#75120







B&J PRE DEPOSITED MUFFIN BATTER

Description	Size	MGC #
MUFFIN BLUEBERRY BAKE'N JOY 	75/ 6.25 OZ	#75125
MUFFIN BANANA NUT BAKE'N JOY 	75/ 6.25 OZ	#75126
MUFFIN TRIPLE BERRY BAKE'N JOY 	75/ 6.25 OZ	#75128
MUFFIN CHOCOLATE CHIP BAKE'N JOY 	75/ 6.25 OZ	#75129
MUFFIN PEACH BAKE'N JOY 	75/ 6.25 OZ	#75136
MUFFIN PUMPKIN BAKE'N JOY (SEASONAL) 		





B&J SPECIAL ORDER ITEMS (CONTACT SALES REP)

Description	Size	MGC #
DEVILS FOOD GF DONUT BAKE'NJOY 	36/ 2 OZ	#75088
C&F APPLE CIDER MINIS 	8/ 24 OZ	#751093
PUMPKIN LOAF BAKE'NJOY 	18/ 18 OZ	#75135
GOLDEN PUMPKIN COFFEE CAKE (YPL) BAKE'NJOY (SEASONAL) 	8/ 24 OZ	#75021
WHOOPIE PIE CHOC FILLING BAKE'NJOY (SO)+ 	1/ 15#	#66957
OLD FASHIONED GF DONUT 	36/2 OZ	#75180

Train The Trainer

- Your products are made with quality ingredients.
- Your products perform in a variety of oven types; convection, rack, conventional, pizza and conveyor.
- After bake shelf life is 2-3 days if product is stored in enclosed unrefrigerated case. The product is designed to retain moisture and will stay fresher longer.
- Price & Value are apparent as these products have more fruit and/or inclusions.
- Competition talks price, we talk quality, dependability and functionality.
- All batters are not created equal. Your products will perform better than the competition and here is a list of some of the attributes that go into a competitive cutting:
 - **SCOOP YIELD** – Did you know that batter is a volumetric measurement and based on viscosity yield for the same amount of weight can be different.
 - **YIELD PER PAIL** – Based on the size scoop you will get a yield amount per pail. This yield per pail can be different among competitors and it will help explain costs and profits to your customers.
 - **FRUIT & PARTICULATE CONTENT** – Once you wash away the batter you see the actual amount of fruit & particulates used. This can be eye opening.
 - **CROWN HEIGHT** – This measurement is different among competitors as the denser the batter, the lower the crown. In essence your 4.5 oz. muffin could look the same as their 5.5 oz. muffin.
 - **RETURN ON INVESTMENT** – This measurement completes the cutting as it compares cost to yield and then to selling pricing. This investment analysis provides the customer with their return per pail and can help you sell a higher priced item as more profitable than a competitors lower priced item.



What you'll need:



Batter



Different sized scoops or a scale



A variety of shapes and sizes of baking pans



Muffins and Single Serve Items

From mini to jumbo, choose any size muffin tin and change the size of your scoop for a range of muffin sizes. Use specialty pans, such as mini bundt or maryann pans, for a selection of dessert and specialty breakfast items. Some suggestions follow. See our garnishing guide on the back page for topping suggestions.

Muffins



1. Line muffin pans with paper cups or spray with pan release.
2. Deposit one scoop into each muffin cavity.



TIP: scrape scoop on the inside edge of the pail to ensure even scooping.



3. Top each muffin with coarse sugar, streusel, nuts or other toppings as desired before baking.

**BAKE at 350° to 375°F for 25-30 minutes for 3.5 oz. - 4.5 oz. muffins;
35-40 minutes for 6.25 oz. muffins.**

Fancy Finishing Idea



1. Cut the top off each muffin as shown (and reserve).



2. Deposit filling.



3. Replace muffin top (finish with a dusting of powdered sugar if desired).

Varieties we like: Lemon Poppy batter with Lemon Filling (shown).
Sunrise batter with cream cheese frosting or cream cheese filling.



Any batter can be used to make delicious old-fashioned loaf favorites like Cranberry Orange Nut, Banana Nut, Cinnamon Chip or Corn.



Loaf Cakes

Make any size loaf cake from one pail! From minis to Pullman loaves, simply change the amount of batter and the pan size for a showcase of loaves and tea breads. See our garnishing guide on the back page for topping suggestions.

Traditional (18 oz.) loaves



1. Line loaf pans with paper liners or spray with pan release.
2. Deposit batter into pans using the correct scoop size and number (see scooping guide on back page) – we used 3 #6 scoops (18 oz. of batter).

3. Top each loaf cake with coarse sugar, streusel, nuts or other toppings as desired before baking.

Mini loaves



1. Line loaf pans with paper liners or spray with pan release.
2. Deposit batter into pans using the correct scoop size and number.

TIP: Smooth batter with a spatula to ensure even baking. When making mini loaves – we used 1 #10 scoop of batter and 1/2 oz. of streusel for each mini loaf.

3. Top each loaf cake with coarse sugar, streusel, nuts or other toppings as desired before baking.



Layer Cakes / Rounds and 8x8s

Coffee cakes and desserts are a snap with frozen batters! Change up the toppings, fruit fillings and batters for a large variety of items customer will love! So easy to do and they look so great! For simple cakes, just deposit batter, top with your choice of sanding sugar, nuts or streusel and bake.

Fruit and Cream Cheese Coffee Cake



1. Spray with pan release and deposit batter into pans using the correct scoop size and number (see scooping guide on back page) – we used 4 #10 scoops (16 oz. of batter)

2. Using a pastry bag, deposit cream cheese filling diagonally across the batter

3. Again, using a pastry bag, deposit fruit filling, alternating with cream cheese filling



4. Top with Butter Streusel

BAKE at 340° to 360°F for 30 minutes with filling; 25 minutes without filling.

Sour Cream and Fruit Coffee Cake



1. Spray with pan release and deposit batter into pans using the correct scoop size and number (see scooping guide on back page) – we used 4 #10 scoops (16 oz. batter)
2. Using a pastry bag or a scoop, deposit fruit filling on top of batter
3. Top with Butter or Cinnamon Streusel

BAKE at 340° to 360°F for 30 minutes with filling; 25 minutes without filling

Fresh Idea: create this fancy torte in a snap using a flan pan (5 #10 scoops/16 oz.), depositing 3 #8 scoops (12 oz.) of fruit filling in the middle and frosting edge as shown!

