

Beat: Arts

## NESTLE TOLL HOUSE UNVEILS 2015 BAKING SEASON TRENDS

### TO INSPIRE NEW HOME BAKERS

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**USPA NEWS** - Nestlé Toll House is unveiling its 2015 seasonal baking trends to help home bakers discover creative new recipes and inventive ways to use its variety of baking products. Demographic trends such as an increase in multicultural families and smaller households are also influencing how...

Nestlé Toll House is unveiling its 2015 seasonal baking trends to help home bakers discover creative new recipes and inventive ways to use its variety of baking products. Demographic trends such as an increase in multicultural families and smaller households are influencing how America bakes. With more self-taught and culinary adventurous consumers, baking has evolved to include ingredient-driven sophistication, more baking customization, and personal interpretation of classics.

A leader in baking for more than 75 years, Nestlé Toll House is participating in this shift by inspiring consumers of all skill levels with new ways to use its variety of quality baking products. This year, Nestlé Toll House partnered with esteemed pastry chefs from around the country to define key trends for the 2015 baking season.

Led by Lucien Vendôme, these baking masterminds identified three core trends that will drive this year's baking season :

- Speed Scratch :

Today's bakers can tap into pastry chef creativity and ensure success by leveraging proven baking shortcuts. 'Craft of Baking' Author, Karen DeMasco, shows how easy it is to bake to impress with her Pistachio Pinwheel Cookie recipe,

- Farmers Market Inspired Baking :

With access to farmers markets year round, there are plenty of options for creating desserts with a distinct seasonal flavor. Award-winning pastry chef, Michael Laiskonis, inspires creativity with an Autumn-themed recipe that celebrates harvest flavors 'The Autumn-Harvest Cookie Collection'.

- Tradition Reinvented :

Multicultural families are on the rise and with this demographic makeover in the U.S., home bakers are connecting with their heritage by updating treasured desserts. 'Secrets of Baking' Author, Sherry Yard, gives classic sugar cookies an ethnic twist with her recipe for Alfajores.

Together, with the following leading pastry chefs, Nestlé Toll House developed easy must-bake recipes based on the latest baking trends :

- Esteemed New York Pastry Chef, Richard Capizzi
- Craft of Baking Author, Karen DeMasco
- TV Personality and Sugar Rush Author, Johnny Iuzzini
- Sofra Bakery Owner, Maura Kilpatrick
- Institute of Culinary Education Creative Director, Michael Laiskonis
- La Boîte Owner and Master Spice Blender, Lior Lev Sercarz
- Vice President of Culinary Direction at iPic Entertainment and Owner of Helms Bakery, Sherry Yard

Nestlé was named one of "The World's Most Admired Food Companies" in Fortune magazine for eighteen consecutive years. It makes from nutritious LEAN CUISINE® dishes to baking traditions with NESTLÉ® TOLL HOUSE® baking products,

Source : Nestlé USA, (food and beverages) is part of Nestlé S.A. (Switzerland)

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