



Ask Nancy



Dear Nancy:

Q: What baking and decorating trends do you predict for 2011?

A: Here are just a few!

- Traditional desserts - brownies, rice cereal treats, cakes, cookies, you name it - are even more POP-ular when served on sticks to dip, decorate and devour!
- More people plan homemade giftable treats this year according to the 2010 Wilton Celebration Report. Of those surveyed, roughly 75% are baking the same or more than in previous years.
- Ninety percent of summer parties feature dessert; nothing beats the heat like an old-fashioned ice cream social -

Quick Bites

Wilton recently surveyed 1,357 women who bake to learn the latest about food crafting and cake decorating trends.

Here's a quick look:

- 41% of respondents expect to spend 1 to 2 hours on baking and decorating a baked good for a celebration.
- Most decorators (56%) bake twice a month or more.
- Younger decorators (21-34) use fondant 2.5 times more often than those 55 years and older.
- 79% of moms with kids under 18 serve a home-baked birthday cake or treat.



View the entire Wilton Celebration Report by clicking [here](#).

Try This!

Make a Lamb Cake for Easter

Three-dimensional cakes are a cinch with these tips from Beth Somers of the Wilton Test Kitchen:

"The pans should be well-coated with shortening and coated with flour or sprayed with a non-stick spray, such as Wilton's [Bake Easy!](#) Make sure the bottom pan is filled level with batter and not over the lip of the pan."



"The cooling time is crucial," says Somers, who sets a timer for the four-hour rest time in the pan to make sure it's ready.

Click [here](#) for complete instructions.

complete with sundae boats, cone wrappers and topping stands for sprinkling jimmies!

- Vampires are trendy, so expect them to crash your Halloween party - but don't worry, they'll bring dessert: edible candy eyeballs, haunted gingerbread houses, and cross-and-bones shaped cookies!
- Exchanging holiday cookies with friends and family is a trend that is here to stay. This year, pre-baked gingerbread, candy and cookie kits will make preparing for all those cookie parties easier than ever!



Nancy Siler has been baking and decorating for more than 25 years and is host of the popular PBS series, "Bake, Decorate, Celebrate!" As vice president of consumer affairs and public relations for Wilton Enterprises, Nancy helps make celebrating easy and exciting for consumers.

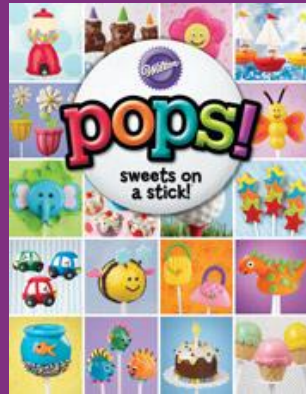
About Wilton Enterprises

Wilton Enterprises, based in Woodridge, Illinois and founded in 1929 is the leading food crafting company in the industry, with the number one position in cake decorating and bakeware. Wilton classes, publications and products help millions of people create impressive party desserts. For the latest information on products and ideas for all occasions, visit www.wilton.com. To locate the closest Wilton Method Cake Decorating class, call 800.942.8881.

Have a Question? Need a Photo? **Contact Diana at droduiguez@wilton.com**

Please add newsletters@enews.wilton.com to your address book to ensure this newsletter reaches your inbox. You are subscribed to this newsletter as droduiguez@wilton.com. This email was sent by: **Wilton**, 2240 W. 75th Street, Woodridge, IL, 60517, USA
[Unsubscribe](#)[Update Profile](#)

EDITOR GIVEAWAY: AVAILABLE NOW!



Pops! Sweets on a Stick™

Get ready for the most stick-tacular treats to ever pop up at a party! *Pops!*, the latest how-to book from Wilton, covers pop-making and decorating ideas using all your favorite ingredients: brownies, icing, rice cereal treats, cookies, fondant and more!

Send an email to [Diana Rodriguez](mailto:Diana.Rodriguez@wilton.com) to receive a copy!

Coming Soon: The E-chapter Series - it's all about Pops!

Copco Corner

It's cold out there and the perfect time to enjoy hot beverages like cocoa, novelty or spiced teas, apple cider and flavored coffees. According to a 2009 survey of 601 respondents who had purchased a tea kettle in the past year or were regular users of tea kettles, 54 percent use them at least 3 times per week and primarily for hot beverages'

The survey also revealed respondents' tea kettle preferences:

- Three-out-of-four are contemporary in design, and 25% are open-handle design.
- 85% feature actuated whistles, a whistle permanently attached to the pour spout.
- Just over half (56%) have a stainless steel and/or metallic finish.



Copco offers more than 70 tea kettle [varieties](#). The *Fusion* (shown above) is one of our favorites!

