



Ask Nancy



Dear Nancy:

Q: *What's new about the Wilton classes offered in retail stores?*

A: To reach a new generation of decorators, the classes have been "refreshed" to make learning to decorate easier and more fun! The new Wilton method courses feature:

- *A fun, friendly, experience!*
- *Streamlined curriculum*
- *More practice time with your instructor*
- *Exciting new techniques*
- *More hands-on activity*
- *Easy ways to decorate desserts*

Try This!

The finishing touch for any gift from the kitchen is the presentation. Get creative with Wilton's variety of treat bags, boxes and baskets to make the most of your desserts. Using these ideas for back to school bake sales will surely impress -- and raise money!



Treat Boxes

Create custom food gifts by packaging cookies, cupcakes or cakes in crisp white containers embellished with your own creative touches. Available in small, medium and large.

Brownie Envelope Kit

Send someone a message that you care with a special treat just for one!



Cupcake Heaven Boxes

These festive window boxes are perfect for individual treats or the next bake sale! Each holds one to six cupcakes.



ASK NANCY PODCASTS

NOW AVAILABLE FOR DOWNLOAD!

Get baking, decorating and celebrating techniques and tips from the Wilton experts - anywhere, anytime! Watch the podcasts live, or [subscribe](#) to be notified of new episodes as they are released.

Quick Bites

The experts at Wilton have been part of the fun and creative world of cake decorating for more than 80 years. Check out these fascinating facts and figures about the popular hobby of cake decorating from a recent research study conducted by the Craft & Hobby Association:

- Cake Decorating is the fourth most popular crafting hobby behind Scrapbooking/Memory Crafts, Home Decor Painting/Accessorizing/Finishing, and Woodworking.
- The average household spends \$15.21 per cake decorating project -- making it the most affordable crafting hobby on the Top Ten list.

Every new student starts with the Decorating Basics Class but then selects one of two courses to continue - Flowers & Cake Design or Gum Paste and Fondant.

The classes provide additional interaction in and out of the classroom. Students receive more one-on-one guidance from instructors and now have the opportunity to interact outside of class via a website especially dedicated to these courses. This site includes cake galleries, message boards, downloadable information, FAQs, hints and tips, and additional resources and links to stay involved.

[Click here](#) for more information!

Nancy Siler has been baking and decorating for more than 25 years and is host of the popular public television 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.

- When compared to the top three hobbies, the per-project cost of cake decorating is significantly lower: Scrapbooking (\$110.56/project); Home Decor (\$98.72/project); and Woodworking (\$157.64/project).

Join Nancy & Beth
...for a New Series!



Premiering Sunday, September 19th

Copco Corner

Smart Gadgets™ from Copco are a must-have for any kitchen! Safely cut fresh herbs by hand-rolling them using the **Herb Mincer**. Easily scoop foods packed in liquids without the mess, using the **Jar Scoop**! An ideal two-in-one gadget, the **Grater/Zester** has two twist-on blades for convenient grating or zesting. [Click here](#) for more information!



Herb Mincer



Jar Scoop



Grater/Zester

The entire line of Copco Smart Gadgets™ can be found at a variety of national and online retailers.



CHECK OUT OUR BLOG!

[A Piece of Cake](#)

See what's happening inside the creative walls of Wilton and be inspired by the cake and dessert decorating experts!

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 drodriguez@wilton.com