



## STEAMY SUMMER DAYS PLAY HAVOC WITH OUR PRODUCTS

When baking breads, cookies or cakes at home, you might notice the final outcome is affected by how humid or dry it is in your kitchen. Climate is a variable we must take into account when we are baking here at CRUST, as it can really affect our artisan baked goods.

Baking is a science, after all, and sometimes it takes a bit of trial and error to understand the best way to account for the changing conditions in our kitchens. This is particularly true during the humid summer months. We take steps to keep our kitchen climates as consistent as possible, but the raw ingredients used in baking are very sensitive to relative humidity. Flour, sugar, salt, baking powder and soda can absorb moisture in a humid kitchen, meaning a product might require more time in the oven in order to seem fully baked.

You might notice the crust on our breads seems softer than normal right now. That's humidity! The extra moisture in the air is being absorbed by our bread. You already know we believe in using only fresh, quality ingredients in our breads, and that means we don't put any stabilizers or preservatives in our breads that might extend the shelf life. Consequently, our products are more susceptible to the effects of humidity, which can mean faster spoilage and mold.



### PRODUCT SHELF LIFE

From time to time, we may quote a shorter product shelf life until the humidity abates, and we are now recommending our customers apply the following shelf life limitations:

**Pies: 3 days.** All pies should be sold by the end of business on the third day in your facility.

**Onion Rolls: 3 days.** All onion rolls should be used and/sold by the end of business on the third day in your facility. If you are in a restaurant or prepared kitchen environment, I would be happy to review ways of extending the shelf life past the three day recommendation.

**Dog Bones: 7 days.** All dog bones should be sold by the end of business on the seventh day in your facility.

## NO STANDING ORDERS FOR LABOR DAY

### Just a reminder ...

Standing Orders will NOT be accepted for the Labor Day holiday. You will need to actually go into the online ordering system on Saturday, September 1 prior to 11:00 a.m. and manually place your order. Standing orders will be automatically deactivated for the holiday order date in our online ordering system.

Thank you for your understanding. If you have any questions or concerns, please contact Amanda at the bakery [wholesale@crustandbeyond.com](mailto:wholesale@crustandbeyond.com), or Chad on his cell (810-922-4122).



## LABOR DAY

### HOURS OF OPERATION OR CLOSURES

Please let us know if your normal business hours are going to change for Labor Day. We will be delivering that day and need to plan accordingly.

All wholesale partners need to communicate their hour changes or closures to us via [wholesale@crustandbeyond.com](mailto:wholesale@crustandbeyond.com) by Monday, August 27th. If we do not hear from you we will assume there are no changes and make our deliveries as normal.

CRUST will be open until 4:00 p.m. Wholesale customers will have access to pick up or receive their normal orders as usual.



## On Vacation

*Apple Blueberry Cherry Double Crust Pie*

*Code 5026*

*Peach Double Crust Pie*

*Code 5016*

*Cinnamon Rhubarb Muffin*

*Code 3511*

*Garlic Bacon Chive Scone*

*Code 2408*



# August Specials

## **BREAD OF THE MONTH**

**Cinnamon Raisin** – code 1017 - suggested retail: \$5.47 wholesale: \$3.89.

## **PIE OF THE MONTH**

**Cherry Rhubarb Double Crust** – code 5087 - suggested retail: \$22.00; wholesale: \$18.13. Over two pounds of fresh fruit in a hand crimped crust.

## **FEATURED PASTRY**

**Donut, Brioche Apple Filled** - code 2447 - suggested retail: \$3.50, wholesale: \$1.98

**Muffin, Blueberry** - code 3501 - suggested retail: \$2.50, wholesale: \$1.63

**Scone, Cinnamon Butterscotch** - code 2420 - suggested retail: \$2.50, wholesale: \$1.70

**Holiday Sugar Cookies (6 pack)** – code 5669 - Six Pack suggested retail: \$4.99, wholesale: \$3.12

**Feel the  
DIFFERENCE**



## WHOLESALE TRAINING CLASS: AUGUST 15



CRUST Wholesale is passionate about learning and sharing what we know with our partners. We realize that many of your customers may not appreciate the difference between supermarket baked goods sold at a fraction of the cost, and our small batch, hand-crafted breads, cookies, pastries, pies, and cakes.

We believe it's critical that your sales people know and appreciate the difference so that they can comfortably and effectively share the stories, baking techniques, and noticeable goodness of artisan baking in general and the various CRUST products you offer in particular.

So we developed an informational, entertaining, and taste-full training class. It runs approximately two and a half hours and features our breads, pastries and pies.



We also present a good overview of the terminology relating to artisan baking. Since many of our baked goods carry traditional French, German, and Italian names we'll give you proper pronunciation, eg. viennoiserie, musli brotchen, pain aux raisins, landbrot mit saurkraut, panettone, etc.

Each segment of the class will:

- present a brief history relating to each product cluster
- describe the various types in each category
- demonstrate recommended methods for handling, cutting, storage, packaging, and display

Here's the best part ... in addition to giving you tasting profiles, we'll give you generous samplings of our breads, pastries, and pies. Bring your heartiest appetites and come to our next Sales Training Class in August.

If you or any of your sales staff haven't taken advantage of this wholesale sales program, we encourage you to make reservations today.



## ONLINE ORDERING PROCESS

It is extremely important to place all orders **two days** in advance by 11:00 AM via our online ordering portal. If you have any difficulties, please submit an emailed order to [wholesale@crustandbeyond.com](mailto:wholesale@crustandbeyond.com) or call your order in to 810-629-8840 before order cut-off time. If you order after the deadline, your order will miss being placed on our production schedule.

We cannot guarantee you will have product if we do not receive your order in the timeframe stated above. Doing so will ensure that you will have product and wholesale pricing. Unfortunately, we cannot offer wholesale pricing for late orders. However, we **may** be able to fulfill your needs by pulling from our retail shelves.

### August Online Form

The Online Order form will be switched over to August on Sunday, July 29 by 5:00 p.m. Be sure to use this new form as the information for products and pricing changes from month to month.

Thank you for understanding. If you are interested in creating a standing order to streamline your ordering process, please contact Amanda at the bakery or Chad on his cell (810-922-4122).