

MICHAEL'S COOKIES INC.

The Chocolate Chip

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QUARTERLY NEWSLETTER PUBLISHED BY MICHAEL'S COOKIES, INC.

Spotlight on the STARS

Klaus Hasmuller
Executive Pastry Chef



Currently the Executive Pastry Chef with the demanding task of overseeing the pastry kitchens at both the Marriott Riverwalk and Rivercenter hotels in San Antonio, TX, Chef Hasmuller has come a long way in his career

since starting his dual apprenticeships in both baking and pastries in 1983. Born and raised in Ausburg, Germany, Klaus completed his apprenticeships in both subjects in a well established pastry shop/café in his home town.

During the following 4 years he gained extensive professional experience by working in several well-known pastry shops and bakeries in and around Munich, Germany. As a result of his passion and dedication for his chosen profession, Klaus went on to earn his Master of Baking and his Master of Pastry degrees in 1987 and 1991 respectively.

In 1990 Chef Hasmuller moved from Germany to San Antonio, TX to begin his career with Marriott International, where he was employed as an Assistant Pastry Chef. From there he worked as the Pastry Chef at the Munich Marriott Hotel as well as the New Orleans Marriott Hotel. He has since returned to the San Antonio area where he is now employed in the position of Executive Pastry Chef.

An avid outdoorsman when time and weather permit, Klaus also enjoys spending time with his wife and new baby son, Alexander Michael.



KEY LIME PIE

The Spanish brought the Key Lime, indigenous to Malaysia, to the Caribbean. Known as the Mexican or West Indian lime, this small yellow aromatic citrus fruit was first planted in 1835 in the Florida Keys by botanist Henry Perrine. Hence the fruit came to be known by Americans as the key lime. In 1835 inventor Gail Borden created condensed milk, which became popular in areas where fresh milk was unavailable – like Key West. Key Lime pie evolved after someone in the area got the idea of making a custard by combining the condensed milk and the Key's lip-puckering limes and putting it into a pastry crust. Unfortunately severe hurricanes wiped out commercial production in southern Florida in 1926 and groves were replanted with Persian limes. Responding to new demand, markets have recently begun selling the real thing again, imported from Mexico and Central America. True key lime pie is mellow yellow, never having green food color added.

- 4 egg yolks
- 1 14-oz can sweetened condensed milk
- 1/2 cup key lime juice (8 – 10 limes)
- 1 1/2 cups heavy cream
- 2 tbsp. sugar

Briefly whisk egg yolks in large mixing bowl, then gradually add condensed milk, whisking until smooth. Add lime juice and mix until just combined. Pour filling into prepared pie shell. Cover pie with plastic wrap, being careful not to let it touch the surface of the filling, and refrigerate until well chilled, at least 6 hours. Just before serving decorate pie with large dollops of whipped cream.

Coming Attractions

With your New Year's Resolutions still ringing in your ears now is the perfect time to reflect on what really matters to each of us in our life.

Fame and fortune are great while they last but they never seem to last forever. Great friends, good health, fine wines and fabulous food are what sustain the body, mind and soul. Family ties are the ties that bind and help us through our most difficult times. Treating our family, friends and fellow Americans with respect is reciprocated tenfold and brings us self-respect, peace and happiness.

With these thoughts in mind we would like to take a moment to thank all of our friends in the food industry for your loyal support over the many years we have been doing business together. We want to let you know we are here for you and to also let you know we are looking forward to being a small part of your continued growth and seeing each of you prosper in these uncertain times. God Bless America!

UPCOMING SHOWS

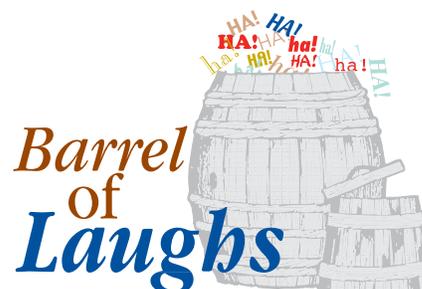
February 24 - 26, 2002
New York Restaurant & Foodservice Show
Jacob K. Javits Convention Center
New York, NY
(203) 840-5490

March 17 - 20, 2002
The Best of Italy
Flavor and Menu Development for Exec Chefs
The Culinary Institute of America
Hyde Park, NY
(800) 888-7850
www.ciachef.edu

April 6 - 9, 2002
ACF Northeast Regional Conference
Charleston, W.VA
www.chefbobcec@aol.com

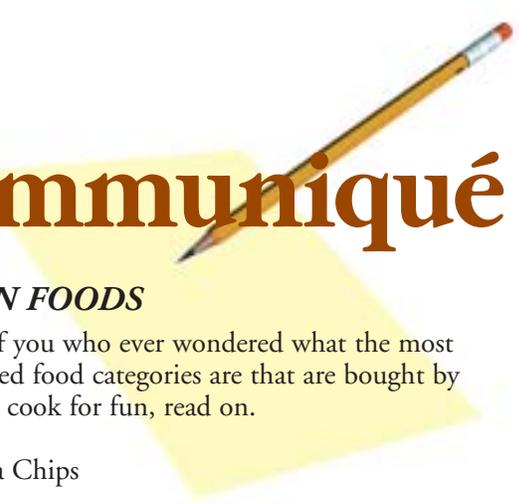
April 18 - 21, 2002
ACF Central Regional Conference
Lake Geneva, WI
www.worldofmbi.com

April 20 - 23, 2002
Gourmet Products Show
San Francisco, CA
(914) 421-3206



Out of the mouth of novice bakers!

A friend's daughter, nine, was making two batches of chocolate chip cookies one afternoon. She was using her new math skills to double the recipe. "Mom," she asked our friend, before baking, "should I set the oven temperature to 800 degrees?"



Communiqué

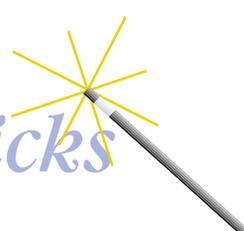
TOP TEN FOODS

For those of you who ever wondered what the most highly ranked food categories are that are bought by people who cook for fun, read on.

1. Tortilla Chips
2. Bread
3. Fresh Meat/Poultry/Seafood
4. Potato Chips
5. Sodas
6. Cookies
7. Fresh Fruit
8. Crackers
9. Frozen Hors d'Oeuvres
10. Fresh Vegetables

ASK AND YOU SHALL RECEIVE!

Michael's Cookies priority has always been to make it easy for our customers to do business with us and we are genuinely committed to finding the right solution for each of our customers' needs. From customizing recipes to formulating new ones to introducing new cookie sizes, you have our promise that we'll do our very best to satisfy your every request, when possible. Just call me directly at 800-U-Bake-Them (800 822-5384) and let's discuss how we can achieve your goals together.



Tips & Tricks

SWEET TIPS

Sweeten whipped cream with confectioners' sugar instead of granulated sugar. The whipped cream will stay fluffy and hold its shape better.

Soften brown sugar by placing it in a microwave-proof dish together with a slice of apple. Cover the dish tightly and microwave on high for 30 seconds. Remove the apple and stir.

When boiling corn on the cob, add a pinch of sugar to help bring out the natural sweetness.

Michael's Mini Bites



During the holiday season I had some spare time on my hands and took the opportunity to watch several sci-fi movies, something I remembered I loved to do when I was a kid. These movies always seemed to be set so far in the future, like *2001 - A Space Odyssey*. I never really thought that I would grow up and experience the end of one century and the beginning of a new one, nor did I ever imagine in my wildest dreams that the start of this century would bring such pain to the world.

Luckily humans have been bestowed with a coping mechanism that helps us work through the pain and lets us forgive, but not forget. The bad memories of 2001 will always be with us but so will all the good memories which help to keep us going when life gets tough. These happy memories are what we draw upon when realizing that all is not bad in this world.

So personally, rather than dwelling on what is wrong with life or the world, I prefer to look at my cup as being half full. This is still the greatest country in the world in which to live. As an immigrant to America I know first hand what opportunities abound in this land of plenty. I enjoin you all to be positive in your thoughts. Remember the bounty that America offers all its citizens who are prepared to work hard and never forget that what we take for granted makes others envious that they are not a part of the good life that we have been so richly blessed with.

— Michael

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The **Cookie** *Crumbs*

How do things get their name?

Ever wonder why 13 came to be called a "bakers dozen"? Supposedly early English bakers were fined for shortweighting bread loaves so they tossed in an extra one in order to avoid being punished.

The Croissant was a Viennese invention that cooked up in the late 1600's when the city was under siege by the Turkish Empire. Late in the

night the bakers at work heard the Turks tunneling trenches and they warned their own army. Their king later thanked them by authorizing them to bake bread in the shape of a crescent, the emblem of the Turkish Empire. In 1770 Marie Antoinette brought the Croissant to France.

When the future King Edward VII was dining in Monte Carlo the famed pastry chef, Escoffier, invented a dessert in his honor and named it Crepes Suzette after the Prince of Wales lovely mistress.

The Éclair, the first puff pastry with an elongated shape, was eaten in one mouthful, like an éclair, or a flash.

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