

MICHAEL'S COOKIES INC.

The Chocolate Chip



QUARTERLY NEWSLETTER PUBLISHED BY MICHAEL'S COOKIES, INC.

Spotlight on the STARS

Olivier Carlut Executive Pastry Chef



Olivier Carlut, who was born and raised in Paris France, has worked the world over gaining experience since completing his schooling 22 years ago in his chosen profession of pastry chef. He has represented his country in various culinary competitions at which he gained new insights into the world of pastries. He

has also appeared in various television and cooking shows all over the world where he trained bakers and pastry cooks in this culinary art.

Moving in September 1999 to take the position of

Executive Pastry Chef at the Hyatt Regency Kauai, which is located on the beach at sunny Poipu on the beautiful "garden isle" of the Hawaiian Islands, Chef Carlut has come full circle with the Hyatt Corporation since he started his career as Pastry Chef in 1988 at the Hyatt Regency Dubai.

From that first international position he moved to Thailand where he managed his own pastry shop. He then moved to the Guam Hilton as Executive Pastry Chef. After working in Colombo and in Taiwan Chef Carlut most recently worked as the Executive Pastry Chef in Seoul, Korea at the Lotte Hotel and the Seoul Club.

On Kauai Chef Carlut is gaining a reputation for creating exquisite Linzer Tortes, made with macadamia nuts from the islands rather than the traditional hazelnuts to lend a Hawaiian slant to this European dessert. The cakes are packed in beautiful small baskets that are handmade from palm leaves before being presented to lucky guests staying at the hotel. What a beautiful combination, an extremely talented Pastry Chef making delectable desserts to be consumed at this breathtaking hotel in paradise!



Nippy Three-Cheese Wafers

More a cracker than a cookie; just the thing to serve with a glass of wine. You can make the dough in quantity and keep the rolls frozen. Just defrost, slice and bake.

- 10 tbs. unsalted butter
- 6 oz. sharp Cheddar cheese, grated
- 3 oz. Swiss cheese, grated
- 1/2 cup fresh grated Parmesan cheese
- 1 tbs. Dijon mustard
- 3 tbs. beer
- 2 1/4 cups flour
- 3/4 tsp. baking powder
- 1/4 tsp. baking soda
- 1/4 tsp. cayenne pepper
- 1 cup finely chopped walnuts

Cream butter with Cheddar, Swiss and Parmesan cheeses until well blended. Mix in the mustard and then the beer. Sift the flour, baking powder, baking soda and cayenne pepper onto a sheet of wax paper. Stir the walnuts into the flour mixture. Add the dry ingredients to the creamed ingredients, mixing until blended. Divide the dough into three portions; wrap each portion in plastic wrap, forming a cylindrical shape. Twist the ends shut, pressing the dough toward the center of the roll to eliminate air pockets. Smooth the dough into neat rolls about 1 1/2 inches thick and 9 inches long. Chill overnight or at least 4 hours. Preheat oven to 350 degrees. Slice the rolls 3/8 inch thick and transfer the rounds of dough to three ungreased baking sheets. Bake until the wafers are pale golden at the edges, about 15 minutes. Transfer to a wire rack and serve slightly warm or at room temperature.

Coming Attractions

Even though it is only the middle of the year it's not too early to start planning. When all the hustle and bustle of the holiday season starts to be felt it's nice to know there's one less thing you have to worry about which lightens the load on your shoulders.

As an additional way to promote customer satisfaction a variety of unusual cookie flavors are offered year-round plus "seasonal" cookie dough is available during the holiday season. The "seasonal" line will be in stock for sampling and purchase through your local distributor beginning September 1st, 2000. Each flavor comes in the 4 sizes currently offered, ranging from 1.0 oz., 1.3 oz., 2.0 oz up to 3.0 oz. and in the 5 flavors shown below:

- Pumpkin Chocolate Chip
- Maple Pecan
- Chocolate Mint
- Eggnog
- White Chocolate Cranberry

The secret to the successful sale of specialty items is to be able to meet your customers requests by having the items in stock.

Remember to place your order for "seasonal" cookies early, thus promoting your customers satisfaction.

UPCOMING SHOWS

July 9 - 11, 2000

NASFT Intl. Fancy Food & Confection Show
Javits Convention Center
New York NY
(212) 482-6440

July 28 - Aug 1, 2000

The National American Federation
Conference/Trade Show
Opryland Hotel
Nashville, TN
(702) 837-1543

August 2 - 4, 2000

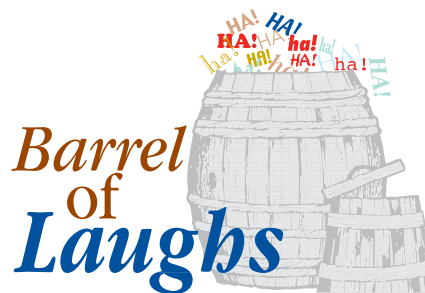
Intl. Hotel & Restaurant Expo
Centra Casta Salguere,
Buenos Aires, Argentina
(207) 842-5527

August 5 - 9, 2000

San Francisco Int'l Gift Fair
Moscone Convention Center
San Francisco, CA
(415) 346-6666

Sept 16 - 19, 2000

Dallas National Gourmet Show
Dallas Market Center
Dallas, TX
(214) 655-6100



Barrel of Laughs

Here's a few tips to help you cope with the stress of dieting:

Foods that have the same color have the same number of calories.

Examples are: spinach and pistacio ice cream; mushrooms and mashed potatoes.

Chocolate is a universal color and may be substituted for any other food color.

Anything consumed from someone else's plate has no calories since the calories rightfully belong to the other person and will cling to his/her plate and we ALL know how calories like to cling!

Still STRESSED OUT? Just remember STRESSED spelled backwards is DESSERTS!



Communiqué

A friend recently explained why she was so tired.

- The population of this country is 237 million and 104 million are retired. That leaves 133 million to do the work.
- There are 85 million in school, leaving 48 million to do the work
- 29 million are employed by the federal government, leaving 19 million to do the work
- 2.8 million are in the armed forces, leaving 16.2 million to do the work.
- 14.8 million work for state and city government, leaving 1.4 million to do the work.
- At any one time there are 188,000 people in hospital, leaving 1,212,000 to do the work.
- At any one time there are 1,211,998 people in prison.
- That leaves just two people to do the work. You and me. And you are reading jokes!

ASK AND YOU SHALL RECEIVE!

All joking aside, call me directly at 800-U-Bake-Them (800 822 5384) or e-mail me at mcookies@san.rr.com and let's discuss how together we can achieve your work goals.

*Bake With the Best
Michael*



Tips & Tricks

Using Ginger

Available year-round, gingerroot is a golden-brown knobby tuber that resembles a sunchoke; young, smaller sprouts appearing on the sides of the root will have a more delicate flavor; store gingerroot in a cool, dry place; it will last longer if frozen in an airtight container. It may be grated, sliced, or shredded and used to enhance the flavor of vegetables, fruit and meat dishes. Use 1 tablespoon of freshly grated ginger as a substitute for 1/8 teaspoon of ground ginger spice.

Michael's Mini Bites



Why give great service? Because service successfully differentiates us in the marketplace.

When you successfully build a reputation for top-notch service you've given yourself an edge.

Service standards are generally so poor

that when we actually deliver great service it's a memorable event. Great service keeps customers coming back.

Customers who received good quality, but poor service, are far less likely to give the establishment a second try than those who received great service, but sub-standard product. When it comes right down to it we don't sell a whole lot that customers can't find in some facsimile form in a dozen different spots within ten miles of us. So ultimately, your service, even more than your food, is what keep customers loyal over the long haul.

It's also worth giving great service because, in my experience, it helps us hire better people. The most service-oriented establishments are always the most appealing to work at. When you and your staff are focused on going the extra mile for your customers they can't help but carry that over to their work with each other. And the way staff members treat their peers is probably the single biggest day-to-day contributor to quality of workplace. Bigger than any fancy benefits programs, bonus systems and retirement plans. In a world where it's increasingly difficult to hire enough people to do the work that needs to be done, a more enjoyable workplace may be the selling tool to attract the best employees.

Treat service as a bottom line issue, not merely a strategic means to an end. Although service can contribute significantly to your financial success, it is not just a convenient tool for making money. The quality of service is a critical measure of success - to be and feel successful - you must deliver great service!

*Bake With The Best
Michael*

MICHAEL'S COOKIES INC.
The
Chocolate
Chip



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**QUARTERLY NEWSLETTER
PUBLISHED BY MICHAEL'S COOKIES, INC.**

For any comments, suggestions, feedback
or to be featured in "Spotlight On The Stars,"
please contact Michael at

Tel: (800) U BAKE THEM

— (800) 822 5384 —

Fax: (858) 578 3086

mcookies@san.rr.com

www.michaelscookies.com

10635 Scripps Ranch Blvd., Suite D
San Diego, CA 92131



The Cookie Crumbs

The History of Cookies

The first cookie originated in Rome around the 3rd century B.C. The first cookies were thin unleavened wafers; hard, very bland and twice-baked and more closely resembled a cracker. The Romans would soften them by dipping them in wine. They were very popular in the ancient world because they could be preserved for long periods of time. Sweet cookies did not come into existence until after the middle ages.

Cookies as we know them in America were originally brought to the United States by our English,

Scottish and Dutch forefathers. The word "cookies" originally came from the Dutch word "keokje" meaning "little cake". Early versions of cookies were often spelled "cooky". They were very plain, flavored with butter and maybe a few drops of rose water. Homemakers began experimenting with different ingredients to add to the basic dough, including brown sugar, molasses, nuts, honey and dried fruit.

Recipes and baking rituals passed from generation to generation with each individual adding their own personal touches and modifications culminating into the thousand of wonderful varieties and versions of cookies we have today. It's a good thing that I was not born in the 1800's as cookies did not become popular until about a hundred years ago and what would I have done then!