

MICHAEL'S COOKIES INC.

# The Chocolate Chip

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QUARTERLY NEWSLETTER PUBLISHED BY MICHAEL'S COOKIES, INC.

## Spotlight on the STARS

**Gale O'Malley**  
Executive Pastry Chef



Originally from New Hampshire, Executive Pastry Chef O'Malley has earned many awards since graduating from the Culinary Institute of America.

He was the first American-trained and youngest chef to be awarded the Medal of the French Government, the most prestigious award presented to a chef in the United States. Other awards include 2 gold medals as a member of the United States Culinary Olympic team in 1980; gold medals in pastry in Basel Switzerland; a silver medal at the 1984 Culinary Olympics and over 30 first and

grand prizes at pastry competitions from Boston to Honolulu.

For nearly 10 years Chef O'Malley enjoyed looking out on Central Park as his creations were served to luminaries from the far flung corners of the globe while he was the Executive Pastry Chef at the famous Plaza hotel in New York. A 1985 transition to the rambling 2500 room Hilton Hawaiian Village brought a life long dream to reality, supervising the training of 24 pastry and dinner cook apprentices during his 14 1/2 year tenure. He was nominated as Western Regional Chef of the Year from Honolulu by the Chefs de Cuisine Association. In July of this year, Gale was appointed Executive Pastry Chef at America's famed Greenbrier in White Sulphur Springs, W. VA. His pastry delights can be viewed frequently on the Great Chefs television series, in cookbooks and trade publication.



## Pavlova

The Down Under ( Aussie ) dessert which folklore says was created and named for the famed Russian ballerina Anna Pavlova by Herbert Sachse, chef at the Esplanade Hotel in Perth in 1935.

4 room temperature egg whites  
Pinch salt  
1 cup, plus 2 tbs. superfine sugar  
2 tsp. cornstarch  
1 tsp. white vinegar  
Few drops vanilla extract  
1 1/2 cups heavy cream  
3 cups strawberries, hulled and quartered  
Pulp of 2 passion fruits

Preheat oven to 350 degrees. Line a baking sheet with parchment paper, then trace 10" circle on the paper. Put egg whites and salt in a clean bowl and whisk and beat on medium-low speed until frothy, about 2 minutes. Increase speed to medium-high and beat until whites form stiff but not dry peaks. Gradually add sugar while whisking, then increase speed to high and beat until stiff and glossy. Sprinkle cornstarch, vinegar and vanilla over whites, then gently fold in.

Fill traced circle with meringue, smoothing top and sides. Put meringue in middle of oven and reduce heat to 300 degrees. Bake for 1 hour. Turn off oven and leave meringue inside until completely cool, about 4 hours.

Remove paper and place meringue on a cake platter. Whip cream to soft peaks, then pile on top of the meringue. Arrange cut fruit over whipped cream, then spoon on the passion fruit pulp. Slice into wedges and serve.

# Coming Attractions

**A**s all companies now have to compete in a world market rather than a national or regional market, the folks in our R & D department are always looking for ways to develop innovative flavors. Lately they have been busy creating a new cookie flavor that will be introduced to the industry in the beginning of 2001.

With the popularity of hazelnut flavored items in Europe, R & D has developed a Roasted Hazelnut Chocolate Chunk cookie that is receiving rave reviews when being tested on our taste panels. It truly embodies the European taste, with its combined rich taste of chocolate and hazelnuts so be on the lookout for this international cookie flavor coming to a distributor near you in the very near future.

## UPCOMING SHOWS

**October 11, 2000**  
American Tasting Institute  
Las Vegas Chefs' Tasting  
Las Vegas, NV  
(800) 914-CHEF (2433)

**October 22 - 26, 2000**  
SIAL 2000  
Paris-Nord Exhibition Center  
France  
(704) 365-0041

**November 11 - 14, 2000**  
Intl. Hotel/Motel & Restaurant Show  
Jacob Javits Convention Center  
New York, NY  
(914) 421-3315

**January 14 - 16, 2001**  
The International Dessert & Pastry Show  
New Orleans, LA  
(800) 229-1967

**January 21 - 24, 2001**  
American Culinary Federation Western Regional Conference  
The Big Island Hawaii  
(808) 322-7804

**January 21 - 23, 2001**  
26th Winter NASFT Fancy Food Show  
Moscone Center  
San Francisco, CA  
(708) 786-4120

**January 29 - 30, 2001**  
Club Managers Assoc. of America  
24th Annual Exposition,  
San Diego, CA  
(703) 739-9500



For those who take life too seriously!

Experience is something you don't get until just after you need it.

Bills travel thought the mail at twice the speed of checks.

No one is listening until you make a mistake.

The hardness of butter is directly proportional to the softness of the bread.

# Communiqué



Who says that home cooking is alive and well in America?

According to a U.S. Energy Information Administration report one in five American households use their ovens less than once a week. The organization said that the take-out food business grew by 7% in 1998, recording roughly \$110 billion in sales, and is expected to exceed \$150 billion by 2003. And in a survey conducted by American Demographics, 62% of Americans said they take home leftovers, when dining out. What's more, 89% said they eat the food themselves - sorry, Rover for breaking this bit of bad news to you.

## ASK AND YOU SHALL RECEIVE!

*If you are looking for ways to feed these ever increasing numbers of take-out customers call me directly at 800-U-Bake-Them (800) 822-5384 or email me at mcookies@san.rr.com and let's discuss how together we can achieve your take-out goals.*

*Bake With the Best  
Michael*

# Tips & Tricks



Is It Done Yet? Here's an easy way to tell.

| Doneness  | Temperature | Description  |
|-----------|-------------|--|
| Rare      | 120-130F    | Meat is soft, bright pink to red in center. Very juicy.                              |
| Med. Rare | 130-135F    | Meat is pink in center and has begun to turn gray at edges. Firmer, but still juicy. |
| Medium    | 135-150F    | Meat is pink in center, but gray at edges. Texture is firm.                          |
| Med.-Well | 150-165F    | Meat is uniformly gray, with a pinkish tint near bones.                              |
| Well-Done | 165F        | Meat is overcooked unless it is fatty and very juicy.                                |

## Michael's Mini Bites

During this fast disappearing year I have had the opportunity to participate in and attend a long list of trade shows for the hospitality industry.



I always find these shows to be very energizing. I get to visit with so many valued long-term customers as well as meeting potential new customers. Also I like to visit with the other exhibitors as I am constantly on the lookout for new and exciting ideas and products. Unfortunately I have been hearing more and more complaints lately that there never seems to be anything new at these shows and my experience mirrors what I am being told.

So when I exhibited at the last few shows I tried an experiment. I only showed our more unusual cookies like Cappuccino Chocolate Chunk and Lemon Poppyseed rather than the traditional Chocolate Chip, White Chocolate Macadamia, etc. type cookies. The response I received was unbelievably positive and reaffirmed my suspicions. Customers are indeed looking for unusual and exciting products. Unfortunately obtaining unusual products is difficult because distributors have only so much space they can allocate to certain types of products. Companies that make innovative products are thwarted in their efforts to bring them to market because of lack of available slots. These companies end up losing their enthusiasm for producing innovative products and the customer loses the opportunity to purchase something different.

When we stop taking chances in life we stop growing so I would encourage you to ask your distributor to seriously consider your requests to purchase new and unusual products. Otherwise we will all end up using the same boring products and innovation will be a thing of the past.

*Bake With The Best  
Michael*

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## Did You Know?

Peanut Butter was concocted by the Kellogg brothers (of corn flakes fame) in the 1890's as a source of protein for sanitarium patients.

### Food with a Title

A LA KING, usually chicken, diced, doused in cream sauce and mushrooms, and generally served in a puff pastry cup. The phrase "a la king", of course, makes no sense in either French or English.

A LA REINE, anything prepared "in the style of the

queen" will be distinguished by the presence of cream-based sauce veloute, suggestive of elegance, luxury, and an aristocratic ability to eat messy dishes with complete poise.

### All Ears

Your recipe calls for hominy and you are not quite sure what it is? Corn is divided into two categories: sweet corn ( preferred here for its soft hull and high sugar content ) and field corn ( tougher, earthier, and preferred in Latin America ). Hominy ( also called posole or mote ) is field corn soaked in an alkaline solution to remove its hull. Wonder no more.

### Tougher than Bruce Willis

Teflon is one of the super inventions of the century. Du Pont chemist Dr. Roy J. Plunkett accidentally discovered what would forever endear him to chefs worldwide. Teflon has a thousand uses, from protecting the Statute of Liberty from wear and tear to making pancake-flipping a one-handed task.