

MICHAEL'S COOKIES INC.

# The Chocolate Chip

Issue No. 9

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QUARTERLY NEWSLETTER PUBLISHED BY MICHAEL'S COOKIES, INC.

## Spotlight on the STARS

**Deborah MacDonald Schneider**  
Executive Chef



How does one go from being an Executive Editor in Canada to an Executive Chef in California? By completing Cordon Bleu training with Beverly Burge in Toronto in 1981 then traveling extensively throughout

Europe, North Africa and Greece.

Upon arriving in San Diego in 1983 Deborah worked for the Dobson's organization for 12 years. Under her direction from 1991 - 1996 the well known Dobson's Restaurant gained national atten-

tion with awards from Epicurean and the Zagat guide. Additionally Deborah developed the concept, menu and original recipes for La Gran Tapa, one of the city's most highly regarded and unique restaurants where she was the Executive Chef for 4 years. Her next position took her to the historic U.S. Grant Hotel. Here she was the first female Chef de Cuisine of the Grant Grill, one of the city's coziest and most gracious dining rooms, which has been a bastion of fine dining since 1910. Currently the Executive Chef of the Hilton La Jolla Torrey Pines, one of San Diego's premier hotels, her specialties include classic French cuisine, Mediterranean foods and California-style grill cuisine as well as baking and patisserie.

In her spare time Deborah works as a chef-consultant to the local restaurant industry and writes recipes and articles for both local and national publications and is currently working on a cookbook. She resides with her family in a restored 1910 farmhouse by the beach in San Diego.



## Ginger Scones

The use of ginger, containing antioxidant properties that reportedly can help arthritis and nausea and aid in circulation, is on the rise as more consumers become aware of the benefits of healthful foods. Here's a easy way for you to serve your customers the type of food they are looking for.

- 1 lb. 4 oz all-purpose flour
- 1 oz baking soda
- 4 ½ oz sugar
- 8 ½ oz butter
- 16 ½ oz eggs
- 16 oz heavy cream
- 20 ½ oz crystallized ginger
- ginger pulp
- water

Combine the flour, baking soda and sugar in a bowl. Cut the butter into the dry mix to resemble coarse meal. Add the eggs, cream and crystallized ginger. Combine all ingredients to form a dough but do not overwork. Gently press out the dough into about ½" thickness, cut it into triangles or your desired shape and place onto a baking sheet. Make a glaze by combining the pulp and water. Brush onto the tops of scones before baking. Bake in a preheated 450 degree oven for 10 - 15 minutes, or until done.

As ginger loses moisture over time, buy fresh ginger that has the look of a "heavy hand" (ginger's appearance resembles a hand with numerous fingers) with the skin having a nice sheen and the fingers appearing plump.

# Coming Attractions

**B**elieve it or not, it's that time of the year. Time to start thinking of holiday cheer! It may seem too early to think of celebrating but we have been busy making many seasonal flavorings. You know how fast the Fall months disappear, so before it's too late, arrange to get your holiday cookies here!

Orders are now being taken for these seasonal cookies. Place your orders early so you don't disappoint your customers. The last order date for guaranteed delivery is December 3rd, 2001.

The seasonal cookie flavors are listed below.

- Pumpkin Chocolate Chip
- Maple Pecan
- Chocolate Mint
- Egg Nog
- White Chocolate Cranberry

These holiday cookies come in 4 sizes of individually pre-cut frozen dough and range in size from 1.0 oz, 1.3 oz, 2.0 oz up to 3.0 oz. To save you time during your busy season, simply take the cookies

straight from the freezer, place on your baking sheet and bake up award winning holiday cookies that are simply perfect every time. Go ahead and call your local Bonzers® distributor now to place your orders, then sit back and watch your guests enjoy these special holiday cookies.

## UPCOMING SHOWS

### September 10 - 14, 2001

Int'l. Baking Industry Expo  
Las Vegas, NV  
(312) 644.6610

### October 18 - 21, 2001

World Wide Food Expo 2001  
Chicago, IL  
(703) 841-2400

### October 26 - 29, 2001

Women Chefs & Restaurateurs Conference  
Santa Monica, CA  
(502) 583-3783

### November 10 -13, 2001

Int'l. Hotel/Motel & Restaurant Show  
New York, NY  
(914) 421-3200



Everyone agrees, laughter is the best medicine, so

- Never do card tricks for the group you play poker with.
- Honk if you love peace and quiet.
- Don't argue with a fool. He may be doing the same thing.
- Two wrongs are only the beginning.

# Communiqué



Have you been watching your bread intake because of all the publicity about eating less carbs and more protein? The nutrients listed below allow you to see what 1 slice of enriched bread really provides.

- 80 calories *for energy*
- 14 grams carbohydrates *for prolonged energy*
- 2 grams protein *to help build cells and muscles*
- 1 gram fat *to fuel the body and cushion organs and bones*
- 38 micrograms folic acid *to help prevent against heart disease*
- 27 milligrams calcium *to develop and maintain bone strength*
- 1 milligram iron *for the formation of red blood cells*
- .2 milligram zinc *for growth by helping the body use major nutrients*

## 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 customer's needs. Call me directly at 800-U-Bake-Them ( 800 822-5384 ) or email me at [mcookies@san.rr.com](mailto:mcookies@san.rr.com) and let's discuss how we can achieve your goals together.*

*Bake With The Best  
Michael*

# Tips & Tricks



## PRODUCE TIPS

To properly clean mushrooms, use a clean BBQ Sauce brush to carefully remove any excess dirt. Mushrooms absorb water and tend to lose flavor when washed before using. Mark your brush "for mushrooms only"!

To choose a ripe watermelon look for one that is heavy for its size and that makes a dull thud when struck.

Store tomatoes on the counter rather than in the refrigerator. This will allow them to fully ripen, maintain their texture and develop better flavor.

# Michael's Mini Bites



## WHAT'S IN A NAME?

Over 14 years ago a small cookie company was created in San Diego to make the most wonderful cookie dough at an affordable price for the local hospitality industry. As word spread about the cookies the company got more and more requests to ship their cookies out of the area.

With the growth of the company came the problem of protecting the company name. It was not until another company was discovered in St. Louis trading under the same name that it was determined it was time to register a name that would protect the company's product as it entered other markets. As "Michael's Cookies" are two generic words, the obvious name to be trademarked was not available legally, so the search was begun for a name that could be registered throughout the US. After submitting what amounted to over 300 names that were rejected because they sounded like, or might confuse the consumer to believe the product was associated with another company, finally Bonzers® ( meaning "great" in Australian slang ) was accepted by the trademark office in Washington DC. How appropriate to have this word accepted, as the Vice President of the company was born and raised in Australia.

To eliminate any confusion in the industry between these two names we'd like our customers to know that, while we may answer to both names, Michael's Cookies is our corporate company name and Bonzers® is our registered trade name. So go ahead, call us anything you want just as long as you call us when you need to Bake With The Best ....

Michael

MICHAEL'S COOKIES INC.  
*The*  
**Chocolate**  
*Chip*



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PUBLISHED BY MICHAEL'S COOKIES, INC.**

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# The Cookie Crumbs

We take these household names for granted, but they had to start somewhere. Here's where.

## TWINKIES

James Dewar, the head of Continental Bakeries in Chicago, had just come up with a new sponge cake item to make use of all the custom pans that only got used once a year during strawberry shortcake season. Even in the midst of the Depression he figured sponge cakes would sell if they were pumped full of some sweet fluff and packaged as a two-for-one nickel bargain. While on a business trip with a friend they passed a shoe factory bearing the sign that gave them the idea for the name. Thankfully it was Twinkle Toe Shoes rather than

Dr. Scholls, and thankfully Dewar had the good sense to reject his friend's slightly naughty sounding suggestion of "Twinkle Fingers", shortening it instead to "Twinkies".

## BABY RUTH CANDY BAR

Most people think that this was inspired by baseball's Babe Ruth. Not true. Originally called Kandy Kake, it was renamed in the 1920s to honor a contemporary celebrity, ex-president Grover Cleveland's daughter, Ruth, the first child born in the White House and known to the public as "Baby Ruth", despite the fact she was in her late twenties.

## TOOTSIE ROLL

Leo Hirschfield, an Austrian immigrant, originally hand-rolled the candies for his daughter, Tootsie.