

MICHAEL'S COOKIES INC.

The Chocolate Chip

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

Spotlight on the STARS

Ryan T. McNutt
C.C.C. Executive Chef



Ryan began his career at the age of 14 when he entered the culinary world in an entry level position. Born and raised in Valparaiso, IN he spent the next 20 years honing his skills by working in such diverse foodservice establishments as freestanding restaurants, country clubs, catering companies, resorts and corporate hotels which were primarily located in the Midwest. During the years spent in these establishments he realized that he ultimately wanted to run his own kitchen so he could have the

freedom to express his creative nature and most of all be able to teach and share his culinary ideas with his crew.

While working as Sous Chef at the Devil's Pool Restaurant at Big Cedar Lodge Resort he was fortunate enough to be supervised by Chef Robert Strickland CEC. Under his guidance and training Chef McNutt aspired to become an executive chef and pursued schooling to become certified in his chosen culinary field.

After receiving his certification he turned his sights to the corporate world and started working for the Hilton Hotels chain. After 3 years with the company in varied kitchen positions his talent and hard work were rewarded when he was offered the position of Executive Chef at The Club at Mission Dorado Country Club in West Texas. Here he is able to unleash his passion for food and ice sculpting, creative areas that are near to his heart, and continue to work with his fellow chefs and follow the examples set for him by his mentors by passing along the knowledge he has gained over the years.



Chocolate Nut Bark

Makes 20 to 30 pieces

- 16 oz. chocolate (bittersweet, milk or white)
- 2 cups whole nuts (almonds, hazelnuts, walnuts, macadamias, pecans or pistachios)

Melt and temper the chocolate. Line a baking sheet with parchment or wax paper. Stir the nuts into the chocolate coating them completely. Turn the mixture out onto the baking sheet and spread with a spatula to a thickness of 1/8 inch.

Place the baking sheet with the chocolate/nut mixture on it in the refrigerator to allow the chocolate to set up (15 to 20 minutes). Remove from the refrigerator and let the bark sit at room temperature for 30 minutes. Using wax paper hold the bark with the paper and break into pieces. (Using paper to hold the bark when breaking prevents finger marks appearing on the bark).

To store, separate the bark on layers of parchment paper and place the layers in a tightly covered container. The bark will keep for 1 week at room temperature when stored this way. To store for longer periods of time wrap the container tightly in several layers of aluminum foil. The bark will keep for 1 month in the refrigerator stored this way. For best results the bark should be removed from the refrigerator and brought back to room temperature prior to serving.

Coming Attractions

The year has barely begun and we have already exhibited at several trade shows and have plans to participate in many more shows over the next several months.

We enjoy doing these shows as it gives us the opportunity to put a face to a familiar name, get input on ways we can improve our products and service and let those unfamiliar with our line taste our cookies hot out of the oven. We love to chat with our customers face to face and catch up on happenings going on in the food industry. While we are not participating at all the shows listed we will be at the ones with an asterick beside them so if you happen to be in the area when we are participating in a show, stop by, make yourself known, say hello and snack on some cookies!

UPCOMING SHOWS

April 26 - 29, 2001

International Assoc. of Culinary Professionals
Minneapolis MN
(800) 928-4227

April 28 - May 1, 2001

Intl. Inflight Foodservice Exhibition
Phoenix AZ
(502) 583-3783

April 29 - 30, 2001

11th Annual James Beard Foundation Awards
New York Marriott Marquis
www.jamesbeard.org

May 17 - 19, 2001

Organic Trade Association Trade Show
Austin TX
(517) 327-9207

May 19 - 22, 2001

National Restaurant Association **
McCormick Place
Chicago IL
(312) 853-2525

June 10 - 12, 2001

Southwest Foodservice Expo **
Dallas Convention Center
Dallas TX
(800) 395-2872
www.swfoodexpo.com



Smile and the world smiles with you

- 99 percent of lawyers give the rest a bad name.
- He who laughs last thinks slowest.
- Success always occurs in private and failure in full view.
- Change is inevitable except from vending machines.
- If at first you don't succeed skydiving is not for you.

Communiqué



Think you eat too much chocolate? The yearly per person, per country statistics below assure that our chocolate consumption in the US is minuscule when compared to others.

1.	United Kingdom	30 lb.
2.	Switzerland	21 lb.
3.	Germany	19 lb.
4.	Austria	18 lb.
5.	Norway	18 lb.
6.	Ireland	17 lb.
7.	Belgium	16 lb.
8.	Denmark	15 lb.
9.	France	14 lb.
10.	Sweden	12 lb.
11.	USA	11 lb.
12.	Netherlands	10 lb.

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.

*Bake With The Best
Michael*

Tips & Tricks



MINT SAUCE MADE THE EASY WAY

Makes approx. 1 ¼ cups

- 2 ¼ cups finely chopped fresh mint leaves
- 1 tbsp. sugar
- 2 pinches salt
- ¼ cup boiling water
- 1 cup white vinegar

Place the finely chopped mint leaves into a medium sized heatproof bowl. Add the sugar and the salt, then pour the boiling water over these items. Stir until the sugar and salt dissolves. Set aside to cool. Add 1 cup white vinegar, cover and set aside for 1 hour.

Michael's Mini Bites



Now that the "official" millennium has begun are you ready for what the future will be bringing?

The last few years were great for business by everybody's standards, especially in the food industry. Sales were up, price increases were kept relatively low and while labor costs did increase due to the tight job market the personnel needed to staff businesses was still relatively plentiful. The media's growing affection for the "R" word is placing stress on many people. Being realistic I feel that there are potential storm clouds brewing and some companies may face challenges in the future that they did not anticipate a few years ago.

From my personal perspective gained after many years of being self-employed I find there are always ups and downs in the economy. Some may see the softening of the economy as a threat, some will see it as an opportunity. I opened the Vienna Café Konditorei in 1982, during one of the most severe recessions, and I prospered in these tough times because I stayed true to my beliefs of providing the customer with quality products and superior service. I didn't expect to become rich overnight and was prepared to stay the course.

I would like to offer some humble advice as we plunge into these uncertain economic waters. Keep a positive attitude when times get tough, stick to the good quality and service you provided in the past that got you to where you are today, read the "funnies" in the paper more often and laugh a lot instead of focusing only on the constant barrage of negative news. When times get tough the tough get going, so get going now before your competition has a chance to catch up!

*Bake With The Best
Michael*

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In Praise of Chocolate

Chocolate has a long and rich history, and its association with pleasure goes back hundreds of years. This luscious treat can be traced all the way back to the seventh century, when the Mayans established cocoa plantations in Mexico. Aztec culture believed chocolate to be a divine gift from the god Quetzalcoatl, and that wisdom and power came from eating cocoa beans. They also considered it an aphrodisiac; Montezuma is purported to have drunk large quantities before visiting his harem.

In later years, legendary Italian lover Casanova also used it as an aid in his seduction of women.

In 1502, Columbus tasted xocolatl (the native word for cocoa) on board his ship in the Gulf of Honduras and brought some beans back to Europe; by the late sixteenth century, commercial shipments were being made from South and Central America to Spain. The first European chocolate house was opened in England by a Frenchman in 1657, spreading its popularity. Chocolate was already a hit with the nobility; the physician to Maria Theresa, wife of Louis XIV and a passionate chocolate lover, noted: "Well-made chocolate is such a noble invention that it, rather than nectar and ambrosia, should be known as the food of gods." Chocolate is now the world's third-largest agriculture export crop!