

HOW TO CONTACT US

Phone 760-591-9045

Fax 760-591-9005

Email orders@bakedinthesun.comMail 215 Bingham Drive
San Marcos, CA 92069

Making the Switch to Trans Fat Free

In this day and age, we as Americans have become more healthy and health conscious. Perhaps one of the most important aspects of this "dawn of healthy enlightenment" is a departure from the use and consumption of trans fats. We at Baked in the Sun are proud and dedicated to be providing quality items that are free of trans fats.

Trans fats arise through a process called hydrogenization, a manner of stabilizing vegetable oils by affixing hydrogen atoms to them. Although the process of hydrogenization did provide us with a wide array of cost-effective, shelf-stable, and flavorful products it did come with an unexpected catch. Unfortunately, products that con-

tain hydrogenated oils and trans fats have been directly linked with an increased risk of heart disease through its reactions with "bad" cholesterol.

We are dedicated to our customers, quality, and ever-growing desire to put out only the finest of products. The removal of trans fats and hydrogenated oils from our facilities was another step in our mission's direction. Thank you for enjoying our products as much as we enjoy providing them to you!

Baked in the Sun at the U.S. Open

This year, the U.S. Open was held at the beautiful Torrey Pines Golf Course in San Diego and Baked in the Sun was lucky enough to participate as a vendor.

We provided thousands of pastries to the volunteers,



Lisa, Amber, and Raul at the US Open in Torrey Pines.

staff, and golf spectators for the entire week of the tournament. The event was extremely successful. Go Tiger!

INTRODUCING...LISA CHEW!

Baked in the Sun is pleased to introduce the newest member of our team, Lisa Chew. Lisa will be visiting you and your stores and working to see how Baked in the Sun can better help you meet your goals. Questions? Ideas? Suggestions? Lisa is available to help. Nadia is still available to you on the phone for any of your ideas or comments, but Lisa will be walking through your door. Nadia is available at x112 and Lisa is available at x118.

UPDATING ACCOUNT INFO

When leaving your order on the order line, email, or fax, please update any account information that has changed for your business in recent months. For example, phone numbers, managers, or any other contact info we may need would be extremely helpful when we need to contact your business for any reason. Thank you for your cooperation!

Selling without a net...continued!

With the current state of the economy, increasing sales is more important than ever. Following is a continuation of a previous article on how to increase your sales.

#6 Ask each and every customer if they would like a pastry. This can be a challenge with repeat customers (a good thing!). Have they tried your newest items? Seasonal items?

An old basketball saying goes, "You will miss 100% of the shots you never take!"

#5 Know your products! Have your staff understand and memorize the compatibility of the pastries in the case. Does the product contain nuts? Does a cheese danish taste better with a hot or cold drink? etc.

#4 Keep your case full. By utilizing the other sales tech-

niques, the case should stay full all day. Try the bundt cakes morning and night. They last a few days, taste great, and look good in a case. Same thing goes for cookies! Muffins, crumcake, and dessert bars can also be kept on hand and add color as well as variety to your pastry case.

#3, 2, 1.....Coming Soon!