West Virginia CTE

Baking and Pastry Advanced

Product Merchandising

1. **Determine methods of promoting baked goods, including seasonal merchandising strategies.** 1026.1
   1. Research market trends and customer preferences for baked goods. 1026.1.1
   2. Identify popular seasonal themes and events that can be leveraged for promotions. 1026.1.2
   3. Develop promotional strategies for regular and seasonal baked goods. 1026.1.3
   4. Analyze the effectiveness of promotions. 1026.1.4

2. **Create menu item descriptions for bakery goods.** 1026.2
   1. Research and understand the ingredients and unique features of each product. 1026.2.1
   2. Develop concise and enticing menu item descriptions that highlight key ingredients, flavors, and textures. 1026.2.2
   3. Ensure that descriptions are accurate, appealing, and aligned with the brand image. 1026.2.3
   4. Consider dietary restrictions and preferences when crafting descriptions. 1026.2.4
   5. Consider the preparation and sourcing of ingredients in menu descriptions. 1026.2.5

3. **Demonstrate food presentation techniques.** 1026.3
   1. Demonstrate proper plating and display techniques for different products. 1026.3.1
   2. Emphasize the use of appealing colors, textures, and arrangements in product presentation. 1026.3.2

4. **Discuss proper labeling requirements.** 1026.4
   1. Research local and national food labeling regulations. 1026.4.1
   2. Create a comprehensive list of all ingredients used in baked goods. 1026.4.2
   3. Develop clear and accurate labels for each product, including allergen information. 1026.4.3
   4. Ensure compliance with nutritional labeling requirements, if applicable. 1026.4.4

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isplay understanding of basic bakery production and planning principles, ncluding the importance of planning to the overall operation of a baking

facility. 1026.5

1 Demonstrate health and safety guidelines in bakery production, including sanitation practices and compliance with food safety regulations. 1026.5.1

2 Demonstrate fundamental principles of bakery productions including ingredient handling, mixing, fermentation, shaping, proofing, baking, and finishing. 1026.5.2

3 Explore various baking techniques and methods employed in a bakery, such as artisanal baking, laminating dough, and creating specialty items. 1026.5.3

4 Explain the importance of accurate scaling and measuring of ingredients to maintain consistency in bakery products. 1026.5.4

5 Demonstrate proper and safe usage and maintenance of bakery equipment, such as mixers, ovens, proofers, and sheeters. 1026.5.5

6 Demonstrate how to scale recipes based on production needs, considering batch sizes and yield requirements. 1026.5.6

7 Explain basic principles of inventory management, including tracking ingredient levels, ordering supplies, and minimizing waste. 1026.5.7

8 Explain cost control measures, including efficient use of ingredients, energy, and labor to maximize profitability. 1026.5.8

9 Explain allergen management in bakery operations to address safety concerns and comply with regulations. 1026.5.9

Ice Cream and Frozen Desserts

6 **Prepare commercial ice cream products and frozen desserts.** 1026.6

1 Evaluate commercially prepared ice cream and frozen products. 1026.6.1

2 Explain the churning method for making ice creams and sorbets. 1026.6.2

3 Explain the still-freezing method for preparing frozen desserts. 1026.6.3

4 Prepare a variety of ice creams, sorbets, and frozen desserts. 1026.6.4

5 Prepare a variety of frozen soufflés, mousses, tortes, and bombes. 1026.6.5

Tortes and Specialty Cakes

7 **Prepare tortes and specialty cakes.** 1026.7

1 Prepare a variety of tortes. 1026.7.1

2 Prepare a variety of specialty torte fillings. 1026.7.2

3 Assemble tortes using basic and advanced icing techniques. 1026.7.3

4 Assemble and decorate a variety of specialty cakes. 1026.7.4

Petits Fours and Confections

8 **Prepare petit fours and confections.** 1026.8

1 Explain the uses of petit fours. 1026.8.1

2 Prepare an assortment of traditional petits fours and confections. 1026.8.2

Create petits fours using different components. 1026.8.3

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Chocolate and Sugar Work

9 **Prepare chocolate and sugar products.** 1026.9

1 Identify a variety of chocolate products. 1026.9.1

2 Explain the various procedures for tempering chocolate. 1026.9.2

3 Prepare chocolate decorations and candies. 1026.9.3

4 Prepare marzipan and nougatine. 1026.9.4

5 Make and use pastillage. 1026.9.5

6 Prepare and use caramel to create spun sugar and caramel decorations. 1026.9.6

7 Prepare sugar showpieces. 1026.9.7