

 <p>Sweet production <i>full-line wholesale bakery</i></p>	<p align="center">Same Dough, Different Oven A Newsletter from Sweet Production Inc</p>
<p>Volume 1 Number 1 - June 2012</p>	<p>Phone: 650.631.7777 info@sweetpinc.com www.sweetpinc.com</p>

Yes, we have a newsletter!

Sweet Production is starting a newsletter, which we plan to publish periodically, (not more often than once a month, but at least several times a year). It is one of the channels we want to use to communicate with our customers. Our plans are to highlight products that some customers may not be familiar with, offer serving suggestions and share trends in the food service industry. If you have suggestions or comments, please let us know.

We intend to share our newsletter through email and they will also be posted on our website. We realize that, like us, many of you are inundated by email, so we will try to keep these newsletters brief, interesting and to the point. However, if you would rather not receive them, please write to us at info@sweetpinc.com with "UNSUBSCRIBE" in the subject line, and we will remove you from the list.

Focus on Small Tarts



Since we started the bakery, our tarts have become increasingly popular, especially our small tarts. They are available in a variety of sizes, from the "bite size" mini's up to our 3.5 inch tarts (a dessert of substance for one).

Our most popular small tart is the Fresh Mixed Fruit (fresh fruits are arranged on top of vanilla custard in buttery tart shells.), but people also rave about our Lemon Cream, Key Lime, and Fresh Raspberry Ganache small tarts. We offer over 20 types of small tarts, please see our website for a complete listing ([please click here](#)).

Like all of our individual desserts, our small tarts give you the ability to offer your guests the choice of a variety of desserts, making them an especially popular offering for buffets.

Dads and Grads



Father's Day and graduations are coming up in June. Something sweet is always appropriate for a celebration of our loved ones and for the big events in our lives. We have heard rumors that many Dad's like something with a little extra kick on special occasions.

May we suggest a Chocolate Decadence cake (with rum!) or a Strawberry Sabayon cake (with Marsala!).

New Website

We have finally launched our new and greatly expanded website. The new site lists hundreds of products and provides information about us and our bakery. While our goal is to have pictures of every standard product, we are not quite there yet. Like every website, it is a work in progress. Please take a look at <http://www.sweetpinc.com>, and let us know what you think.



Bakery Expansion

After 5 years in increasingly confining quarters, Sweet Production was able to take over the other half of the commercial building we occupy in San Carlos. This doubles our production and office space, and enables us to better serve our customers. We have added refrigerator and freezer space and a new oven, and are gradually expanding into our new roomier plant.

Facebook Page



Even bakeries are entering the world of social networking. Sweet Production has a Facebook page! We plan to occasionally post photos of our latest creations and share information on what is in season and what is new. You can find us (and like us) by clicking [here](#) or searching on Facebook for "Sweet Production Inc".

Lady Strawberry Cake



We wanted to offer a cake with the intense flavor of strawberries. After a good deal of experimentation, we came up with a new cake we really love. The Lady Strawberry gourmet 9 inch 3 layer cake is made with puréed strawberries and light and fluffy strawberry cream cheese frosting. We feel that this cake captures

the essence of strawberries and seems to be a new favorite of ladies, and everyone else.

In Season?

Sweet Production likes to use those fruits that are in season



locally. While almost everything is available year round from somewhere in the world, we find that the selection and quality is best when the local growing season is at its peak. In food conscious Northern California, our customers are becoming more aware of the seasons for food production, and are asking for what is in season. Spring is here and strawberries, blackberries, raspberries and blueberries are all at or near the peak of their seasons. May we suggest our fresh berry tarts and galettes?

Summer is almost upon us and we should soon be seeing the new crop of stone fruits (cherries, apricots, plums and peaches).

"Everyone is kneaded from the same dough, but not baked in the same oven" -
Yiddish Proverb

Same Dough, Different Oven is published at irregular intervals for the customer's of Sweet Production Inc. To unsubscribe, please write to us at info@sweetpinc.com with "UNSUBSCRIBE" in the subject line.

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