

Making Cookie Dough

Shifting north, when it's cold in New York, Erica's Rugelach is always hot. In fact, Erica's bakery is hot all year round, baking an assortment of fresh cookies and pastries with all fresh, natural ingredients. You may find Erica Kalick in her Brooklyn bakery hand-rolling those delicious bites to ensure each has the right mix of walnuts, currants, spice, and fruit preserves. Kalick said, "Machinery that rolls rugelach cannot accommodate larger pieces of minimally processed ingredients, so many companies opt to leave out key components altogether." That's why Erica's Rugelach begins the old-fashioned way with a sweet, grade AA, all butter and cream cheese pastry dough. Her ingredients include unbleached fancy flour, premium quality nuts and fruits, all-natural preserves, imported Dutch cocoa, and Belgian chocolate.

All products are certified Kosher Dairy by Tablet K Supervision. A distinctive line of quality products includes traditional and gourmet rugelach, coconut macaroons, hamantashen (fruit filled confections), cookies, shortbread, little loaf cakes, brownies, fruit bars, pies, and tarts. When asked which products she recommended for coffee and tea, Kalick responded, "Chocolate and cinnamon products such as rugelach, brownies, and macaroons pair best with coffee. Tarts, regular shortbread, and hamantashen go best with tea."

BY SUZANNE BROWN



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Responding to whether she considered caloric or fat content an issue when creating her products, Kalick emphatically said, "No. Indulge, Indulge, Indulge." Kalick noted a significant factor in pairing salty and sweet tastes with coffees and teas. "An excellent French roast screams for chocolate, whereas a jasmine or herbal tea has flowery and fruity overtones, which go best with simple butter cookies and fruit fillings," she noted. For holidays, the company will "dress up" packages with a red ribbon. Erica's label is hand-drawn by an artist depicting vibrant fresh fruit, nuts, and flowers.

Prices range from \$5-\$8 per pound and are sold in bulk or by the package directly from Erica's. The minimum order is \$75, with free shipping on orders over \$500. A first order of seven trays qualifies a free eighth tray. Press clips, in-store demos, and samples are also provided. Erica's Rugelach & Baking Co. actively supports child advocacy programs and various fundraising efforts concerned with women's health issues.

