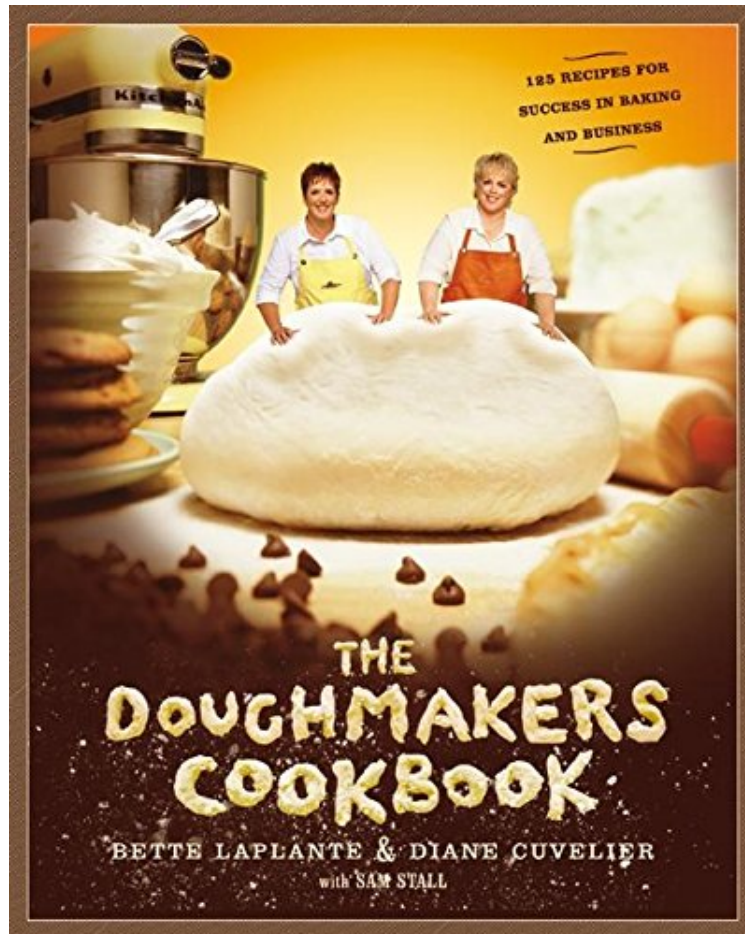


The Doughmakers Cookbook: 125 Recipes for Success in Baking and Business

Bette LaPlante, Diane Cuvelier
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#2021750 in Books 2004-03-16 2004-03-16Original language:EnglishPDF # 1 9.13 x 1.00 x 7.38l, #File Name: 0060569891272 pages | File size: 46.Mb

Bette LaPlante, Diane Cuvelier : The Doughmakers Cookbook: 125 Recipes for Success in Baking and Business before purchasing it in order to gage whether or not it would be worth my time, and all praised The Doughmakers Cookbook: 125 Recipes for Success in Baking and Business:

17 of 18 people found the following review helpful. Story of Two Sisters, their Business, and some RecipesBy B. MaroldThis book of baking recipes may not match your expectations, as it's true contents surprised me a bit, having bought it on line, primarily on the strength of its title. It's authors, Bette Laplante and Diane Cuvelier, are not professional bakers and they are not specialists in making dough. As serendipity would have it, the book is still a valuable and enlightening read, just not for the expected reasons.The authors are sisters who, with the help of Laplante's husband, the owner of a small Terra Haute, Indiana metal supply company, start from scratch a company whose business is fabricating and selling solid aluminum bakeware. The name of the company is, of course,

'Doughmakers'. Hence, the recipes in the book comprise a greatly extended brochure that the gals may have given away with their bakeware. The source of some recipes is given as family members, friends, and 'Doughheads', groupie fans of their bakeware. But, the heart of the book is not in the recipes, it is in the 74 pages of introductory chapters which tell the story of how these two gals started the company, what they had to do to make it succeed, and the joy their family has experienced with their success, in spite of some close calls with poor health in one of the two founding partners. This book should really be read by anyone who has the least inkling that they would like to start up a company involving manufacturing and sales. The first hand experiences of what the sisters, their family members / colleagues, and sons and daughters went through to reach a reasonable level of success is a real eye opener. This is really hard work. This would have been a tragedy of the first order if they did not succeed, but they did. As most businesses like this, the sisters Cuvelier begin in the garage and spare bedroom of Bette's house, with simple equipment and aluminum a blank from Bette's husband's metals business. There is no surprise there. The big surprise is that the company did all their marketing through booths at craft shows, county and state fairs, and professional shows. The first 'secret' should become obvious to anyone who has wandered around the aisles of craft shows where over half of the booth's clerks create a little nest at the back of the booth and either work on their crafts, eat, or watch a portable TV. These girls had a rule that no one ever sits in their booths. They very quickly acquired the ability to run off a short paragraph of material to an interested passerby in a single breath, within a few seconds, in order to catch their attention. And this was, as they say in military parlance, the tip of the spear. Behind this customer contact is hours of manufacturing, traveling, booth setup, and booth restocking. The most striking aspect of this story is that this craft / fair method of marketing can be so successful and, relatively speaking, so much easier than making a start by getting your product into local chain stores, let alone Sears and Walmart. Not having ever seen their product, I have to believe that their bakeware is of a higher than average quality. I can easily see how they are superior to untreated steel, but I have a little difficulty with the value of their dimpled surface that they claim prevents sticking. But, the book is about the authors and their recipes and not really about their product. According to the dust jacket, there are only 125 recipes in the book. This may be a bit thin for a 270-page book; however, the first quarter of the book is taken up by the story of the sisters' company. The remaining 190 some pages are filled by eight (8) chapters of recipes, being: Bar Cookies such as brownies, fudge, and pecan tassies Breads and Rolls such as white bread, foccacia, and strawberry shortcake Breakfast Breads such as fruit flavored breads, scones, and cinnamon rolls Cakes such as devils food cake, pound cake, zucchini cake, carrot pineapple cake and gingerbread cake Cookies such as oatmeal raisin cookies, Biscotti, cheese straws, and peanut butter oatmeal chocolate chip Muffins such as blueberry, sweet potato, cornbread, apple butter, and porter peach Pastry and Pies with 'perfect piecrust', pumpkin pie, chocolate pecan pie, coconut cream pie, and so on Pizza with long rise pizza dough, quick rise pizza dough, flatbreads, and pizzettes Most of the recipes are pretty conventional. The Southern Buttermilk Biscuits recipe, for example, uses all vegetable shortening rather than all butter or shortening and butter mixed. I've tried both alternatives, and I am sure butter will give a better result than shortening or butter and shortening. The carrot cake does not use freshly grated carrots, it uses jars of carrot baby food. I'm afraid I will stick with my fresh carrots and my Nick Malgieri recipe. The cookies also use shortening and margarine instead of butter. Again, I will stick with my butter and my belief that I prefer the dangers of butter I know about to the dangers of margarine I do not know about. Besides, butter tastes better. This book will not replace my dozen or so books written by professional bakers and professional baking teachers, but I am really glad I didn't miss the authors' story of their company and what they had to do to get it to succeed. I will consult this book for unusual recipes such as the pecan tassies, but it will not be my first stop in a search for a recipe. This book has a very good story and some interesting, but average recipes. 0 of 0 people found the following review helpful. The Doughmakers Cookbook: 125 Recipes for Success in Baking and By Robin Hoffman Found this cookbook first at the local library and loved it so much decided to try to find it online... to the rescue!!! 0 of 0 people found the following review helpful. My family look forward to receiving them as an impromptu 'gift' and if they are on the menu for the brunches I love to do it is By Vic I want to add my review here. I have only made one thing from this Doughmakers Cookbook so far. But that recipe has made the purchase worthwhile. It is the Orange Scones on page 114. They are so delicious. My family look forward to receiving them as an impromptu 'gift' and if they are on the menu for the brunches I love to do it is not long before they are gone. I look forward to trying other recipes soon.

If you want to understand Doughmakers, you have to understand my family first. And if you want to understand my family, you have to come to dinner.-- Bette LaPlante Real-life sisters and kitchen magicians Bette LaPlante and Diane Cuvelier share their inspiring success story and a host of recipes for the most delicious baked goods ever! From an early start making cookie sheets in their garage for a Boy Scout troop to running a multimillion-dollar booming business called Doughmakers Gourmet Bakeware, Bette and Diane have experienced firsthand how baked goods bring people together. Now they provide 125 recipes straight from the Doughmakers' own kitchen and from the kitchens of satisfied customers. These delectable treats include Winter Wonderland Bars Peanut Butter Oatmeal Chocolate Chip Cookies Parmesan and Pecan Focaccia Bread Apple Harvest Danish Overnight Cinnamon Rolls Grandma Minnie's Banana Cake with Whipped Cream Frosting Praline Turtle Cake Lemon Meringue Pie Grilled Chicken and Sun-Dried

Tomato Pizza

In addition to their baking secrets, Bette and Diane also share lessons they've learned on the front lines of a growing business. Having brought their small-town self-starter to more than 2,000 gourmet stores in North America, the Dough-makers have dozens of helpful tips to offer on how to start your own business with a heart. They also describe how building the company brought their family together through their tireless efforts and some hilarious travels. Every reader -- whether cook, aspiring entrepreneur, loving mom, or all of the above -- will benefit from the delicious fruits of *The Doughmakers Cookbook*.

From Publishers Weekly

When LaPlante's son needed a project to help his Cub Scout pack raise money in 1996, she and her husband, who owned a metal-working firm, came up with the idea of making textured baking sheets in their garage for the boys to sell door-to-door. The products became such a hit that LaPlante's sister, Diane Cuvelier, soon pitched in, and along with several other family members, they created Doughmakers Bakeware, which is now a multimillion-dollar business offering pizza pans and specialty cake pans in addition to the original cookie sheets. The story of this food-loving family reads like a novel, full of ups and downs on the road to heartfelt success. But it's also a useful guide for any home cook who dreams of entrepreneurship. After telling the story of the little cookie sheet that could, LaPlante and Cuvelier share 100 recipes. Covering all manner of dough-related foods, from sweet (cookies, cakes, muffins, pies) to savory (bread, pizza), this section retains the book's homey, independent spirit. In many cases, the authors tell who gave them the recipe (as in Swedish Red Lips Cookies from LaPlante's husband's grandmother, Olga McLaughlin, or Ann Shell's prize-winning Italian Cream Cake), while other recipes are family traditions, such as Grandma Minnie's Banana Nut Cake with Whipped Cream Frosting. Doughmakers clearly deserves the success it has achieved, and loyal Doughhead fans will be delighted to put this book to work with their bakeware. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

About the Author

Bette LaPlante and Diane Cuvelier are the founders of Doughmakers Gourmet Bakeware, a company that produces high-quality pizza, pie, cake, and muffin pans. The Doughmakers have been profiled in *Women's Day*, *People*, *Southern Living*, *Taste of Home*, *Gourmet*, and many others. They live with their families in Terre Haute, Indiana.

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