



## The Journal



# Sweet Street Bakery an American tradition Exported to 55 countries



Since 1979

Reading, Pennsylvania August 1, 2013; Sweet Street Desserts, founded in 1979 by Sandy Solmon and based in Reading, Pennsylvania, is widely recognized as the premiere innovator. Sandy's tradition of searching for and incorporating the finest ingredients is the foundation for their successful line of desserts including cakes, pies of many configurations, gourmet dessert bars, cookies, petit fours, coffee and bundt cakes, individual desserts and cheesecakes and mousse. The company travels the world to hand-select the ultimate in fresh, high quality ingredients such as Meyer lemons, Greek thyme honey, salted caramel and hormone-free milks.



Metro Cases from Oscartek™ at their corporate location

Today, Sweet Street Desserts is going beyond the bakery to deliver an unmatched on-line experience for consumers on its website. Sweet Street is dedicated to making luscious desserts with intriguing full flavors.

"Desserts open doors, hearts and conversation," says Sandy Solmon, founder/CEO of Sweet Street in a press release. In this spirit, Sweet Streets' enhanced ecommerce experience was designed to make finding and sharing high-quality gourmet desserts easier than ever before. The award-winning indulgences are in the forefront of the new site with large photos to emulate products in a bakery showcase.

The shop portion of the Sweet Street site, with display cases hand picked from Oscartek by Mr. Brandon Jones the General Manager and Chef, shows product categories and advanced search functionality making it easy for customers to find what they are looking for or to window-shop for a new favorite indulgence.

Sweet Street Desserts became the leader in the frozen gourmet dessert industry because their products are the outcome of tireless exploration to the edges of flavors and textures. Their passion for sweet perfection knows no bounds.

At Sweet Street, they are in the business of making the world a sweeter place. With products found in fifty-four countries and on every continent they are beloved wherever they are. Their complete understanding of the dessert category and it's ever-changing dynamics have enabled them to create artfully balanced combinations derived from hand-selected, fresh ingredients melded with innovation and expertise. Sweet Street is dedicated to quality and committed to providing customers an unparalleled sensory experience. They lead the way with a team that is talented, educated, experienced, passionate, experimental and dedicated to sustaining and growing our business. For more please visit [www.sweetstreet.com](http://www.sweetstreet.com)



# Dessert bars make for some sweet entertaining

Mary Carol Garrity

From The Detroit News:

Desserts are usually so visually attractive all by themselves that you don't have to do much to craft a display that shows off the treats. (Nell Hill's) Want to have some friends over to enjoy a lovely summer evening together, but don't have the time or inclination to prepare a full meal? Skip dinner and go straight to the best part: dessert! Having friends over for just dessert is fun, easy and — if you do it like I do it (buy the goodies instead of making them myself) — virtually stress-free. One of the best parts of having a dessert party, besides the chocolate, is creating a simple but beautiful dessert bar. Because desserts are usually so visually attractive all by themselves, you don't have to do much to craft a display that shows them off. Here are some ideas for dessert bars. One is high end, the other is just for fun.

## Stylish dessert soiree



Special Trays for Popsicles from Oscartek™

The key to crafting a dessert bar that is as arresting as the confections you're serving is to build it with a few dramatic serving pieces. Two personal favorites are a silver tiered server and a silver suspended platform. With powerful pieces like these as your anchors, you don't need to add much to have a display that captures guests' hearts. I have a number of tiered servers that I use over and over again when I entertain. You may find them topped with fresh fruits. Or they may be holding a variety of delicious cheeses. With their graceful lines and suspended platforms, they make everything look regal. And they bring in strong vertical height, which is essential for a well-crafted food display.



A pastry server is another outstanding tool for displays. It gives you the perfect stage for showing off beautiful glasses holding desserts. A hot trend among my friends right now is to prepare individual serving desserts in drink glasses, like a martini glass holding a little lemon pie or a wine glass cradling a chocolate trifle. Consider having a cluster of lovely glasses filled with fresh fruit sorbet. Sorbet is a great choice this time of year because it's infused with the season's best flavors, yet isn't too heavy.

Another option is to serve wonderfully rich vanilla ice cream in drink glasses, then fill crystal candy dishes with a variety of fun toppings. My mantra when entertaining is "presentation over preparation." It's an easy rule to follow when you are serving just dessert to guests. Go to your favorite bakery and indulge in a torte, cake or assortment of cupcakes. Then display them like pieces of art using tools like a cloche covered riser.

## Old-fashioned dessert

Is your style more casual? When you create your dessert bar, you can use a fun tablecloth as the springboard for your color palette or theme. A red-and-white check tablecloth, for example, is reminiscent of picnics of old. Achieve a casual, outdoor-picnic look by mixing together serving pieces that incorporate a variety of homespun materials, like twisted wire, woven wicker and galvanized metal. When people display food for a buffet, they often place bowls and platters directly on the table, which makes for a very flat, one-dimensional look that lacks drama and intrigue. At Nell Hill's, our food displays always incorporate a number of risers to bring in lots of movement and drama.

Consider going with a rustic two-tiered riser. Fill it with the makings for s'mores, the undisputed best part of summer camp. Top the tiers with little bowls or baskets holding marshmallows, chocolate bars and graham crackers.

*The column has been adapted from Mary Carol Garrity's blog at [www.nellhills.com](http://www.nellhills.com)*



Traditional Desserts in attractive displays



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