

❧ SIX STEPS ❧
for Baking Success




SWANS DOWN®

Whether your recipe is simple or complex, follow these six time-tested steps for perfect baked goods every time.

TESTED RECIPE
FINE INGREDIENTS
ACCURATE MEASURING
CAREFUL PREPARATION
PROPER BAKING
CROWNING TOUCH



1. TESTED RECIPE

When investing time and money into baking, always use a recipe that is tested and reliable. Use only the ingredients listed in the original recipe and never change the directions. The failure of a baked item is often due to improper substitutions or altered directions. All Swans Down Cake Flour recipes are tested, and we guarantee if followed correctly, they will result in beautiful, delicious baked goods.

2. FINE INGREDIENTS

Use only the finest ingredients of the freshest and highest quality and do not substitute. Recipes are developed and tested with specific ingredients. If you change the ingredients you may also change the character of your baked good and fail to get the result you hoped for.

Flour

Use Swans Down Cake Flour for quality baking. Swans Down is made from the finest soft winter wheat. Unlike hard wheat, it contains only a small amount of very tender, pliable gluten, which responds perfectly to quick cake leavens. It is the fine gluten that permits perfect rising, extra lightness and delicate texture in cake baking.

Swans Down is milled for extra fineness and uniformity. After the choicest part of the wheat kernels have been selected for Swans Down, they are ground and reground, sifted and re-sifted - over and over again, through fine silken sieves -until it is 27 times finer than ordinary flour. It takes 100 pounds of soft winter wheat to make 26 pounds of Swans Down.

Always use exact amount of flour called for in a recipe. Flour tends to pack while standing, so always sift once before measuring. Then lift sifted flour lightly with spoon into standard measuring cup and level off with straight edge of a knife.

Baking Powder

Always use the exact amount of baking powder called for in your recipe. As soon as you add liquid to the baking powder action begins. This starts the leavening process, but only part of the gas is released in the mixing bowl. The second action starts when it feels the heat of the oven. Then it continues the leavening steadily - evenly - all through the baking, gently lifting the cake and holding it high and light.

Butter/Shortening

For the richest flavor, use butter. If substituting unsalted, add more salt (about double the amount the recipe calls for). When creaming butter warm bowl first (not hot). Do not melt butter, as this makes coarse-grained cakes. For best results in creaming butter, let it remain at room temperature for several hours before using. Always use the exact amount called for in the recipe. Not enough butter makes tough, course-grained cakes, but too much makes cakes greasy and crumbly, and may cause cake to fall. To measure butter, press firmly into standard measuring spoon or cup and pack tightly. Level off top. With stick butter, 1 pound (4 sticks) equals 2 cups.

Sugars

Sugar helps to make cake light and tender. When creamed with the shortening/butter it gives fine texture. Too much sugar makes coarse crumbly cakes with a crust that is cracked and gummy. It may also cause cake to fall. Cake without enough sugar is undersized, dry, tough and heavy, with a smooth hard crust that does not brown easily.

Granulated Sugar: Use fine sugar for cakes. Use the exact amount called for in the recipe. If sugar is lumpy, sift before measuring.

Brown Sugar: In measuring brown sugar, pack it firmly into the cup so firmly that it holds its shape when turned out. Brown sugar in cakes makes a heavier crust and slightly coarser texture than fine granulated sugar.

Powdered Sugar: Not often used for baking cakes, powdered sugar contains less moisture than granulated sugar and makes cakes with a closer grain and more compact texture.

Eggs

When using eggs, for any type of cooking, it is always wise to crack the egg into a separate dish before adding to your other ingredients. Egg whites help to make cake light and fluffy. That's because a lot of air can be enclosed in them when beating. For best results, remove eggs from refrigerator a couple of hours before using. Egg yolks help make a cake fine grained. They contain a large amount of fat. Too many egg yolks, or unbeaten egg yolks may make a cake heavy and soggy, or cause a compact streak to form at the bottom.

3. ACCURATE MEASURING

Accurate measuring is very important. Measure each ingredient exactly using standard measuring cups and spoons. For accurate measuring of liquids, be sure the measuring cup is on a level surface. Not enough liquid makes a stiff batter that results in "humped" cakes that are too dry. Too much liquid may cause heavy streaks in the bottom of the cake or sogginess. To measure dry ingredients, fill standard measuring cup or spoon then level off with spatula or straight edge of a knife.

4. CAREFUL PREPARATION

Always preheat oven before you start and make sure oven is correct temperature before using. Prepare pans before mixing the cake. Grease or don't grease as the recipe tells you. Butter is generally preferred because it gives a richer flavor. Non-stick cooking sprays with and without butter/flour are available to help prevent sticking. Coat with flour rotating the pan until all surfaces are covered. Discard excess flour. Your recipe may call for lining the bottom of the pan with waxed paper.

FIVE BASIC CAKE MIXING STEPS

1. Cream butter or shortening
2. Add sugar, cream well
3. Add flour and liquid alternately. Beat mixture until smooth after each addition.
4. Add eggs to batter, beat mixture thoroughly.
5. Spread batter evenly into prepared pan. If the corners of the pan are not filled, the cake may burn at these edges and will be uneven in shape.

Mixing - Beating & Folding

The beating motion is made briskly and lifts the batter over and over with a spoon or electric mixer thus continually bringing up the batter to the surface. This is the best way to incorporate air into the mixture.

Folding is the motion made by gently cutting up and down through the mixture and curving up and over. This encloses the air and prevents the escape of that already beaten into the mixture

Do not over mix. Too prolonged mixing may cause loss of air or leavening gas and make cake more compact and heavy with tunnels. Under mixing gives improper blending of ingredients and causes uneven grain, and sometimes a streak at bottom of cake.

5. PROPER BAKING

It pays to follow the baking directions given in each recipe carefully. Adjust oven temperature as specified and bake the length of time called for. Most cakes should be baked as close to the center of the oven as possible, leaving room for air circulation between pans. The oven should be heated early enough to give you a steady heat - at the right temperature.

Test your oven regularly for accuracy. A portable oven thermometer is great. It tells you the exact temperature of the oven and makes it possible to adjust the heat accurately.

HOW TO KNOW WHEN YOUR CAKE IS DONE

Cake should have risen to its full height and have a delicate brown crust.

Cake should have shrunk slightly away from the sides of the pan.

Surface of the cake, when presses lightly with finger, should spring back and leave no imprint.

When cake tester inserted into center of cake comes out clean and dry.

6. CROWNING TOUCH

There's an artistry in the frosting of a lovely cake. It adds flavor and beauty, but before you add the frosting you must remove cake from oven. Let cool 5 minutes in pan then invert onto wire rack until completely cool. Brush away loose crumbs.

Butter frostings are one of many different types of frostings. They are uncooked and easy to make by creaming butter, sifted confectioners sugar and some liquid such as milk, cream or fruit juice. The soft, creamy consistency spreads easily.





Swans Down Cake Flour has been a tradition in baking for more than 105 years. Our customers know they can depend on us for consistent flour that produces great cakes, cookies, breads and desserts every time. There's no denying that sweets baked from scratch make us happy. So why not bake a little something to envelop your friends and family with a feeling of warmth and love? Swans Down Cake Flour has been a part of those fantastic feelings for a century. Try these tips and taste for yourself why Swans Down has been, and continues to be, a baking tradition.

BAKING TIPS

- Prepare pans before mixing your ingredients – grease with shortening or butter then coat with flour, tapping out excess or use non-stick baking spray with flour added.
- In most cases eggs and butter should be at room temperature before baking.
- Always sift flour once before measuring. Sifting removes lumps and aerates the flour so it easily incorporates into batter.
- Measure each ingredient exactly.
- Measure dry ingredients in a standard measure cup and level off with the straight edge of a knife, for liquid ingredients use a glass measuring cup placed on a level surface.
- Preheat oven before you start mixing ingredients and test oven often for accuracy using a portable oven thermometer.
- Place pans as close to the center of oven as possible. This leaves room for air to circulate between pans.
- Cool cakes in pan for 10 minutes; then turn out on rack to cool.
- For perfect cookies, cool baking pans between batches.