

PASTRYARTS

MAGAZINE



MEDIA KIT 2024

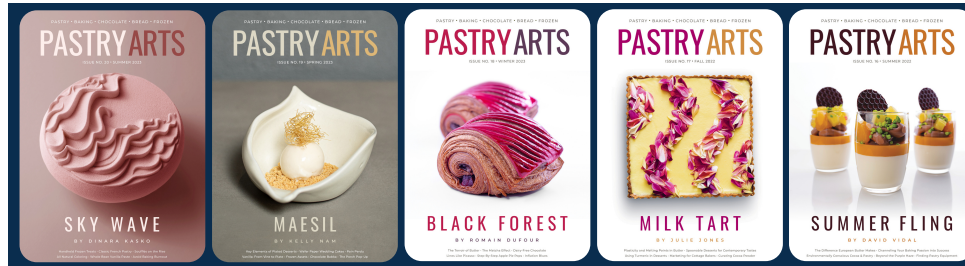
OUR PLATFORM

VIRTUALLY ACCESSIBLE ANYWHERE IN THE WORLD

MAGAZINE

The new digital magazine for pastry and baking professionals.

pastryartsmag.com/magazine



SOCIAL MEDIA

Over 380,000 followers on Instagram, Facebook, Pinterest.

@pastryartsmag - 332K Followers

@pastryartsmag - 32K Followers

@pastryartsmag - 19K Followers

*Follower counts as of 9/2023



PODCAST

Goes in-depth with prominent pastry and baking figures to explore their journey, lessons and advice for professionals striving for excellence.

pastryartsmag.com/podcast



VIRTUAL SUMMIT

Featuring video demos, presentations and interviews on various topics to stream on-demand from any digital device.

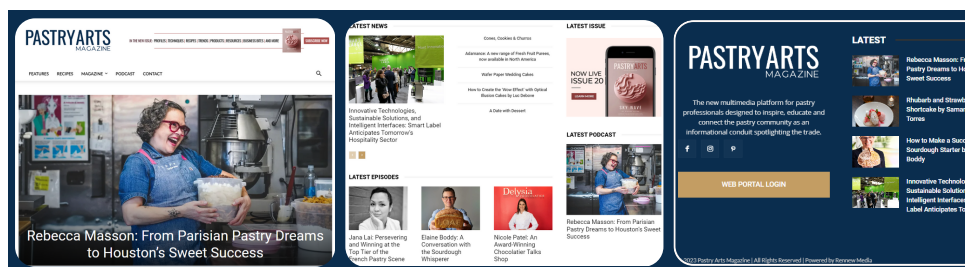
pastrysummit.com



WEBSITE

The new multimedia platform for pastry professionals designed to inspire, educate and connect the pastry community as an informational conduit spotlighting the trade.

pastryartsmag.com



OUR AUDIENCE

01

ARTISAN DESSERT RETAILERS & ENTREPRENEURS

Specialty Chocolate Shops,
Gelato/Ice Cream Shops,
Commissaries & Bakeries, Retail
Bakeries and Restaurants



PATRY & BAKING PROFESSIONALS

Executive Pastry Chefs, Sous
Chefs, Pastry Cooks, Master
Bakers, Bakers, Master
Chocolatiers & Chocolatiers

02

03

CULINARY STUDENTS & EDUCATORS

Culinary & Pastry Students,
Educators & Administrators,
Serious Enthusiasts



OUR CAPABILITIES

DIGITAL MAGAZINE

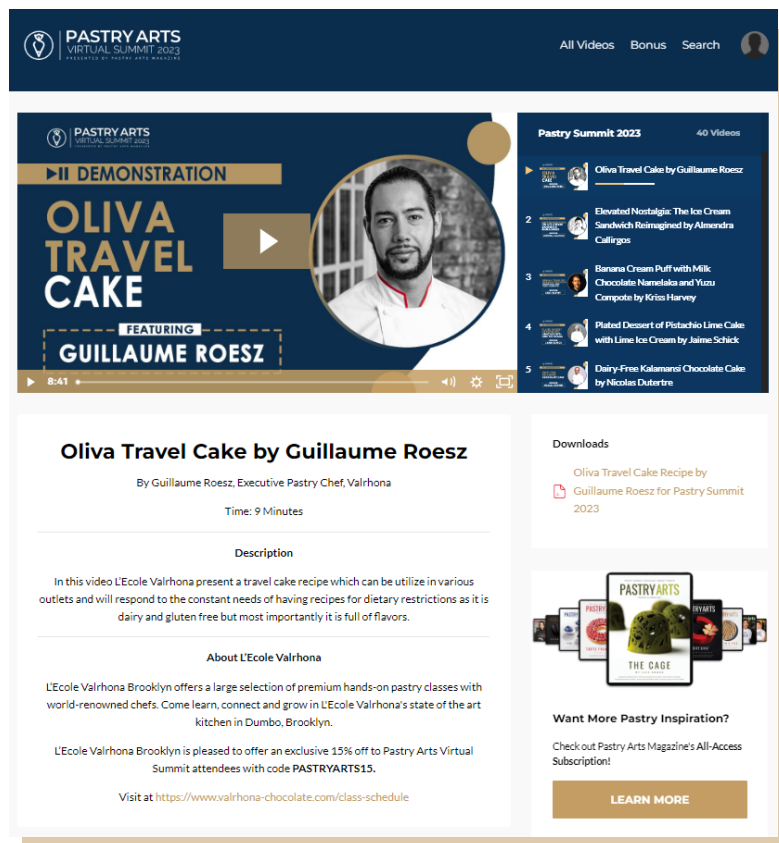


BRAND AUTHORITY &/OR ASSOCIATION

Your company represented alongside celebrated pastry & baking professionals in the industry. Opportunities include **advertisements, sponsored content or columns.** *Limited availability for sponsored columns.*

OUR CAPABILITIES

PASTRY SUMMIT



PRODUCT &/OR EXPERTISE HIGHLIGHTS

Utilize the Pastry Arts Virtual Summit to showcase product(s) &/or expertise to an audience of pastry and baking professionals and serious enthusiasts.

OUR CAPABILITIES

PODCAST SPONSORSHIP

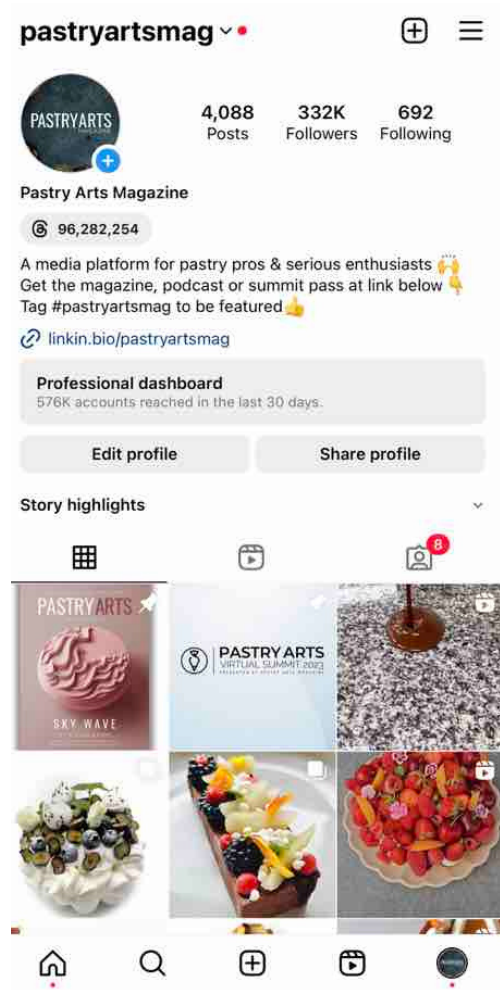


BRAND ASSOCIATION

Secure a pre-roll on the Pastry Arts Podcast, featuring notable pastry & baking professionals. Episodes published monthly. *Limited availability each calendar year.*

OUR CAPABILITIES

SOCIAL MEDIA



SOCIAL ENGAGEMENT

Utilize Pastry Arts Magazine's social following to increase awareness, promote specific products or services, or attract attention for a call-to-action campaign.

OUR CAPABILITIES

INFLUENCER MARKETING



Profile

DINARA KASKO
TRUE PASTRY
RESILIENCE
By Shawn Weiner

Pastry Arts

Did you suffer from Impostor Syndrome?

That is exactly what happened to me. I had to understand that it would not end. Today I am famous, but someone people will forget who I was. If you have a chance today, don't hesitate, thank the universe, keep it and push as much as possible. We all have different backgrounds and tastes. Some want to win the Coupe Du Monde, but others are happy making a great croissant. Today one can become popular by making something simple and delicious at home, but if you want to be executive pastry chef in a five star hotel, social media is not enough. To overcome Impostor Syndrome you need to feel comfortable, so I tried to work as much as I could and learn so that I could feel normal around other chefs. Even if you do something special, everyone only cares about themselves, so you should do what you want to do for yourself, because this is your life. I wasn't ready in 2018 when this happened to me. I remember trying to answer every social media comment, which kept me up until 3AM. I was happy and sad at the same time. I would be very happy if it happened to me today, and wouldn't think about Impostor Syndrome. Last year I received an invitation to work in a

big hotel, but I told them I couldn't because I felt I was not ready. It is simply a matter of experience. If you believe you do not deserve it, that may be, but sometimes we don't choose and it simply happens.

What were you doing before the war in Ukraine?

In 2018, I opened the studio in Kharkiv, and also rented a second space in the summer of 2021. We opened an online shop with ingredients and tools for confectionery. My team and I were working on many projects in the studio as nobody believed we was possible.

If you have a chance today, don't hesitate, thank the universe, keep it and push as much as possible.

Pastry Arts | 188

Did you establish a relationship with Silkman before this period? Further, what's happening regarding the molds you conceptualized and sell?

We collaborated with Silkman in 2016. I had many ideas and asked them to make my mold. When I posted the St Good Magazine article about me on my Instagram, hundreds of people wrote to me daily asking where they could buy my mold. We started to hand make and sell the molds. Two years later I found a Chinese company to make them for me. I made the 3D models, we send it to that factory, they do the mold for us, then we ship them from China to the Ukraine, Poland and the US. In 2021, we were expecting it at the beginning of 2022, so we already had a lot of orders to sell. I couldn't stop working because we still had to pay for expenses. I still want to work and don't want someone to carry down, so I continued making new designs. I love to create these new models, meet clients for some events and exhibitions. I have 3D printers here, so we print different things daily. I send them to Ukraine to use, then our master makes the molds and we sell them. The process is much more complicated now.

What is the rhythm with new molds and where is the best place to find upcoming molds?

Last year we had no new molds but this year we will launch 10 new designs. We have 50 to 60 designs, 25 of which are made in a factory. I have many ideas, but they remain ideas only because it takes a lot of time and money to make it work for a real cake. We sell through Amazon in the US market, then we have an online shop with

worldwide shipping from Ukraine. We also have a public warehouse and fulfillment center for wholesale orders. Our post office and DHL, started to work at the end of May. DHL, sends our parcels to Kiev by car, then to Warsaw on a special train, then by plane internationally. It was fast after Easter, but businesses have to become smart to survive.

What advice would you give those who are seeking a high level of success in the pastry world?

Work hard. Better quality cakes result in more attention. If you do nothing, you will have nothing. It is possible to become popular by using social media, as happened with me. You want to travel, teach and become famous, you have to produce photos and videos and post them on Instagram, Facebook and TikTok. If you make beautiful cakes and don't show them to the world, no one will know. Social media helps all businesses grow. You should make something good, strange or unique.

I received a lot of support at the time, but some people didn't respect me. They thought I was copying something and that I wasn't a pastry chef.

Pastry Arts | 189

ALL-INCLUSIVE CAMPAIGNS

Leverage influencers to promote your company's relevance, products, &/or services with a perfectly matched storyline and expert advice. Content is created in full by Pastry Arts.

OUR CAPABILITIES


EMAIL MARKETING

PASTRYARTS

MAGAZINE

JUST RELEASED

PASTRY ARTS PODCAST




Rebecca Masson: From Parisian Pastry Dreams to Houston's Sweet Success


In This Episode

- How Rebecca got hooked on pastry
- Her experience attending Le Cordon Bleu
- Staging at Le Bristol in Paris
- Working for Daniel Boulud in NYC
- Opening Fluff Bake Bar, using a commissary kitchen
- Launching the brick-and-mortar Fluff Bake Bar
- Rebecca's top kitchen tips and advice for future pastry chefs
- And much more!


Listen On




Listen on
Apple Podcasts



Listen on
Google Podcasts




LISTEN ON Spotify



LISTEN ON iHeartRADIO

Episode Sponsored by
Guittard Chocolate Company

We know the level of expertise required to succeed in pastry. At Guittard, our family has been perfecting our craft for five generations. We source premium cacao beans from all over the world to offer a variety of flavor profiles and meet any application need. Now these chocolates are available in an easy to use 3 kilo bag. At Guittard, we focus on the chocolate details so you can focus on your craft. Visit www.Guittard.com to learn more.



LEARN MORE

CALL-TO-ACTION

Promote a call-to-action campaign to drive immediate results. *Limited availability.*

OUR CAPABILITIES

CONTEST SPONSORSHIP

"CONTEST"
Sponsored By:
Your Company

Pitch Your Dish Challenge

RUNNER UP:
ALLEN "SAM" ABRAMS



Sam's Entry:
Pumpkin Pie S'mores

Description
Richly spiced pumpkin pie filling combined with decadent chocolate ganache, topped with toasted marshmallows that puts a fun and new twist on a holiday classic.

Recipe Inspiration
"My 5-year-old daughter had asked if we could make s'mores but it was cold and wet outside. Not wanting to disappoint, I tried to think of some other fall favorites I could tempt her with. While I was looking through the pantry I spotted some pumpkin puree and that is when inspiration struck."

About Sam
"My name is Allen, but my friends call me Sam, and I am a food photographer and restaurant consultant based in Las Vegas, NV. I grew up around restaurants and fell in love with the industry. Before switching to full-time photography and consulting, I held various positions in F&B ranging from Executive Chef to Foodservice Director, and Operations Manager."

LEAD & IMPRESSION GENERATOR

Attract potential customers with a thoughtful incentive and receive contest entry data to nurture with sales and marketing campaigns.

OUR CAPABILITIES

RECIPE DEVELOPMENT



Recipe

GHIRARDELLI CHOCOLATE CHERRY CAKE

By Jimmy MacMillan

184 | Pastry Arts

When working with the Ghirardelli 72% dark chocolate from Ghirardelli, I was impressed by the depth of chocolate flavor. The 72% has wonderful vanilla notes that carry over nicely to the chocolate cake. The 52% is balanced, without being overly sweet, and pairs well with red fruits. I was pleased by the Midnight Cocoa Powder and its ability to enrich and darken cookie and gelato recipes with rich chocolate color.

Yield: 12 servings

GHIRARDELLI 72% CHOCOLATE CAKE

- 370 g whole eggs
- 265 g granulated sugar
- 240 g Ghirardelli 72% Cacao Dark Chocolate Chips
- 210 g unsalted butter
- 120 g all-purpose flour, sifted
- 2 g sea salt

- Whisk eggs and sugar together in a stand mixer with the whip attachment.
- Melt Ghirardelli 72% Cacao Dark Chocolate Chips and butter in a bowl over a double boiler. Whisk to combine.
- Slowly add chocolate mixture to egg mixture in mixing bowl on speed 1. Scrape sides of bowl well. Add sifted flour and sea salt and

continue mixing until just combined. Do not overmix. Place chocolate batter in prepared 15-sheet pan. Spread evenly with offset spatula.

4. Bake at 320°F (160°C) for 15-18 minutes. Reserve for assembly of Ghirardelli Chocolate Cherry Cakes.

52% CHOCOLATE CARAMEL MOUSSE

- 225 g 52% Cacao Dark Chocolate Chips
- 65 g granulated sugar
- 140 g heavy cream, warm
- 95 g egg yolks, pasteurized
- 450 g heavy cream, whipped

- Melt the Ghirardelli 52% Cacao Dark Chocolate Chips in the top of a double boiler.
- Make a dry caramel with the sugar. Gradually add the warm heavy cream to make an emulsion. Add to the melted chocolate and stir until well blended. Add the egg yolks and whisk until the mixture cools down below 72°F (24°C).
- Fold in the whipped cream. Load into pastry bag and tie off end. Reserve for assembly.



Pastry Arts | 185

MIDNIGHT DOUBLE CHOCOLATE GELATO

- 675 g whole milk
- 150 g Ghirardelli Midnight Cocoa Powder
- 55 g nonfat milk powder
- 130 g unsalted butter
- 55 g egg yolks
- 180 g granulated sugar
- 60 g glucose, atomized
- 5 g ice cream stabilizer
- 180 g 72% Cacao Dark Chocolate Chips

- Place 72% Cacao Dark Chocolate Chips in a dry food processor and pulse to form chocolate shavings. Reserve.
- Heat all ingredients, except chocolate shavings to 185°F (85°C). (Note: Alternatively you can poach 'sous vide').
- Chill, blend well.
- Process in batch freezer; add 72% chocolate shavings at end. Freeze until plating.

MIDNIGHT COCOA POWDER SNAP

- 225 g unsalted butter
- 325 g granulated sugar
- 50 g vanilla extract
- 308 g organic coconut palm syrup
- 10 g Ghirardelli Midnight Cocoa Powder
- 35 g all-purpose flour



Pastry Arts

- Cream butter and sugar. Add vanilla extract. Scrape down sides of bowl. Add coconut palm syrup and Ghirardelli Midnight Cocoa Powder. Scrape down bowl, then add flour and mix until blended.
- Spread over square stencil on silicone sheet and store in refrigerator until set.
- Bake on silicone sheet at 350°F (177°C) for approximately 9 minutes. When slightly cool, form into rounded arcs. Reserve for plating.

ASSEMBLY

- Groffette cherries, as needed
- Midnight Cocoa Powder Snaps
- Ghirardelli White Chocolate Sweet Powder

- Cut out circles from 72% chocolate cake.
- From the cake scraps, blend 200 g scraps with 35 g milk to create chocolate cake cream. Place in small piping bag and reserve for plating.
- From additional cake scraps, cut 1/2" (1.27 cm) cake cubes and toast slightly. Dust with Ghirardelli White Chocolate Sweet Powder. Reserve for plating.
- Place one cake circle in bottom of ring mold lined with acetate. Drop 8 Groffette cherries on top of cake and cover with 52% Chocolate Caramel Mousse. Place another cake circle on top and press down lightly to seal. Freeze for 2-3 hours or until set. Remove ring mold and acetate and cut cylinder in half.
- Add some chocolate cake cream to the plate. Place both halves of the chocolate cylinder so one supports the other and cherries show. Add scoop of Midnight Double Chocolate Gelato. 3-4 Midnight Cocoa Powder Snaps, 4-5 cake cubes dusted with Ghirardelli White Chocolate Sweet Powder and 5-6 Groffette cherries.

ON-DEMAND CREATIVITY

Leverage our expertise and professional network to develop recipes with the product(s) and promote across our channels.

MAGAZINE CALENDAR

WINTER ISSUE - JANUARY

Editorial Close:	November 15
Ad Close:	December 1
Release:	January 2024

SPRING ISSUE - APRIL

Editorial Close:	March 1
Ad Close:	March 1
Release:	April 2024

SUMMER ISSUE - JULY

Editorial Close:	June 1
Ad Close:	June 1
Release:	July 2024

FALL ISSUE - OCTOBER

Editorial Close:	September 1
Ad Close:	September 1
Release:	October 2024

AD SPECS



SPREAD

Width: 17"
Height: 11"
Bleed None



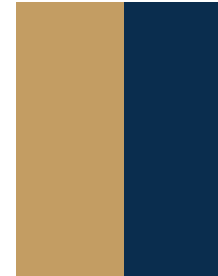
FULL PAGE

Width: 8.5"
Height: 11"
Bleed None



HALF PAGE HORIZONTAL

Width: 8.5"
Height: 5.5"
Bleed None



HALF PAGE VERTICAL

Width: 4.25"
Height: 11"
Bleed None

MATERIAL REQUIREMENTS

PDF Format
Embed all fonts and images
RGB
300 DPI
No bleed required
Embed hyperlink

EDITORIAL SPECS

SPONSORED CONTENT-ARTICLE

- Up to 1000 words
- High resolution images (4-8) supplied by Advertising Company
- Content supplied by Advertising Company
- Typically 3-4 page layout

Vanilla 101

WHOLE VANILLA BEAN PASTE


An easy to use, flavorful ingredient that epitomizes a no-waste philosophy

By Robert Wemischner



18 Pastry Arts

Pastries chefs (and chefs overall) are ever more conscious of reducing waste in their kitchens, often turning fruit scraps into sauces and jams, using rendered pastry doughs for elegant, deconstructed napoleons, or layering any less-than-perfectly-shaped baked meringue in verrines. A key ingredient in many of these, vanilla bean paste, epitomizes this same no-waste philosophy. From vine to jar, made from the whole vanilla bean with nothing lost in its unique manufacturing process, this full-flavored ingredient enhances everything from crème brûlée to ice creams and maddelines to Oaxacan chocolate cake, and is a favorite of chefs from Paris to L.A. Intense yet mellow, vanilla bean paste is like a tempting siren on the palate, inviting the indulger to go back for just one more bite of that ganache-filled borbón, or in Krisi Harvey's case, a brioche split and stuffed with vanilla bean ice cream. He enthuses, "You can use this whole bean paste in canelés without any taste of alcohol. It's more cost- and labor-effective, too. It's a chameleon that can work with all different flavor profiles. Recently I've revisited a classic from an earlier stage in my career and found that this form of vanilla is a game changer in a vanilla mousse set onto a crunchy speculoos base, shot through with salted, soft liquid caramel. I've intensely flavored with vanilla. I've been the story of vanilla encapsulated in one quietly compelling dessert," he concludes.



18 Pastry Arts

Recipe


WATERMELON TACO

By Gunawan Wu

181 Pastry Arts

Here's a fresh dessert that's great for summer. It has a hint of rose water and is accompanied by a lemony panna cotta that brings out the corn flavor and complements the taco shells and crème pâtissière. The dish is finished with a fragrant rose water chutney cream and spiced compressed watermelon, which adds a little kick.

Yield: 8 servings

CRÈME PÂTISSIÈRE

- 125 ml whole milk
- 125 ml heavy cream
- 2 egg yolks
- 80 g superfine granulated sugar
- 1 tsp vanilla paste
- 15 g cornstarch

1. Pour milk and cream into a pot and bring to a simmer.
2. Whisk the egg yolks and sugar together, then whisk in the vanilla and cornstarch while slowly adding the warm milk and cream. Return to the heat and whisk over medium heat until bubbling and thickened. Store for later use.

SPICED COMPRESSED WATERMELON WEDGES

- 150 ml simple syrup
- 1 tsp chili powder
- 1 tsp ground coriander
- 1 tsp ground cumin
- 1 tsp sweet paprika
- 1 tsp brown sugar
- 1 medium-sized watermelon, cut into 3/4" (2-cm) wedges

1. Combine the simple syrup with the spices and sugar.
2. Place the sliced watermelon wedges individually into vacuum bags with some of the syrup and vacuum at 12 in. Hg. The spiced syrup is absorbed by the watermelon.

ROSE WATER COMPRESSED WATERMELON

- 1 medium-sized watermelon
- 150 ml simple syrup
- 2 tsp rose water

1. Cut the rind of the watermelon and cut the flesh into rectangles to fit into taco shells.
2. Combine the syrup and the rose water. Place the watermelon and some syrup into vacuum bags and vacuum all the air out so that the syrup is absorbed by the watermelon.

SPONSORED CONTENT-RECIPE

- No word count limit
- Must include yield, instructions for each component & final assembly
- Headnote is 50-100 words
- High resolution images (4-8) supplied by advertising company
- Content supplied by advertising company
- Typically 4-5 page layout

SPONSORED COLUMN

- Up to 2000 words
- High resolution images (5-10) supplied by Advertising Company
- Content supplied by Advertising Company
- Typically 5-8 page layout

Chocolate Talk


SOUFFLÉS ON THE RISE

Recipes by Della Gossett, Pastry Chef, Spago Beverly Hills

18 Pastry Arts

A dessert soufflé is a perfect way to finish a spectacular meal and serve your guests with one final memorable moment. The soufflé is a series of contrasts – light and airy, hot and cold, sweet and savory, and it's a satisfying way to finish a meal and a great complement to a variety of dessert wines. It is also extremely visual and interactive and aims to tell stories of extraordinary dishes as it makes its way across the restaurant and arrives to the lucky recipients.

We all know that soufflés are also a balancing act that requires impeccable timing, skill, and training. We spent some time with Della Gossett, Pastry Chef, Spago Beverly Hills, who loves to make and serve dessert soufflés. She has some delicious recipes and pointers to share and some helpful tips to help you deliver a great soufflé experience.

Chef Della's Soufflé Tips and Tricks

Here are a few tips and tricks that follow when preparing and serving soufflés on a busy night of service to make sure that you deliver a great soufflé experience.

Preparation: Many soufflé recipes can be finished in soufflé ramekins and kept at least for most of dinner service, approximately 5-6 hours. Very stable soufflés, like chocolate, can be saved overnight. We test all newly developed soufflés for correct timing.

Baking: Use the soufflé to go out early in the evening. This ensures that we don't overbake the soufflé, thus ensuring it to fall perfectly. Some soufflés also do a little carry-over cooking as they go to the table.

Timing: Use the soufflé all night, so it's very important that you have a timer that can accommodate all rising times. I've found a timer by Taylor that has a mini dry erase board divided into 4 sections that keeps all our soufflés organized. After we've figured out the base time, for example, 12 minutes, we will double the rising of each soufflé so we can alert the serving staff to prepare for the dessert and organize all the other desserts that need to go out at the same time. For a 12-minute rise, it would be 24 by 24 minutes. At the 24-minute mark, we would call a warning to the dessert plate. The cook that is rising the soufflé would then wipe off the "24" on the dry erase board so everyone knows the soufflé is on the "12 minute" mark.

Organization: When plating soufflés with many components, organization is key. If possible, pre-plate your components in the cream, chocolate, sauce ahead of time for a smooth transition. Make sure your staff is organized, aware of all the tools and knowledge to make your soufflé stand out from the rest. At the end of the night, if they are doing table side service, items, etc.

PRICING

AD UNIT	MONTHLY &/OR INDIVIDUAL PRICE
Spread	\$3200
Full-Page	\$1600
Half-Page	\$800
Pastry Arts Virtual Summit Sponsorship	\$5000, \$10000 or \$20000
Social Media Posts	\$4 CPM
Email Marketing	\$25 CPM
Sponsored Content (Magazine Placement)	\$1600
Sponsored Column (Magazine Placement)*	\$2000
Contest Sponsorship	Contact for Pricing
Influencer Marketing Campaigns	Contact for Pricing
Recipe Development Services	Contact for Pricing

**Columns require a full year commitment; four columns total.*

PASTRYARTS

MAGAZINE



151 N. Maitland Ave #947511
Maitland, Florida 32751



sales@pastryartsmag.com



pastryartsmag.com



[@pastryartsmag](https://www.instagram.com/pastryartsmag)



[@pastryartsmag](https://www.facebook.com/pastryartsmag)



[@pastryartsmag](https://www.pinterest.com/pastryartsmag)