

False Sense of "Freshness"

The clear, dry Rocky Mountain air makes for beautiful walks. Unfortunately, it isn't so kind to fresh, natural baked goods. As a society, people have become conditioned to think it is normal for breads, cakes, and cookies to stay soft and moist which creates the illusion of being fresh for weeks. However, these items are not fresh; they are preserved.

To explain, the building blocks of baked goods are flour, salt, water or milk, eggs, sugar, and butter. To extend shelf-life and decrease costs, food manufacturers swapped high fructose corn syrup for sugar, partially hydrogenated shortening for butter, and replaced eggs with mono and di-glycerides. However, food companies are the only ones who benefit from these additions because they save money, speed production, reduce waste, and sell more. On the other hand, consumers are left with baked goods that trade nutrition for chemicals and convenience.

All is not lost though. Proper care and packaging can keep natural baked goods honestly soft, moist and fresher longer. To do this, individuals need to make sure to keep natural, preservative free baked goods in heavy duty airtight bags or containers and to keep the bags or containers sealed at all times. Even a few minutes can dry a fresh piece of bread to a crispy cracker. A person can also press wax paper against the cut edges of cakes and pastries. Freezing is a natural preservative and will keep extra treats fresh for a few weeks as long as they are well-wrapped and airtight.

Consumers do not need to trade nutritional goods for products that have little to no nutritional value just because the products keep longer. Non-preserved goodies can stay fresh and moist if properly stored. With a little planning, fresh nutritious foods can stay fresh and nutritious dietary staples.

Lovely Confections Bakery is located at 1489 Steele Street in Denver. Custom orders and catering are available. The store is open Tuesday through Saturday, 11:00 a.m. – 8:00 p.m. and Sunday, 11:00 a.m. – 5:00 p.m. For more information call 720-524-7770 or visit LovelyConfectionsBakery.com.

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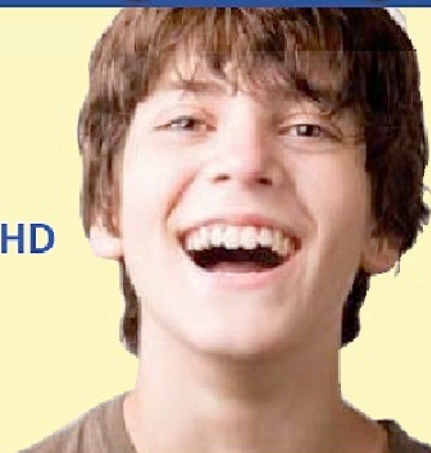
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