

Baking Sees A Rise In Popularity

*by baking and
entertainment guru*

Nancy Siler of Wilton Enterprises

(NAPSA)—Hello again, I am back with exciting baking news for fall. This year, Wilton contacted more than a thousand moms for their 2005 Baking Trends in America survey to learn their baking and decorating behaviors. After looking at all the research we are proud to say moms are back in the kitchen baking and they love decorating their treats! In fact, 56 percent of moms said they bake more frequently now than they did five years ago and almost half surveyed bake once a week or more.

With baking being so popular, it's no surprise that moms across America came forward and said that it is their favorite kitchen pastime. In fact, two-thirds prefer baking to cooking. Don't get worried dad, that doesn't mean dinner won't be on the table; it simply means that moms find baking more rewarding.

Let's see how the other 2005 Baking Trends in America survey results panned out:

- Most moms (53 percent) prefer to bake from scratch.

- In general, moms like baking cookies (45 percent) and cakes and cupcakes (39 percent) more than breads (11 percent) or pies (6 percent).

- Regionally, moms from the South prefer baking cakes and cupcakes more than women from other parts of the country.

- Conversely, moms from the



North Atlantic region, the North Central region, and the West prefer baking cookies more than moms from the South.

As the baking trend rises in popularity, so does decorating all those homemade cakes, cookies and cupcakes. Virtually all moms (98 percent) decorate their cakes and cupcakes. Yes, that means spatula icing, sugars, sprinkles, etc. Additionally, more than a third of moms use a variety of techniques when decorating their baked goods.

In this hectic, fast-paced world, why do moms still spend the time to bake and decorate? Some moms said simply because their kids love it, while many moms like creating something others will enjoy. Moms also told us that the aromas of baking take them back to their childhoods.

So there you have it, keep on rising to the baking occasion and help bring smiles to your loved ones. For baking, decorating ideas and products, please visit www.wilton.com.