

In-Store Bakery

Product Knowledge

Course 4: Nutrition and Final Quiz



A Training Series for Supermarket Bakery Department Associates

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Course 4: Nutrition and Final Quiz



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Consumer Health & Wellness

Many consumers are trying to practice healthier eating habits. IDDBA research shows it's not just "health nuts" who are on the lookout for healthier foods — it's the every-day shopper.

Today consumers say they're buying more whole-grain items, products with nutritional benefits, lower-sodium foods, and paying attention to nutrition and ingredient labels. See what else is important to customers in the two tables on this page.

What's Healthy?

"Healthy" means different thing to different shoppers. Consumer demands for healthier options extend beyond just a few items labeled "diet" or "better for you," or even foods that say "all natural" or "organic." A healthful product can mean anything from "not fried" to having the ability to buy "smaller portions."

For some, the fact that products are from a "fresh" department like the in-store bakery is enough to lend items an aura of healthiness. For others, the perception of "health" is information based. "Clean" labels, with few ingredients, indicate healthier products to some shoppers.

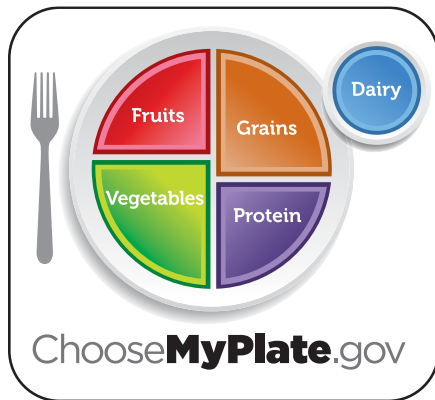
Consumers are also more likely to actually make healthier food choices when eating at home as opposed to dining out. In-store deli and bakery departments that sell high-quality food are perfect environments to showcase healthier options. They are also great places to get knowledgeable service from you.

When shopping for groceries, would you say you are doing any of the following more or less today than you were a few years ago?			
	Doing this more often today	No change	Doing this less often today
Buying items including or made from whole grains	52.0%	42.3%	5.7%
Buying items with nutritional benefits	47.9%	46.2%	5.9%
Buying low sodium items	41.8%	53.3%	5.0%
Paying attention to nutrition & ingredient labels	41.0%	48.2%	10.9%
Buying healthy / better-for-you items	38.2%	50.4%	11.4%
Buying locally sourced items	33.5%	59.9%	6.6%
Buying diet foods	33.3%	55.4%	11.3%
Buying sustainable / sustainably packaged items	30.4%	63.0%	6.6%
Buying organic items	23.0%	62.9%	14.1%
Buying gluten-free items	17.1%	70.8%	12.1%

Source: *Consumer Shopping Dynamics: The Decision Tree*, International Dairy•Deli•Bakery Association™, 2012

You mentioned that it is important that a grocery store fresh bakery department carry healthy options. Which of the following best describe the kinds of healthy items you'd like to purchase? Select all that apply	
Made with whole grains	65.3%
Made with real fresh fruit	63.7%
All natural	61.3%
Low fat	54.2%
Reduced / no sugar	50.1%
Organic	42.1%
Low carb	41.9%
Made with real cane sugar	29.6%
Gluten free	28.3%
Made with Greek yogurt	19.5%
Vegan	11.6%

Source: *Consumer Shopping Dynamics: The Decision Tree*, International Dairy•Deli•Bakery Association™, 2012



MyPlate Guides Health Choices

It seems that consumers *want* to be healthy, but aren't sure exactly how. The US Department of Agriculture's MyPlate is a diagram of how to build a healthy meal. Half of your plate should be fruits and vegetables, and the other half grains and protein, with some dairy on the side. You can refer shoppers to this diagram, at www.choosemyplate.gov, for tips on how to put together healthy meals.

Nutritional Information

When IDDBA surveyed shoppers, only 17% of them recall having seen nutritional information provided at the in-store deli or bakery departments, but nearly 37% would like to have more access to it.

Since the FDA generally does not mandate the use of the Nutrition Facts panel for many items sold in the fresh perishable departments, ingredient labels and effective nutrition signage can be a cost-effective way to meet consumer demand for more information. Ingredient lists foster the understanding that retailers stand behind their products enough to disclose very specific information.

As a service associate, your role is to know *where to find ingredient lists or product labels*. It is the customer's responsibility to look at ingredient lists and decide if the products meet their health needs.

It's not your responsibility to make a health recommendation. Misinforming customers may put their lives at risk.

Nutrition Labels

While many of the products you sell in your service department do not contain nutrition labels, you may be able to find nutrition information on the original bulk packaging or on the manufacturer's web site. If you are unsure how to direct your customers to nutritional information, ask your manager.

The Nutrition Facts panel, along with the ingredient list, should, in most cases, contain all of the information a consumer needs to make a decision about whether to buy a product. A description of the Nutrition Facts label and how to interpret it can be found on the next page.

Nutrition Facts

Serving Size 1 cup (228g)
 Servings Per Container about 2

Amount Per Serving

Calories 250 **Calories from Fat** 110

% Daily Value*

Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 3g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Proteins 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat		Less than	20g
25g			
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g

For educational purposes only. This label does not meet the labeling requirements described in 21 CFR 101.9.

1 Serving Size

This section is the basis for determining number of calories, amount of each nutrient, and %DVs of a food. Use it to compare a serving size to how much you actually eat. Serving sizes are given in familiar units, such as cups or pieces, followed by the metric amount, e.g., number of grams.

2 Amount of Calories

If you want to manage your weight (lose, gain, or maintain), this section is especially helpful. The amount of calories is listed on the left side. The right side shows how many calories in one serving come from fat. In this example, there are 250 calories, 110 of which come from fat. The key is to balance how many calories you eat with how many calories your body uses. **Tip:** Remember that a product that's fat-free isn't necessarily calorie-free.

3 Limit these Nutrients

Eating too much total fat (including saturated fat and trans fat), cholesterol, or sodium may increase your risk of certain chronic diseases, such as heart disease, some cancers, or high blood pressure. The goal is to stay below 100%DV for each of these nutrients per day.

4 Get Enough of these Nutrients

Americans often don't get enough dietary fiber, vitamin A, vitamin C, calcium, and iron in their diets. Eating enough of these nutrients may improve your health and help reduce the risk of some diseases and conditions.

5 Percent (%) Daily Value

This section tells you whether the nutrients (total fat, sodium, dietary fiber, etc.) in one serving of food contribute a little or a lot to your total daily diet.

The %DVs are based on a 2,000-calorie diet. Each listed nutrient is based on 100% of the recommended amounts for that nutrient. For example, 18% for total fat means that one serving furnishes 18% of the total amount of fat that you could eat in a day and stay within public health recommendations. Use the Quick Guide to Percent DV (%DV): 5%DV or less is low and 20%DV or more is high.

6 Footnote with Daily Values (DVs)

The footnote provides information about the DVs for important nutrients, including fats, sodium and fiber. The DVs are listed for people who eat 2,000 or 2,500 calories each day.

– The amounts for total fat, saturated fat, cholesterol, and sodium are maximum amounts. That means you should try to stay below the amounts listed.

Source: Food and Drug Administration, fda.gov

Additionally, the Food and Drug Administration has set standard definitions for nutrient levels and health claims. When you see words or phrases like *high*, *rich in*, *good source of*, *lean*, and especially *health*, on a package, the product meets certain requirements to make those claims. The presence or absence of certain nutrients can also allow a product to be labeled with a claim that it may help fight a certain disease, like cancer or heart disease. As always, your job is to present information when your customers ask for it, not to tell them what to buy.

Front-of-Package Labeling

In the store's self-service areas, you may see front-of-package labeling, like the Facts Up Front system. It quickly summarizes important nutrition information from the Nutrition Facts Panel found on food packages. This icon displays calories, saturated fat, sodium, and sugar per serving. Two additional nutrients, like potassium, fiber, protein, vitamins, calcium, or iron, may also be on the label.



**Functional Foods:
Probiotics and Prebiotics**

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**Gluten Sensitivity
in Dairy, Deli, and
Bakery Foods**

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**Whole Grain and
High-Fiber Foods**

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**Understanding
Whole Grains**

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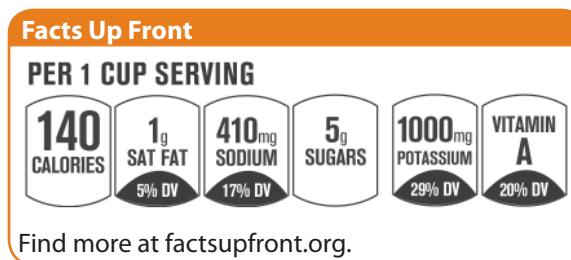
Whole Grain Nutrition

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**Increasing Sales
Using Whole Grains**

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Health Trends

Healthful whole-grain, high-fiber foods are all over your store, from breads and baked goods to deli salads and sandwiches. Whole-grain and high fiber foods help absorb fat and cholesterol. They also sweep toxins from the digestive system. For more information, see the Whole Grain and High-Fiber Foods podcast.

Some foods, called functional foods, add extra nutritional benefits beyond the basic vitamins and minerals. They can also decrease disease risk. Probiotics, a type of functional food, contain live cultures that can really boost the digestive system. *Prebiotics* are fuel for *probiotics*. For more information on functional foods, see the Functional Foods: Probiotics and Prebiotics podcast.

Gluten

Gluten, which is found in wheat, rye, barley, and triticale (a cross between rye and wheat) can make some people ill. Others avoid it because of perceived health benefits. Labels are the best spot to find out if a product contains gluten. The words CONTAINS WHEAT after the ingredients indicate that gluten is in the product. For more information on gluten intolerance and celiac disease, see the Gluten Sensitivity in Dairy, Deli, and Bakery Foods podcast.

Final Quiz

Select the best answer for each question

1. What makes yellow cake layers yellow?
 - a. Lemon zest
 - b. Egg yolks
 - c. Corn meal
 - d. Saffron

2. Devil's food is _____ flavored.
 - a. Pepper
 - b. Coffee
 - c. Poppy seed
 - d. Chocolate

3. Red velvet cake gets its reddish color from:
 - a. Food coloring
 - b. Grenadine
 - c. Copper baking pans
 - d. Raspberries

4. Which type of icing is made without dairy ingredients?
 - a. Buttercream
 - b. Buttercream
 - c. Ganache
 - d. None of the above

5. Whipped icing is generally described as:
 - a. Light and fluffy
 - b. Very sweet
 - c. Rich
 - d. Dense

6. The two types of fondant are:
 - a. Plain and flavored
 - b. Rolled and poured
 - c. Light and dense
 - d. Sweet and tangy

7. Which type of icing works best on large cakes because it seals in moisture?
 - a. Royal
 - b. Ganache
 - c. Fondant
 - d. Whipped

8. Common fillings between cake layers include:
 - a. Icing
 - b. Bavarian Cream
 - c. Fruit fillings (e.g. cherry, lemon, raspberry)
 - d. All of the above

9. _____ cookies typically contain more expensive ingredients like chocolate chunks, macadamia nuts, pecans, and toffee.
- a. Toll House cookies
 - b. Chunk cookies
 - c. Gourmet
 - d. Drop cookies
10. You can ensure customers get the freshest cookies by following your store's _____ product rotation guidelines.
- a. last-in, first-out
 - b. Danger Zone
 - c. first-in, first-out
 - d. personal hygiene
11. Artisan breads are very popular and typically called:
- a. Hearth or crusty breads
 - b. French and Italian breads
 - c. Pumpernickel and sandwich breads
 - d. Hot oven and slashed crust breads
12. Hearth breads have a _____ crust than pan breads because they usually bake on the hearth in a humid oven.
- a. Softer
 - b. Darker
 - c. Hotter
 - d. Harder
13. White and wheat are the most popular:
- a. European breads
 - b. Rye breads
 - c. Sandwich breads
 - d. Multi-grain
14. Hearth breads are great for:
- a. Sandwiches
 - b. Toast
 - c. Bread to go with a meal
 - d. All of the above
15. Bread should be stored in the refrigerator
- a. True
 - b. False
16. White flour contains all the essential parts of the wheat seed and all the seed's naturally occurring nutrients.
- a. True
 - b. False
17. Cake donuts rise with the help of:
- a. Yeast
 - b. Cruller
 - c. Baking powder or baking soda
 - d. Eggs

18. Donuts are one of the most perishable items in the bakery, with a maximum shelf-life of about
- a. One hour
 - b. Six hours
 - c. 12 hours
 - d. 36 hours
19. Sweet goods are made from:
- a. European dough recipes
 - b. Yeast dough enriched with fruit or nuts
 - c. Yeast dough with added cinnamon and sugar
 - d. Yeast dough enriched with sugar, shortening or butter, and eggs
20. Unpackaged sweet goods typically have a shelf life of about
- a. One day
 - b. Two days
 - c. Three days
 - d. Four days
21. Glazes or icings on sweet goods are used to:
- a. Enhance flavor
 - b. Lengthen shelf life
 - c. Enhance appearance
 - d. All of the above
22. Danish dough is:
- a. A sweet dough with more butter and eggs than non-Danish sweet dough
 - b. Imported
 - c. A sweet dough enriched with butter, eggs, and fruit or nuts
 - d. Made domestically of imported ingredients
23. Shoppers who say they're looking for something "healthy" may be looking for:
- a. A product labeled *all natural*
 - b. A product labeled *organic*
 - c. Low-sodium products
 - d. All of the above
24. It is your responsibility to know which products will fit into your customers' diets.
- a. True
 - b. False
25. Nutrition Facts Panels are not required for all of the products sold in an in-store bakery.
- a. True
 - b. False



Answer Key
page 4.12

Final Quiz Answers

- | | |
|--------------|--------------|
| 1. b | 14. d |
| 2. d | 15. b |
| 3. a | 16. b |
| 4. a | 17. c |
| 5. a | 18. c |
| 6. b | 19. d |
| 7. c | 20. a |
| 8. d | 21. d |
| 9. c | 22. a |
| 10. c | 23. d |
| 11. a | 24. b |
| 12. d | 25. a |
| 13. c | |