

BACK to basics

PAIRING TREATS
WITH YOUR FOUR
SEASONAL SERVICES



Patrick Glennon



Patrick 'Paddy' Glennon's experience is as diverse as his passion for protecting the environment. Paddy's 40 years of experience in the food service industry has a broad scope from working as a deck hand on cod trawlers out of Provincetown, Massachusetts to handling fresh fin fish, tunas and swords for shipping and to lead fishmonger at the well-known Superior Seafood Company.

Alongside his current role as lead fishmonger, Paddy also owns and operates with his wife Christina, Clausen Oyster Farm, in Coos Bay, Oregon. Clausen Oyster Farm is the Pacific Northwest's third largest farm and is home to the area's most beloved bay-side restaurant, a feature of the farm. Paddy is a proud & long-time consummate volunteer in the culinary programs at the acclaimed The Ecology Center in San Juan Capistrano.

Patrick 'Paddy' Glennon has been featured on countless radio, magazines, newspapers and television with highlights such as; *Food Network*, *America Now*, *Cutthroat Kitchen*, *Iron Chef America* - TBS Network, *Featured character on Caesar's 24/7 A&E Network* and *Andrew Zimmern*.

Paddy was a contributing writer for the acclaimed book on farm to table cooking *Community Table*.



Patrick Glennon
CLAUSEN OYSTER FARM
USA

IG: @paddyfishmonger

WHAT YOU NEED
Storage containers, grocery list, knives & implements found in the kitchen.

BUTTERCREAM FROSTING

INGREDIENTS

- Powdered sugar
- Butter
- Heavy cream
- Salt
- Vanilla extract



CUPCAKES

INGREDIENTS

- 1 cup of sugar
- 1 tsp vanilla bean
- 1 3/4 cup cake flour
- S1 1/2 tsp baking powder
- 1/2 tsp baking soda
- 1/2 tsp salt
- 1/4 cup butter
- 2 lrg eggs
- 1/3 cup sour cream
- 1/4 cup vegetable oil
- 2/3 cup whole milk



VANILLA CUPCAKES



1 Serving cupcakes to your clients is an easy, custom treat that you can bake or buy & decorate to match your seasonal themes.



2 When baking always measure out all your ingredients before you begin. It's easier, less stress & affords the best outcome.



3 Start by creaming the sugar & butter together at a low speed in the mixer.



4 Combine & sift flour, baking powder & salt.

PRO TIPS

- Sifting your dry ingredients, when baking, will ensure your baked goods are always fluffy.



5 Add the dry ingredients to the creamed sugar/butter mixture in the mixer. Then blend it altogether.



6 Check the mixture has blended well & looks slightly granulated.



7 Now add 2 eggs to the mixer alongside all the other wet ingredients. Turn off the mixer before adding.



8 Once all ingredients are added, you will end up with a very wet mixture to decant into a jug.



9 Pour the cake mixture into baking cups up to 3/4 full, leaving space for the rising of the cupcake.

PRO TIPS

- Bake in the oven at 350-degrees for 15-20 minutes. Check they are cooked by using a toothpick.
- Use one simple cupcake recipe & customize each batch with flavors & garnishes to match your themes all year round.

BUTTERCREAM FROSTING



10 Customize your buttercream frosting by adding either lemon, almond, pumpkin spice or any other flavor extract.



11 Add all your ingredients to the mixer. Mix on a slow speed & increase the speed until it is whipped up & smooth in texture.

PRO TIPS

- Homemade frosting tastes better than anything you can buy at the store.

CUSTOM DECORATING



12 Spring: decorate with yellow sprinkles & candy lemon slices or a real lemon wedge.



13 Summer: decorate with frosted coconut sprinkles & edible shells.



14 Fall: decorate with cinnamon sugar & a slice of apple.



15 Winter: add peppermint to the buttercream, pipe chocolate on top & add a peppermint to garnish.

PRO TIPS

- When slicing apple, toss the slices in lemon juice to prevent them from discoloring.

SHARE WITH FRIENDS & FAMILY



In this workbook you have learned how to pair special treats with your seasonal services to upgrade your menu periodically in order to boost your income and offer original, fresh treatments to your clientele. This idea is super simple and really rewarding as you can garnish and decorate with any theme and offer up different flavors to keep your clients feeling special and keep their interest piqued.