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Training Manual

Small Scale Baking

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Swisscontact

Swisscontact works in Tanzania as a facilitator in skills development to complement government efforts in youth empowerment.

Economic, social, and academically disadvantaged youth are supported through tailor-made vocational skills development opportunities to increase their employment and entrepreneurship opportunities. Projects are guided by a unique youth and market-driven learning group model, which is focused on sub-sectors and jobs which have potential to offer (self-)employment opportunities. These are agriculture/agribusiness, and other rural trades or services.

Swisscontact projects in Tanzania employ an Inclusive Markets system approach which considers the limits and opportunities of the existing vocational skills development system. Projects seek to improve the prospects of self-employment among the youth through a sustainable and systemic contribution to improved access, relevance, and quality of vocational skills development. Since ownership is critical for sustainability, our projects apply a participatory approach which involves joint action planning with partners.

Introduction to the Small-Scale Baking Course

This **Small-Scale Baking Course** is designed to equip participants, especially young women and economically disadvantaged youth, with practical skills in baking to generate income and support their families. Participants will learn how to produce a variety of baked goods using locally available ingredients and affordable equipment.

The course primarily targets participants from rural and peri-urban areas with low formal education. It focuses on young mothers and out-of-school youth, providing them with the skills and knowledge needed to start small businesses in their communities.

The course emphasizes **hands-on learning**, with 70% of the training dedicated to practical baking exercises. Participants will learn not only how to bake various products but also how to manage costs, price their goods, and market their baked products effectively. By the end of the course, participants will have the confidence and ability to produce high-quality baked items for sale in local markets.

This is a 10-day training program, with both theory and practical sessions covering key topics like hygiene in baking, ingredient sourcing, equipment uses, and baking techniques for items such as bread, buns/scones, chapati, maandazi, biscuits, cake and vitumbua. Participants will also explore basic business skills to help them sustain their baking enterprises. The course is designed to be flexible and adaptable based on local preferences and market needs.

This training offers a pathway to self-employment and an opportunity for young Tanzanians to improve their livelihoods by building sustainable baking businesses.

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1 Module 1: Introduction

1.1 Characteristics of a good baker

A good baker requires specific characteristics, which are crucial for creating delicious and visually appealing baked goods. The characteristics are:

1. **Personal:**
   - Hard working to be able to produce lots of baked items to sell
   - Passion for baking, interest, and knowledge in baking
   - Well organised
   - Time management: working quickly and efficiently.
   - Eager to learn new things
   - Open to advice and suggestions
   - Honest
   - Creative and artistic (decorating and presenting baked goods)
   - Able to work under pressure

2. **Physical and health**:
   - **Good health** and energy
   - **Clean; good personal hygiene**, especially for handling food that customers will eat.

3. **Business skills:**
   - **Good with people**: selling products to different markets e.g. children, general community, long-distance truck drivers, etc.
   - **Communication skills**: for buying materials, selling to customers, negotiating with shops to sell products.
   - **Sales skills** for direct selling
   - **Numeracy** for financial management and profitability

1.2 Personal hygiene

Bakers must be very clean so that they do not transfer any dirt from themselves to the food that they are preparing for other people.

- **Body hygiene**: bath, shower or wash every day.
- **Hand washing**: hands transfer dirt and bacteria so they must be washed very often.
- **Hair** must be clean and tied up so that no hairs fall into the food. This will also stop you from pushing your hair out of your face and constantly touching it.

Every time you touch your hair or face; your hands will pick up bacteria from them and then transfer them to the food you are working with.

- **Nails:** keep nails clean and short to prevent dirt from building up under the nails.
- **Wounds or injuries:** cover any cut or injury with a clean waterproof plaster or bandage. If a wound is bleeding or oozing pus, you must stop working immediately and attend to the wound. Wounds should be properly treated as once there is infection it becomes much more difficult to heal, and the risk of contamination is great.
- **Personal habits**: cough or sneeze into your elbow, and never onto any food items. Avoid touching hair, nose, face, etc. while working with food.
- **Personal presentation to customers**: neat, tidy, and clean. It is important to look clean and professional when you are baking. If a guest sees that you are dirty and untidy, they will not trust that the goods that you are baking are safe to eat.

The following guidelines will help you work hygienically when baking:

Do's	Don'ts
• Wash every day. • Wash hands correctly and often! • Wear clean clothes or a clean apron when making food and change your apron if it gets dirty. • Tie your hair up or wear a hair covering. • Keep your nails short and clean. • Cover any injuries or wounds with a waterproof bandage/plaster. • Cough or sneeze into your elbow. • Keep children away from spaces where you are baking.	• Don't bake goods for selling when you are sick. • Don't wear jewellery, rings, and watches while making baked goods. • Don't touch nose, hair, mouth, and sores. • Don't handle ready-to-eat baked goods with bare hands. • Don't cough or sneeze on food. • Don't let hair fall into any baking mixtures: batters or doughs. • Don't let pets or other animals into the kitchen. • Don't cook barefoot – hot food or dropped utensils can hurt your feet!

1.3 Licensing

For small home bakers in Tanzania, it is important to understand the licensing requirements. Micro-businesses, such as home baking enterprises, may not always need a formal business license. However, if the business plans to expand or apply for small loans, official registration or licensing through the Business Registration and Licensing Agency (BRELA) becomes necessary.

Additionally, a Taxpayer Identification Number (TIN) is required, and businesses must comply with local council by-laws on hygiene and safety.

1.4 Health inspection and Food Safety Certification

Health inspections are essential to ensure the baking business meets public health and safety standards. Local authorities will inspect the cleanliness of the kitchen, water supply, ventilation, toilets, and food storage areas. Each local council may have specific rules to ensure the bakery maintains hygiene and reduces any health risks.

A health certificate is also required to show that the business follows these health and safety rules. Additionally, anyone working in food production must obtain a medical certificate from the public health office every six months to ensure they are fit to handle food.

2 Module 2: Baking practices

2.1 Hygiene in baking

2.1.1 2.1.1 Bacteria

Bacteria are microscopic organisms that you cannot see with the naked eye. Bacteria are everywhere around us, even inside our bodies. Some bacteria are good for us and help us with our digestion but there are a lot of bacteria that can give us diseases, there are specific ones that live on foods and in kitchens like the bacteria that live on chicken, this type of bacteria is called Salmonella. Some of these bacteria can make people very sick with *food poisoning*. We need to know how to stop these bacteria from growing and spreading to give our customers food that will not make them sick.

Where do bacteria live?

Food poisoning bacteria live in food and on surfaces in the kitchen. Food poisoning bacteria also live in our bodies, on our hands, in our mouths, noses, hair, and other parts of our bodies that encounter food. We can easily spread these bacteria onto food by using bad kitchen hygiene habits.

What do bacteria need to grow?

Bacteria are like people – they need food, water, warmth, and time to grow. If we can prevent them from getting food and water, from being warm, and do not give them enough time, then we can stop them from growing into huge numbers that make people sick.

Food and water: bacteria grow the best in unsafe foods as these types of food provide plenty of food and water for the bacteria. We can control them by not spreading them into unsafe foods.

Warmth: bacteria grow the fastest at warm temperatures of 10 – 65°C – this is the ***Danger Zone***! We need to keep food out of this temperature zone as much as possible. The less time food spends at these dangerous temperatures, the less time bacteria must grow into dangerous amounts. Keep ingredients and baked items as cool as possible.

Time: if food is in the Danger Zone for any time, then the bacteria can double every 20 minutes! We need to make sure that they do not spend time in this temperature band otherwise the number of bacteria will grow to high levels that make people sick.

2.1.2 Good Hygiene Practices

Good hygiene practices in the production of baked goods include:

- **Good hygiene practices** e.g. covering food, no animals in the kitchen
- **Cleaning**: ongoing cleaning of equipment, facilities, floors, surfaces, waste containers using hot water and detergent.
- **Food storage** principles
- **Family hygiene** with children being around: toilet practices, mucous, coughing, sneezing, etc.
- **Pests**: covering against flies, protection from cockroaches and rodents

Important things to do, we can stop bacteria from spreading by doing the following things in the kitchen:

1. Handle food as little as possible.
2. Keep food covered or wrapped.
3. Store and keep cooked food separate from raw foods.
4. Store different types of food separately.
5. Clean utensils and equipment properly after using them for each food item.
6. Wash your hands:
    - Before you start working
    - After unpacking food supplies
    - After handling raw foods
    - After handling rubbish
    - After smoking
    - After coughing or sneezing
    - After handling money
    - After going to the toilet

Important!

Do not allow any animals in the production area as they spread dirt, hair, and bacteria into the area and often onto the food. Animals include cats, dogs, chickens, goats, sheep.

2.1.3 Cleaning

It is important to work in a clean environment. What you can do to keep your kitchen clean while you are working:

- Clean as you go! If you use something, clean it immediately or give it to someone who does the cleaning.
- Throw rubbish away – in the waste bowl or in the bin.
- Wash the counters after every time you use them.

- Keep your workstation and the kitchen tidy – put all things away where they belong.
- Immediately put chilled foods back in clean, covered containers in a cool place out of the sun once you have used what you need.

Clean dishes and cooking utensils and equipment

A baker should always work with clean cooking utensils and equipment:

- Clean baking equipment as soon as possible after using it to prevent flies, cockroaches, and other pests.
- Clean dishes and utensils thoroughly using proper equipment: *clean* cloths and detergent. Wash the cloths after use, wring them out and dry them in the sun after using them.
- Rinse dishes and utensils with clean water to remove the soap.
- Dishes and utensils should be dried properly before being stored and used: dry them in the sun, in a clean place, or using a *clean* cloth.

2.1.4 Family Hygiene

When baking at home, it is important to keep the area clean, especially if children are around. Make sure that:

- Diapers are not changed where the food is being made.
- Hands are washed after changing diapers or looking after sick children.
- Sick children do not come into the place where baked goods are being made.
- Children do not cough, sneeze, or wipe their noses near the food.

2.1.5 Pests

Prevents pests by:
- Putting screens on windows that can open.
- Clean up any mess or spills in the food store.
- Keep food covered and sealed against ants, cockroaches and flies.
- Check regularly for any signs of pests – droppings, dead pests, etc.

2.2 Safety in baking

There are a lot of things that can go wrong when baking. You are working with heat, fire and sometimes with sharp implements. Always be careful and alert. By doing this, you minimise the risks of cutting yourself, starting a fire, getting burns or even slipping on slippery floors.

1. **sharp tools or utensils**: When working with knives or other sharp tools, it's important to practice safe handling:
    - Always use a **sharp knife** because dull blades can slip and cause accidents.
    - **Cut away from the body** and use a stable surface like a cutting board.
    - Carry a knife by the handle with the tip down and the blade turned away from your body.
    - Keep sharp tools stored safely out of children's reach when not in use.
2. **Working with stoves (jiko) and hot equipment**: Baking involves handling hot stoves, ovens, and other heated equipment:
    - Always use **oven mitts** or cloths when handling hot trays or pans to prevent burns.
    - Make sure that handles of pots and pans are turned inward to prevent them from being knocked over.
    - Be mindful when using a **jiko** (charcoal stove) to avoid burns or accidental contact with the hot surface.
3. **Preventing burns**: To stay safe from burns:
    - Never leave cooking equipment unattended, especially when using open flames.
    - Keep a safe distance from boiling liquids and hot oil to avoid splashes.
    - If something is hot, **test carefully** before handling it.
4. **Safe practices: spills and slips**: Kitchens can be slippery, especially when spills happen:
    - Clean up spills immediately to prevent anyone from slipping and falling.
    - Use a **non-slip mat** in areas where water or oil might spill.
    - Make sure the floor is always dry and clear of obstacles.
5. **Children not to play in the kitchen**: The kitchen can be a dangerous place for children:
    - Keep children out of the kitchen while baking or cooking. They may accidentally knock things over, touch hot surfaces, or cause distractions.
    - If children are around, make sure they understand the dangers of hot stoves, sharp tools, and spills.
6. **What to do in case of a small fire**: Fires can happen quickly, especially when using stoves or ovens:
    - **Smother the fire** using a pot lid or a cloth to cut off the air supply.
    - **Use sand** or a fire extinguisher if available but **never pour water** on a fire involving oil as it will cause the fire to spread.
    - Keep baking soda or salt nearby to put out small grease fires.

By following these safety tips, small home bakers can protect themselves, their families, and their kitchens from accidents or injuries, while maintaining a safe environment to bake and prepare food.

2.2.1 Personal Protective Equipment (PPE)

Personal Protective Equipment (PPE) refers to any equipment or clothing worn to minimise exposure to hazards that can cause injuries or illnesses. The following are important PPE to have in a bakery:

PPE:
- Hair covering/scarf or hairnet
- Apron, closed shoes
- Oven gloves for handling hot baking containers coming out of the oven
- Gloves for handling baked goods for sale
- Mask – optional for when serving customers or working with unpackaged baked goods

2.2.2 First Aid

Keep safe with a basic first aid kit. Include supplies to treat common injuries such as cuts and burns and be ready for emergencies.

What you need in your first aid kit:
- Disinfectant
- Plasters
- Dressings/Gauze
- Burn Ointment
- Painkillers e.g. Paracetamol

It is important to check and restock a first aid kit regularly; it should be checked at least once every three months if it is not used often.

Basic first aid for cuts and burns

Cuts and Scrapes
1. Wash your hands with soap and water
2. Stop the bleeding, put pressure on the cut with a gauze pad or clean cloth.
3. Clean the wound, once the bleeding has stopped rinse the cut under clean running water.
4. Remove any dirt or debris, with a sterilised tweezer
5. Put a bandage on if the cut is deep or if it is on a part of the body that might get dirty or rub against clothes, change the bandage if it gets wet or dirty.
6. Call a doctor if the cut is very deep or long, or if it doesn't stop bleeding.

Burns
There are different types of burns, first-degree burns are painful but minor they may turn red and swell. Second-degree burns form blisters; the skin may be very red and painful. Third-degree burns make the skin look white or charred.

How to treat minor first-degree burns and small second-degree burns:

1. Place the burned area under running cool, not cold water for 5 mins.
2. Apply an antiseptic/ antibiotic ointment to soothe the area.
3. Loosely wrap the gauze bandage around the burn.
4. Take Ibuprofen to relieve pain.

Never pop any blisters that form, you could damage the skin and cause an infection. For any third-degree burns go to the doctor immediately. When treating burns, be careful with natural remedies. But honey is a safe choice that can help heal burns.

Natural remedies for minor cuts and burns in Tanzania

In Tanzania, there are several traditional remedies and natural methods that are commonly used to treat minor cuts and burns. These remedies are often based on locally available plants and household items:

1. **Honey**
   Honey has natural antibacterial properties and is often used to treat small cuts. Applying a thin layer of **honey** over the cut can help clean the wound and keep it moist, promoting healing while preventing infection. It can also be applied to minor burns to reduce pain and inflammation.

2. **Aloe Vera**
   Aloe vera is commonly found in many Tanzanian households and is known for its healing properties. Applying fresh **aloe vera gel** directly to a minor burn can help soothe the skin, reduce pain, and promote faster healing. It's also effective for small cuts because it acts as an anti-inflammatory and helps prevent infection.

3. **Turmeric**
   Turmeric powder mixed with a little water can be applied to small cuts to reduce inflammation and fight infection. Turmeric contains curcumin, which has powerful healing properties. It can also help in stopping minor bleeding.

4. **Coconut Oil**
   Coconut oil is used to soothe minor burns and keep the skin moisturized. It helps reduce the risk of scarring and promotes skin regeneration. It can also be applied to minor cuts to keep the area moist and protect it from bacteria.

5. **Guava Leaves**
   Boiled **guava leaves** are used in some Tanzanian regions to clean wounds. The leaves have antiseptic properties that help prevent infections when applied to cuts. Guava leaves can also be used to treat minor burns.

6. **Papaya**:
   Papaya pulp can be applied to small burns or cuts to promote healing. Papaya contains enzymes like papain, which help clean wounds and remove dead tissue, speeding up the healing process.

2.2.3 Handling a small fire

When using these natural remedies, it's important to first clean the wound with clean water to reduce the risk of infection. If the cut or burn does not improve or becomes worse, it's advisable to seek medical attention.

These remedies are traditionally used but should not replace proper medical treatment where necessary.

If there is a small fire in the kitchen, there are a few simple ways to put it out, as follows.



How to handle small kitchen fires:

- Cover quickly with a metal lid or tray, or a fire blanket to smother the flames.
- Do not carry it outside in case you trip, stumble, or burn yourself on the pot/pan or flames.
- Turn off the heat!
- You can use salt or sand to put out a fire on a flat surface: dump a lot of salt or sand/ground onto the fire (not anything else as it is too light!)
- Do not put water on oil fires!

2.3 Preparation for baking

It is important to ensure that baking areas and equipment are ready for use. The equipment needed for baking must be clean and ready for use. Collect all the equipment you will need before you start working.

Organise your working and cooking area to avoid wasting time. If you have correctly planned, all the ingredients and equipment that you need will be close at hand. Stack or soak used equipment in the sink area.

2.3.1 Workstation organisation

It is good practice to have all your ingredients, bakeware, and your baking area prepared and ready before doing your baking.

For the best results when baking, follow these steps to ensure your kitchen is organised, clean, and ready for work:

1. **Workstation organisation**: Start by tidying your baking area and organising your tools. Clear unnecessary items and ensure that everything you need is within easy reach for efficient working.
2. **Prepare to bake**: Before you begin, light the fire or preheat your oven/jiko (charcoal stove). Also, prepare your baking tins, pans, and trays. Clean, grease, or line them with parchment paper to prevent sticking. This makes the process smoother and cleanup easier.
3. **Clean equipment thoroughly**: Ensure all equipment, especially items like piping bags where food can get stuck, is thoroughly cleaned before use. This prevents contamination and ensures a hygienic baking environment.
4. **Measure ingredients accurately**: Use metric measurements for exact results. Accurate measurements are key to consistent baking.
5. **Follow the recipe order**: Strictly follow the order in which ingredients are added. This ensures the correct texture and structure of your baked goods.
6. **Understand the recipe**: Read through the recipe beforehand and ensure you understand all the techniques. This helps avoid mistakes and ensures smooth preparation.
7. **Prepare ingredients**: Assemble and measure all your ingredients before starting. Having everything ready ensures you won't forget anything or have to stop mid-way through the process.
8. **Waste container**: Keep a container nearby to collect waste like food scraps or wrappers. This will help keep your workspace clean and reduce the risk of accidents.
9. **Basin with warm soapy water**: Keep a basin with warm soapy water close by to wash utensils and clean spills as you go. Cleaning as you work helps maintain hygiene and makes the cleanup process easier after baking.

By following these steps, small home bakers can ensure a smooth, safe, and efficient baking process, resulting in better and more consistent products.

2.4 Time planning

Plan time to use heat effectively, and to produce goods at the same time each day so customers know when they can come to fetch a nice, fresh baked item.

- **Sales times**: Plan your baking schedule so that items are ready at the same time each day. This consistency allows customers to know when to expect fresh products, such as bread in the morning and scones in the afternoon. It helps build customer trust and regular sales.
- **Maximise oven heat**: Make the most of your oven by planning to bake different products consecutively. For example, while bread is baking, prepare scones, so you can immediately bake them after the bread comes out. This saves energy and time by using the oven's heat efficiently.
- **Business hours**: Plan your working hours and set clear opening and closing times for your business. This consistency helps customers know when they can buy your products, and it helps you manage your time effectively.

2.5 Clean as you go

		
Clean as you go	Throw rubbish away	Wipe down working surfaces often and after using them.

	
Always keep your work area clean and tidy	Put items away once you have used them

Clean baking utensils and equipment

A baker should always work with clean baking utensils and equipment:

- Clean baking equipment as soon as possible after using it to prevent flies, cockroaches, and other pests.
- Clean dishes and utensils thoroughly using proper equipment: a CLEAN sponge, brush, and detergent. Do not leave cloths lying in water. Wash it, wring it out and dry it after using it.
- Rinse dishes and utensils with clean water to remove the soap.
- Equipment and utensils should be dried properly before being stored and used: dry them in the sun, in a clean place, or using a CLEAN cloth.

2.5.1 General cleaning

Make sure that you clean everything that you use, even if it does not look dirty. Remember that you cannot see bacteria! Also, every now and then replace the cleaning cloths. They cannot be kept and used forever.

- Wipe and wash all the counters and working surfaces.
- Clean all the baking equipment.
- Wash all dirty dishes, bowls, utensils, and equipment.
- Leave them to dry or dry them and pack them away.
- Clean the basins.
- Wash the cleaning cloths and sponges and put them in the sun to dry.
- Take the rubbish out.
- Sweep the floor.
- Mop/wash the floor.

2.5.2 Kitchen waste

Proper waste management is crucial in the kitchen to avoid attracting pests such as mice, flies, and cockroaches.

- Put baking waste into a bin with a tight-fitting lid.
- Empty the waste bin once or twice a day to stop pests, flies, and bad smells.
- Keep your waste bin clean – wash it every time you empty it.

2.6 Quality control

What is quality control and why is it important:
Quality control is the process of making sure that your baked goods meet a high standard every time you bake. It's important because consistent quality keeps customers satisfied and builds trust in your products. If customers know that your products are always fresh, tasty, and well-made, they are more likely to buy from you again.

Practices and elements to maintain quality of baked goods:
- **Ingredient quality**: Always use fresh, high-quality ingredients. Poor-quality ingredients can ruin the taste and texture of your baked goods.
- **Standard written recipes**: Use the same written recipe every time you bake. Following the recipe exactly ensures that the products are the same every time, which is key to consistency.
- **Standard baking containers**: Using the same size and type of baking containers helps control the baking process, ensuring that the products cook evenly and look the same every time.
- **Monitoring time and temperature for baking**: Keeping a close watch on baking times and oven temperatures is critical. Overbaking or underbaking can affect the texture and taste of your products, so it's important to follow the recommended times and temperatures for each item.

By following these quality control practices, small home bakers can ensure that their products are consistently good, keeping customers happy and ensuring a successful business.

3 Module 3: Bakery facilities

3.1 Location of premises

When it comes to baking and selling food, the choice of venue or location is very important to being successful. Baking locations and sales point options include:

Baking location: options:

- **Own home**: Many small home bakers prefer to bake from their own kitchens. This option is convenient and cost-effective as no additional rent is required.
- **Community space or another business**: Some bakers rent or share space in community buildings or at other businesses, such as a stall at a shop. This can be a good option if there's limited space at home or if the baker wants to reach more customers.
- **Vending location (e.g., market or roadside)**: Baking can be done in places like markets or by the roadside, where there is high foot traffic. These areas offer the opportunity to bake and sell in one place.

Selling/vending location: options:

- **At the baking location**: Some bakers sell directly from where they bake, especially if they are operating from home or in a shared space.
- **Different from baking location**: Others may sell their baked goods at a different location, such as a market or roadside stand. This requires transporting the baked goods to where customers are.
- **Transport**: If the baking and selling locations are different, planning how to safely transport the goods is important. It's best to choose locations close to the customers to minimise transportation time and keep the products fresh.

3.2 Premises and facilities for baking and selling

When selecting a potential location for baking and selling, it is important to keep in mind the following factors:

Baking premises: When choosing a location to bake, make sure the space has the following facilities:

- **Access to water**: Clean water is needed for washing ingredients, utensils, and maintaining cleanliness.
- **Toilet facilities**: Having a nearby toilet is important for hygiene, especially if working long hours.
- **Basic facilities**: Ensure there is a proper working surface, storage space for food and equipment, and secure the area from theft or pests.

- **Ventilation and light**: Proper ventilation keeps the air fresh and prevents smoke or steam from building up. Good lighting helps with working safely and efficiently.

Selling/serving point:

- **Mobile selling**: Goods can be carried to different locations to reach customers. For example, bakers can sell their products at local schools during break times, at offices or shops, or in busy marketplaces. This expands the customer base and increases sales opportunities.

Transport and keeping goods clean:

- When transporting and selling baked goods, ensure they are kept clean and hygienic. Cover the products to protect them from pests, dust, and other contaminants. This ensures customers receive fresh and safe products.

3.3 Equipment

Baking requires a range of specialised equipment that is used in the making of breads, scones, cakes, and biscuits. These include:

- **Cooking equipment**: charcoal stove (jiko)
- **Baking equipment**: measuring cups and spoons, mixing bowls, pot with lid, sieve, wooden spoon, rolling pins and cookie cutters, beater.
- **Storage containers**: with lids – different sizes, labels for containers of e.g. salt and sugar packaging.
- **Cleaning equipment and materials**: washing up bowl or sink, cloths, scorers, and detergent/soap.
- **PPE:** Personal Protective Equipment (PPE) refers to any equipment or clothing worn to minimise exposure to hazards that can cause injuries or illnesses. In baking, this includes items such as aprons, oven gloves, and closed shoes.

1. **Cooking equipment**:

   Different ovens may be used for baking, depending on the availability of energy or fuel in the local area. Ovens may be electric, gas-fired or charcoal (traditional jiko or other). The government of Tanzania is promoting the use of gas as an alternative to charcoal as it is better for the environment and will prevent the loss of trees cut for charcoal

- **Charcoal stove (jiko)**: A commonly used stove for baking in small home businesses. It's affordable and easily available.
- **Matawi stoves**: These are fuel-efficient stoves that help reduce the cost of fuel. The **SNV project** promotes these stoves, which save energy and are more cost-effective than traditional charcoal stoves.
- The image shows a charcoal oven stove manufactured and sold by a Morogoro producer (Martha). These work very well and can bake up to six cakes at one time. Start the fire before mixing the ingredients. Light the charcoal fire at the bottom of the stove. Once the fire is established, place the cake trays inside or outside, then close the doors. Bake for 40 to 60 minutes. Otherwise use a normal charcoal stove, baking in a large pot on top of the stove which creates a mini oven.



2. **Baking equipment**:
   - **Measuring cups and spoons**: Used to measure ingredients accurately, which is essential for consistent results.
   - **Mixing bowls**: For combining ingredients.
   - **Pot with lid**: Can be used for baking certain items like cakes or bread on a charcoal stove.
   - **Sieve**: To sift flour and remove lumps for smoother dough.
   - **Wooden spoon**: For mixing ingredients.
   - **Rolling pins and cookie cutters**: For shaping dough, especially for cookies or other baked goods that need precise shapes.
   - **Whisks and beaters**: manual rotary whisk such as in the image:



3. **Storage containers**:
   - Use containers with **lids** to store ingredients like flour, salt, sugar, or baked goods. This keeps the ingredients fresh and free from pests.
   - Label each container to easily identify the ingredients and prevent confusion during baking.

4. **Cleaning equipment and materials**:
   - **A washing-up bowl or sink** is essential for cleaning utensils and equipment.
   - **Cloths and scourers**: For wiping down surfaces and cleaning dishes.

- **Detergent/soap**: Needed to maintain cleanliness and hygiene in the kitchen.

5. **Personal protective equipment (PPE)**:
   - **Aprons**: To protect clothes from spills and stains during baking.
   - **Gloves**: Useful for handling hot items and maintaining hygiene.
   - **Closed shoes**: Provide safety when working in the kitchen, protecting feet from spills or sharp objects.

3.4 Storage

3.4.1 Storage principles

Following proper food storage methods is essential for home bakers, especially when working with different types of ingredients. By applying principles like **FIFO (First In, First Out)**, bakers can reduce waste and keep ingredients fresh. The FIFO method ensures that older stock is used before newer stock, which prevents ingredients from spoiling or going to waste.

Why is food storage important?
Proper storage helps prevent food poisoning, spoilage, and loss of ingredients, which can impact the quality of your baked goods and the profitability of your business. Storing ingredients correctly also helps protect them from pests, moisture, and dust.

Types of ingredients and how to store them:

Flour:
- Store flour in **airtight, moisture-proof containers**.
- Place the containers on a **cool, dark shelf** off the floor to avoid dampness and pests.
- Label the containers with the date of purchase and use the FIFO principle to ensure older flour is used first.

Dry Goods (sugar, salt, etc.):
- Transfer dry ingredients into clean, **sealed containers** to prevent moisture, dust, and pests from contaminating them.
- Label the containers to identify the contents and make sure they are used in the correct order.
- Store in a **cool, dry place** away from direct sunlight to maintain freshness.

Oils and Fats:

- Store oils like **vegetable oil** or **margarine (Prestige, Kimbo)** in a **cool, dark place** to prevent them from turning rancid.
- Keep fats in their original packaging or transfer them to **sealed containers** and use them before their expiration date.

Eggs:

- Keep eggs in a **cool, dry place**, away from strong odors. Ideally, store them in a refrigerator to maintain freshness.

Baking Powder, Yeast, and Other Leaveners:

- Keep these in **airtight containers** and store them in a cool place to prevent them from losing their potency.
- Always check expiration dates and follow the FIFO principle.

Tips for Home Bakers:

- **Inspect ingredients regularly**: Check for signs of spoilage, pests, or contamination.
- **Use labels**: Always label containers with the ingredient name and date to ensure you use the oldest stock first.
- **Plan ahead**: When purchasing new ingredients, make sure you store them correctly to maximize shelf life.
- Don't let children touch food.
- Buy perishable foods in amounts that can be used up without having to keep them for too long.

3.4.2 Rules for storage areas

Some guidelines for storage areas:

- **Keep clean:**
  - Sweep and then mop floors of storage areas at least once a day (using clean, hot, soapy water).
  - Remove any rubbish e.g. empty boxes and containers and throw it away.
  - Clean away spillages and breakages immediately.
  - Strip and thoroughly clean at least every month, all storage shelves with a clean cloth or scourer and hot, soapy water.
- **How to store items:**
  - Store food off the floor away from animals, pests, and dampness.
  - Don't stack foods against walls. Food lasts longer and keeps better when it has good air circulation around it.
  - Never store chemicals near food.
  - Have separate storage areas for non-perishable foods, non-food items, and chemicals.
- **Prevent pests by**:

- Putting screens on windows that can open.
- Clean up any mess or spills in the food store.
- Keep food covered and sealed.
- Check regularly for any signs of pests – droppings, dead pests, etc.

There are three kinds of items we buy and use in baking. All of these are stored differently.

Type	Example	Storage
Perishable foods	These foods can quickly spoil and go off. They include: • **Protein foods**: eggs	Buy and use the same day. Keep cool, covered and out of the sun.
Dry goods (non-perishable foods)	These foods can last a long time if stored well and in clean containers. They include flour, sugar, and oil.	Store in a cupboard in clean, sealed containers
Non-food items	Items not used in cooking: they can be food packaging or cleaning agents.	Separate clean storage areas away from food

Storage of non-food items

- Store separately from food, e.g. cleaning products, packaging, clingwrap, foil, etc.
- Keep non-food items in their designated storage area and ensure they are well labelled.
- Store cleaning products and chemicals in a locked cupboard or away from food storage areas to prevent contamination.
- Never store non-food items in food containers e.g. cleaning fluids in water bottles in case someone mistakenly drinks it.

3.5 Washing up facility

It's important to always have a good washing-up area where preparation and baking equipment can be properly cleaned and dried. This helps maintain cleanliness and hygiene in your kitchen.

- **Place to wash equipment**: Ensure you have a designated spot to wash all baking tools, utensils, and any sales or display equipment. This helps keep your workspace organised and clean.

- **Clean, hot, soapy water**: Use hot, soapy water for washing up, and make sure to change the water regularly to keep it effective. Clean water helps remove grease, food particles, and bacteria from your tools. Dry everything thoroughly after washing to prevent bacteria growth.

This practice will ensure that your baking process remains safe, hygienic, and efficient.

4 Module 4: Ingredients

4.1 Flour

Flour is a key ingredient in baking, often made from grinding wheat or maize. It plays an important role in products like bread, cakes, and pastries. Here are some important details to understand about flour:

Types of flour

There are various types of flour used in different baked goods, each with specific properties:

- **Bread (hard) flour**: This flour contains high levels of gluten and is used for making yeast bread, giving it a chewy and firm texture.
- **Cake (soft) flour**: Lower in gluten, this flour is ideal for cakes and pastries, producing a soft, light texture.
- **Plain (white) flour**: Commonly used in cakes, pastries, and quick breads. For cakes, a raising agent like baking powder is often added.
- **Self-raising flour**: A combination of plain flour and baking powder, ideal for quick baking when a raising agent is required.
- **Corn flour**: Made from maize, corn flour has no gluten, which gives biscuits a crumbly texture.

Composition of flour: Gluten

Gluten is a protein found in wheat flour, and it is essential in bread making. It helps dough rise by trapping air during fermentation, giving bread its chewy texture and structure. In bread products, developing gluten is crucial, which is why bread dough is kneaded to make it stretchy and elastic.

However, in products like cakes, biscuits, and scones, gluten development must be minimised. This is because these baked goods need a soft and crumbly texture, so they are mixed lightly to prevent gluten from forming.

Prices of flour

Flour prices can vary depending on the type of flour, the size of the packaging, and the place where it's bought. Larger packages often offer better value, and prices may differ between supermarkets, local markets, and wholesalers. Many shops in Tanzania sell flour by weight – e.g. a half a kg at a time. This is usually sold at a price per kilogram in shillings.

In Tanzania, the price of wheat flour ranges from **TZS 1,700 to TZS 3,000 per kilogram**, depending on the region and shop. These prices can fluctuate due to local supply, location, and packaging sizes, with larger quantities often offering better value.

For small home bakers, it is important to regularly check prices at local shops and markets to manage costs, especially as factors like the harvest season or market demand can affect prices.

Purchase and storage of flour

When purchasing flour, it's important to check the expiry date and ensure that it is free from impurities like weevils. Flour should be dry and not lumpy. For proper storage:

- Keep flour in airtight, moisture-proof containers.
- Store in a cool, dark place, or in the fridge to preserve freshness and prevent pest infestation.

By understanding the types and properties of flour, small home bakers can ensure better quality in their baked products, from bread to cakes and biscuits.

4.2 Raising agents

Raising agents cause chemical reactions that fill batters and dough with tiny gas bubbles that make baked goods rise. Raising agents are classified into three groups:

- **Physical** – air, steam
- **Chemical** – baking powder and baking soda
- **Biological** – yeast

We mainly use baking powder and yeast in common baking.

Baking powder contains bicarbonate of soda (alkali) and cream of tartar (acid) combined in a ratio of 1:2. These ingredients work together with moisture and heat to release carbon dioxide. For most products, use 5ml baking powder per 120g of flour. For best results, observe the following when working with baking powder:

- Cook the mixture as soon as possible after the liquid has been added.
- Replace the lid of the baking powder or close the packet as soon as possible after use.

- Test the baking powder for freshness (place 2ml in a cup of warm water; it should fizz slightly)
- Check the use-by-date on the container.

Yeast is a biological leavener that works much more slowly than chemical leaveners because it takes time for yeast cells to grow and create carbon dioxide. It is usually available in dry form (packets with yeast granules). It can be added directly to flour or can be activated with a little warm water (not hot water as the hot water will kill the yeast), with a little sugar in the water. It will start to foam and grow; then it can be added to the dry ingredients.

4.3 Fats and oils

4.3.1 Role of fat in baked goods

Fats add **flavour**, **richness**, and **colour** to cakes and biscuits. They help make baked goods soft and crumbly by coating the flour and preventing it from forming a tough texture. This is why cakes and biscuits, which have fat, are softer compared to bread, which has little or no fat.

4.3.2 Fats and oils used in baking

Butter and margarine:
These fats are common in baking because they add a rich flavour and help the dough rise when mixed with air. Butter and margarine are widely used in baking because they enhance both the taste and texture of baked goods. Butter, especially brands like Prestige, is preferred for its rich, natural flavour, making cakes and biscuits more delicious. Margarine, on the other hand, is a cost-effective alternative and also adds flavour, but it has a slightly different texture compared to butter.



These fats play an important role in trapping air when creamed with sugar, which helps baked items rise and become light and fluffy. In biscuits and shortbread, they create a soft, crumbly texture by preventing gluten formation.



For small bakers, choosing between butter and margarine depends on the type of product and cost. Butter gives a richer flavour but is more expensive, while margarine is cheaper but still provides good results in most baked goods. The most commonly used vegetable fats (especially for baking) are *Prestige* and *Kimbo*.

Vegetable oil:
Vegetable oil is another essential fat used in baking, especially for cakes, muffins, and some breads. It helps to keep baked goods moist and soft over time. Unlike butter and margarine, vegetable oil does not need to be creamed with sugar, making it simpler to use in recipes where mixing is minimal.

Oils like sunflower oil or corn oil are popular choices due to their neutral taste. Small bakers should ensure the oil is fresh and light in colour to avoid giving a bad taste to the baked goods.
Vegetable oil is especially useful in recipes that require long-lasting moisture, like banana bread or muffins, making it a key ingredient for small bakers who want to produce moist, tender cakes that stay fresh for longer periods.

4.3.3 Storage of fats and oils

- **Butter and margarine**: Store in a cool place, preferably in the fridge, to keep them fresh and prevent spoilage.
- **Oil**: Keep oil in tightly closed containers in a cool, dark place to avoid it going bad. Oil should not be exposed to light or heat.

4.4 Eggs

Eggs are often used in baking. Egg plays many roles in baking: thickener, emulsifier, leavener (raising agent), and structural foundation. Because egg yolks contain fat, eggs contribute to the tenderness and browning of the product.

When it comes to baking there are a few important factors to keep in mind when using eggs:

Size of eggs according to recipe needs:
- The size of eggs used in baking can affect the final product. Most recipes are written assuming **medium to large eggs**. If the recipe calls for specific egg sizes, it's important to follow this, as the amount of liquid in an egg can influence the texture and consistency of the dough or batter.
- **Small eggs** may result in dry or dense baked goods, while **extra-large eggs** may add too much liquid, making the mixture too wet.

Freshness and quality of eggs:
- Using **fresh eggs** is crucial for the best results. Fresh eggs have a firmer white and yolk, which gives better structure in baked goods. To check for freshness, place an egg in water. If it sinks and lies flat, it is fresh. If it stands upright or floats, it is old.

- Always inspect eggs for cracks and avoid using eggs that have an unpleasant smell or appear damaged. Fresh, high-quality eggs improve the flavour and texture of your baked products, especially in recipes like cakes, meringues, and pastries where eggs play a central role.

Testing freshness

Gently set the egg into a bowl or glass of water. If the egg sinks, it is fresh. If it tilts upwards or even floats, it is old. This is because as an egg ages, the small air pocket inside it grows larger as water is released and replaced by air. If the air pocket becomes large enough, the egg may float.

While this method may tell you whether an egg is fresh or old, it doesn't tell you whether an egg is good or bad. An egg can sink and still be bad, while an egg that floats may still be fine to eat.

The yolk and the white of a fresh egg are plump and thick, whereas an older egg is more watery and flat if cracked out onto a plate or into a pan.

Temperature of eggs in baking

Egg temperature is important in baking because it affects the texture and consistency of the final product. In most baking recipes, eggs should be used at **room temperature** for the following reasons:

- **Better mixing**: Room temperature eggs blend more smoothly into batters and doughs, helping to create a uniform texture.
- **Improved volume**: Eggs at room temperature whip better, making cakes lighter and fluffier. This is especially important for recipes that rely on whipped egg whites, like meringues or sponge cakes.
- **Even baking**: Cold eggs can cause mixtures to curdle, which can affect how the baked goods rise and bake.

To bring eggs to room temperature quickly, place them in a bowl of warm (not hot) water for a few minutes before using.

4.5 Liquid

4.5.1 Role of liquids in baking:

Liquids are essential in baking because they help form the structure of the dough or batter. They **hydrate** the flour, allowing gluten to develop, which gives bread and cakes their structure. Liquids also help to **dissolve ingredients** like sugar and activate leavening agents such as baking powder or yeast, which makes baked

goods rise. The right amount of liquid also ensures that the final product has the correct texture and moisture.

4.5.2 Types of liquids used in baking:

1. **Water**: Commonly used in bread baking, water helps to develop gluten and gives bread its chewy texture. It's also used in recipes that don't require much richness or flavour from the liquid.
2. **Milk**: Milk adds both **moisture** and **flavour** to baked goods. It contains fat and proteins that make cakes, biscuits, and bread softer and richer. Milk also helps with browning the crust and gives baked goods a tender texture.

Both water and milk play important roles in ensuring the correct texture, moisture, and rise in baked products. Choosing the right liquid based on the recipe will help achieve the desired outcome in your baked goods.

4.6 Sugar

Role of sugar in baked goods:

Sugar plays a key role in baking by adding flavour and sweetness to cakes, biscuits, and breads. In yeast-based breads, sugar acts as food for yeast, helping the dough rise. Sugar also enhances the colour of baked goods by helping them brown during baking. Additionally, sugar weakens gluten formation, making the final product more tender.

Types of sugar:

- **White sugar**: This is the most common sugar used in baking. It is **refined** and gives sweetness to cakes, biscuits, and breads. White sugar helps baked goods brown and creates a crisp texture in things like cookies.
- **Brown sugar**: Brown sugar contains **molasses**, giving it a deeper flavour and moisture. It is often used in recipes that require a soft and moist texture, like cookies and rich cakes. Brown sugar can be **light or dark**, depending on the molasses content, and adds a caramel-like flavour.
- **Castor sugar**: This is a fine granulated sugar that dissolves quickly, making it ideal for smooth batters like cakes. If unavailable, regular granulated sugar can be substituted in the same amount.
- **Icing sugar**: Used for making **glacé icing** (icing sugar mixed with water) and **buttercream** (icing sugar mixed with butter). Icing sugar provides a smooth, sweet finish to desserts.

- **Other natural sweeteners**: Ingredients like **honey** and **golden syrup** are natural sweeteners that add a unique flavour and moisture to baked goods and can sometimes be used to replace regular sugar.

Storage of sugar

Sugar should be stored in a clean, **airtight container** to keep it dry and safe from moisture and pests like ants. Keeping it in a cool, dry place will ensure it lasts a long time without hardening or clumping. Proper storage helps maintain the quality and sweetness of the sugar for future use.

4.7 Flavourings

There are a variety of flavours that you can find in baked goods, some of these flavourings are:

- **Salt:** Salt provides an important but very simple addition to the taste of baked goods.
- **Vanilla:** Various essences are used, the most widely used being vanilla. Other essences include almond, lemon, peppermint, rose, and other specialised flavours.
- **Fruits:** Many different fruits are used in baked goods. Fruit such as banana, pineapple, lemon, or orange (juice and zest) add colour, flavour, and texture to baked items. Fruit can be used as an ingredient e.g. banana, or a topping e.g. on cakes.
- **Cocoa**: cocoa provides an intense chocolate flavour. It has the benefit of not needing to be melted and is completely stable. A couple of tablespoons are often used to make a chocolate-baked item. It is also used when making chocolate buttercream for icing and filling cakes.
- **Spices:** these may also be used to flavour baked goods. Spices commonly used in baking include ginger, cinnamon and cardamom.

5 Module 5: Baking Techniques

5.1 Measurements

5.1.1 Units of measurement

The main units of measurement associated with baking are volume, mass, and temperature. When measuring dry ingredients or liquids, volume or mass may be used. Although it's more accurate to measure dry ingredients by mass, they may be measured by volume because:

- It may be more convenient to measure in volume.
- Accurate scales are required, especially to measure small amounts may not be available.

The proportion of the ingredients is very important in baking. Accurate measuring utensils and the correct use of these utensils are both required for this.

In Africa, the international metric system is used (SI system). This system uses metricated units for measurement. The following units are used:

- Mass (grams, kilograms)
- Volume (millilitres, litres)
- Distance (centimetres, metres, kilometres)
- Temperature (degrees centigrade)

The metric system offers simplicity with only a few units and SI prefixes to remember:

- Kilo (k) means 1 000
- Deci (d) means 0.1
- Centi (c) means 0.01
- Milli (m) means 0.001

5.1.2 Measuring ingredients by volume

The volume of any substance is the amount of space which it occupies. Liquids are the easiest to measure by volume. The common units of measurement for volume are millilitres and litres. *1 000 millilitres = 1 litre*. When measuring food by volume, the following amounts are often used:

Measuring tools

Measuring spoons are the following sizes:



Spoons	**Volume** (usually in a set or 4 or 5 spoons)
1 Tablespoon (Tbs)	15ml
1 teaspoon (tsp)	5ml
½ teaspoon	2,5 ml
	2ml
	1ml

Measuring cups contain the following sizes



Cups	**Volume** (usually in a set of 4 or 5 cups)
1 cup	250ml
½ cup	125ml
¼ cup	60ml

Measuring cup sets may also be in sizes of 250 ml, 100 ml, 50ml, and 25ml.

Measuring jugs: Various sizes of measuring jugs may be found. Most of them have a volume scale printed on the jug so that smaller amounts can also be measured. The sizes of measuring jugs include:

- 250ml
- 500ml
- 1 litre



When measuring liquids in a measuring jug:

- Place the jug on a flat surface.
- Bring your eye to the level of the liquid.
- Read the level of the water against the numbers on the side of the jug.

Oil is usually measured in millilitres or litres.

Sugar: Sugar should be placed into the measuring cup and levelled off with a flat utensil such as a knife. Icing sugar creates lumps and packs tightly, so it should be measured like flour.

Flour: Flour tends to pack or compress during storage. The following method should be followed so that flour is not compressed when measured:

- Sift the flour.
- Scoop the flour into the measuring cup with a scoop. (Do not use the measuring cup to collect the flour as this will cause the flour to compress into the cup)
- Level the surface of the flour off with a knife.

If large quantities of flour are used, the flour is usually measured by mass, as this is quicker and more accurate.

5.1.3 Measuring ingredients by mass

Mass is the weight of an object. The common units of measurement for mass are grams and kilograms. *1000 grams = 1 kilogram*

Scales (weighing balance) are used for the measuring of mass. They can weigh in grams and kilograms depending on the scale.

Measuring ingredients by mass

Dry ingredients and solids are measured most accurately by mass. Liquids, such as milk, water, and oil are usually measured by volume.

1. Switch the scale on then add the container that will contain the item to be weighted.
2. Set the scale to zero.
3. Add the item to the container until the right mass is reached.

5.2 Reading recipes: format

A recipe is a written schedule for producing a particular dish or item. It specifies the name and quantity of the item to be produced, the ingredients needed and the method of preparation. It lists the following information usually in a specific format that is easy to follow:

- Name of the item.
- Preparation time.
- Cooking temperatures and time.
- Equipment and utensils needed.
- Ingredients and amount of each ingredient.
- Method of preparation, cooking, and finishing the dish.
- Number of servings from the dish (yield and portion size).
- Accompaniments.
- Serving suggestions or instructions.

Not all the above information is always provided, but ingredients and methods are always part of a recipe.

Layout of the ingredients list

- Ingredients are written in the order in which they will be used.
- Amounts must be in metric or volume e.g. 1 cup, 1 teaspoon
- The kind of product is stated exactly e.g. icing sugar.

Method of the recipe

Either next to or below the list of ingredients is a list of instructions on what to do with the ingredients – how to prepare them, combine them, how long they should be cooked for and at what temperatures. The method section may include culinary terms relating to what to do with food, or what specialised piece of equipment to use.

Baking Process

It is important to follow a step-by-step process when baking to ensure that all the techniques are done properly, and the baked item will not flop. Following these steps will help you master the baking process:

1. Read the recipe
2. Assemble ingredients and equipment
3. Heat up cooking equipment and prepare equipment e.g. line baking tins
4. Prepare ingredients: measure, weigh, sift, etc.
5. Follow the method/recipe instructions carefully

5.3 Baking techniques

Main mixing techniques used in baking:

1. **Creaming**: Mixing fat (like butter) and sugar together until the mixture becomes light, fluffy, and smooth. This helps trap air, giving baked goods a soft texture.
2. **Beating**: Vigorously mixing ingredients to combine them well and create a smooth texture. It's often used for mixing sugar and fat together in cakes.
3. **Whisking**: Incorporating air into wet ingredients, like eggs and sugar, by rapidly mixing them. This makes the mixture light and airy, commonly used for sponge cakes.
4. **Rubbing in**: Mixing fat into flour by rubbing it together with your fingers until the mixture looks like breadcrumbs. This is often used for making pastry or scones.
5. **Stirring**: Gently mixing ingredients until they are evenly combined, without adding too much air. This method is used for batters or sauces.

Creaming method
The creaming method is used when mixing fat (like butter or margarine) with sugar. First, the fat and sugar are placed in a bowl and mixed until the mixture becomes light, fluffy, and smooth. This step helps to trap air in the mixture, which makes cakes rise and gives them a light texture. An electric mixer or a wooden spoon can be used to cream the ingredients. The creaming method is commonly used when making cakes, cookies, and some types of pastries.

Beating method
In the beating method, once all ingredients are measured, they are mixed quickly in different directions (back and forth, up and down, around and around) until the mixture is smooth. This can be done by hand or with an electric mixer. In baking, sugar and fats (like Prestige margarine) are often beaten together when making cakes.

Whisking method
The whisking method is used for mixing wet ingredients to add air and make the mixture light. Usually, eggs and sugar are whisked together first, and then flour is gently mixed in (folded in) to avoid losing the air. This method is common for making light cakes and sponge cakes.

Rubbing in method
The rubbing in method involves mixing fat into flour using your fingers. The fat is rubbed into the flour until the mixture looks like breadcrumbs. This method is often used for pastry, scones, and crumbly biscuits.

Stirring method

Stirring is a gentle method of combining ingredients until they are evenly mixed. It is used when making batters, sauces, or delicate mixtures where too much air is not needed. Stirring keeps the mixture smooth and prevents lumps.

6 Module 6: Baked goods

6.1 Bread

6.1.1 Types of bread products:

- **Bread loaves**: Basic dough used to make large loaves of bread. Extra ingredients like seeds or herbs can be added on top.
- **Bread rolls**: These are small, round pieces of bread, sometimes made richer with eggs or butter. They are shaped into small balls or other shapes before baking.
- **Buns**: Made from soft, enriched dough, buns often have butter, sugar, or eggs added. They are sometimes glazed with sugar and may contain fruits or spices. Buns are baked until golden brown.

6.1.2 Ingredients for making bread

Bread and buns are made from a basic yeast dough which includes the following ingredients:

1. flour
2. yeast
3. sugar
4. salt
5. oil
6. water

6.1.3 Equipment for making breads



Baking trays: is a flat tray with straight sides of about 3 cm high. It can be used for baking scones, biscuits, buns, and rolls.

Loaf pan: metal pans used for making bread loaves.



6.1.4 Method for making bread

Steps for making basic bread dough:

1. **Combine ingredients**: In a large bowl, mix flour, yeast, sugar, and salt. Make a well in the centre of the dry ingredients and pour in water and oil. This creates the foundation of the dough.

2. **Mixing**: Use a wooden spoon to stir the ingredients until they are combined and a rough dough starts to form. Then, use your hands to bring the dough together in the bowl. It should start to feel sticky and soft.
3. **Kneading**: Turn the dough onto a lightly floured surface and knead it with your hands for about 10 minutes. Press and stretch the dough until it becomes smooth, stretchy, and no longer sticky. Kneading helps develop the dough's gluten, which gives bread its texture.
4. **Proving**: Grease a large bowl with a little oil to prevent sticking. Place the dough inside, cover it with a damp cloth or plastic wrap, and let it rest in a warm, draught-free spot for 45 minutes to 1 hour. This process is called proving, where the dough rises and almost doubles in size as the yeast creates air bubbles.
5. **Punching down**: Once the dough has risen, punch the centre of the dough with your fist to release the air. Turn the dough onto a floured surface and knead for another 2 minutes until the dough returns to its original size and feels elastic.
6. **Shaping**: Shape the dough into the desired form, such as a loaf or small balls for rolls. For loaves, shape it into an oblong and place it in a loaf tin. For rolls, shape the dough into round or oblong balls.
7. **Proving again**: After shaping, cover the dough and let it rise again in a warm place for 60 to 90 minutes until it doubles in size. This second rise helps create a lighter texture in the bread.
8. **Baking**: Bake the risen dough in a preheated oven according to the recipe. The first 15 minutes of baking are crucial as the dough rapidly expands due to the heat (called "oven spring"). The bread is fully baked when the crust turns golden brown, the dough pulls away from the sides of the pan, and it makes a hollow sound when tapped on the bottom.

6.1.5 Basic bread recipe

Basic bread				Servings/yield		1 loaf	
Prep Time	**90 mins**	**Cook Time**	**25 – 30 mins**	**Oven Temp**	**180°C**	**Portion Size**	

Ingredients

Volume	Unit	Ingredient
10 ml	2 tsp	Active dry yeast
1 litre/1000ml	4 cups	Wheat flour
5ml	1 tsp	Salt
10ml	2 tsp	Sugar
375ml	1,5 cups	Warm water
30ml	2tsp	Oil

Method

1. **Activate the yeast**: In a small bowl, dissolve the sugar in warm water, then sprinkle the yeast on top. Let it sit for about 5-10 minutes until it becomes frothy.
2. **Mix dry ingredients**: In a large mixing bowl, combine the flour and salt. Make a well in the centre.
3. **Add wet ingredients**: Pour in the activated yeast mixture and the oil. Stir everything together until the dough starts to form.
4. **Knead the dough**: Transfer the dough to a floured surface and knead for about 10 minutes until smooth and elastic.
5. **Let the dough rise**: Place the dough in a greased bowl, cover it with a damp cloth, and let it rise for about 1 hour in a warm place until it doubles in size.
6. **Shape and second rise**: Punch down the dough to remove air bubbles, shape it into a loaf, and place it in a greased loaf pan. Let it rise for another 30-45 minutes.
7. **Bake**: Preheat the oven to 180°C (350°F) and bake the bread for 25-30 minutes until golden brown. The bread should sound hollow when tapped on the bottom.
8. **Cool**: Let the bread cool on a wire rack before slicing

6.1.6 Quality points for good bread

- **Texture**: the texture should be light, not dense; air bubbles must be evenly distributed and not too big; the bread product should have a chewy texture
- **Flavour**: the flavour should be mild and pleasant
- **Colour**: rich brown crust; creamy inside colour
- **Moisture content**: not too dry (crumbly) or wet (doughy or slimy)

6.1.7 Cooling out of pans

Bread should be removed from the baking pan to cool on a rack. If bread is left in the pan the steam coming out of the bread will 'sweat' on the inside of the pan and make the outside of the bread wet and sticky. Baked goods must cool with a good circulation of air around them.

6.1.8 Present for sale

Once cooled, breads and bread products must be presented for sale. Do not pack warm bread into plastic; it will sweat and go mushy on the outside. Warm baked goods may be sold in paper bags. Baked items should be kept in baskets or on racks until packaging or sale.

6.2 Buns

Tanzanian *skonzi* are small, round, baked or fried bread snacks, like scones. They are popular in Tanzanian homes and street food stalls, often enjoyed for breakfast or as a tea-time snack. These treats are simple to make and have become a beloved part of local culinary culture, especially in urban and coastal areas

6.2.1 Ingredients for skonzi

- **Flour:** Typically, all-purpose flour is used.
- **Sugar:** Adds a slight sweetness, though not overpowering.
- **Butter or margarine:** Gives them a soft, rich texture.
- **Milk or water:** Helps form a dough, making it smooth.
- **Baking powder:** Ensures the *skonzi* rise when cooked.
- **Optional flavourings:** Some add nutmeg, cardamom, or cinnamon for extra taste.

6.2.2 Equipment for making skonzi

- Mixing bowl
- Measuring cups and spoons
- Rolling pin
- Knife or pizza cutter
- Frying pan or deep fryer
- Slotted spoon
- Cooling rack or plate
- Sifter (optional)

6.2.3 Method for making skonzi

- The ingredients are mixed into a soft dough.
- The dough is shaped into small, round balls or discs.
- They are then either baked or deep-fried until golden brown.

6.2.4 Skonzi recipe

Skonzi				Servings/yield		12 – 16 pieces	
Prep Time	**60 mins**	**Cook Time**	**15 – 20 mins**	**Oven Temp**	**180°C**	**Portion Size**	

Ingredients

Volume	Unit	Ingredient
10 ml	2 tsp	Active dry yeast
625ml	2,5 cups	Wheat flour
1ml	¼ tsp	Salt
60ml	¼ cup	Sugar
125ml	1/2 cup	Warm water or milk
30ml	¼ cup	Butter
	1	Egg

Method

1. **Mix all the ingredients**: In a mixing bowl, mix well all the ingredients (except the egg) then knead the dough properly.
2. **Cover your dough**: Cover your mixture and place it in a warm place to allow it rise.
3. **Shape and second rise**: Create small round shapes, place them on an oven tray and leave it to rise again.
4. **Apply egg or milk**: By using a pastry brush apply egg or milk on the small rounds of skonzi.
5. **Bake**: Preheat the oven to 180°C (350°F) and bake the bread for 15-20 minutes until golden brown. The bread should sound hollow when tapped on the bottom.
6. **Cool**: Let the skonzi cool on a wire rack before slicing.

6.2.5 Quality points for good Skonzi

- **Texture**: Soft and fluffy inside, crispy outside.
- **Flavour**: Balanced sweetness and spices.
- **Colour**: Uniform golden-brown.
- **Freshness**: Best served warm.
- **Oil quality**: Use fresh, clean oil.
- **Size and shape**: Uniformly sized for even cooking.
- **Absence of grease**: Light and not greasy.

6.3 English Scones

Quick flour mixtures are classified into two main groups: batters and doughs. Doughs may be soft or stiff. They can be worked with the hands, as they are elastic. Doughs have less liquid in proportion to flour than batters do.

Scones are made from a soft, un-kneaded dough, the scones being patted, cut, and baked on a baking tray. Scones are used as a breakfast or teatime treat and they are served and prepared with cheese, butter, jam, and cream. The texture of a scone must be slightly crumbly, not chewy, so it is important not to overhandle the dough as this will develop the gluten. When making scones – do not develop gluten as it is not a bread product!

6.3.1 Ingredients for English scones

The rubbing-in method is used for making scones.

- Breakfast scones are made without eggs and are large. Their edges should be plain and not fluted.
- Tea scones are smaller and richer. The dough contains egg, sugar, and more fat than tea scones. Tea scones are cut out with a fluted cutter. Tea scones are served with jam and cream.
- Fruit scones can have raisins, sultanas, etc, added to the mixture.
- Savoury scones can have cheese, bacon bits, etc, added to the mixture.

	
Fluted cutter for sweet tea scones	***Plain cutter for unsweetened breakfast scones***

6.3.2 Equipment for making English scones

The following equipment is needed to make scones:

- Mixing bowl
- Sieve
- Measuring equipment: cups and spoons
- Cutter/s
- Clean, flat surface
- Pastry brush
- Baking trays: a flat tray with straight sides of about 3 cm high. It can be used for baking scones, biscuits, rolls and buns.

6.3.3 Method for making English scones

Rubbing-in and mixing:
Air is trapped when sifting the flour and by lightly rubbing the fat into the flour with your fingertips. Raising agents in the flour helps the cake to rise.

Tip: use a grater to grate the cold fat into the flour; this breaks it down into quite small pieces which are then easy to rub in properly with the fingertips. While grating the block, dip it into the flour, and sprinkle flour over the grated butter to stop it from clumping.

The rubbing-in method requires a bit of skill and a light touch. The process works by the fat, usually butter, being worked into the flour by a method of rubbing the pieces through the fingers. This will create a breadcrumb or sand-like texture. Sugar is usually added, and then a little liquid to create a dough. The trick with any rubbing-in method is as soon as the liquid is evenly combined, stop working it. Simply form it into a shape that works for your recipe or very gently and carefully roll it out and then stop handling it or the product will be tough and overworked if the gluten is developed too much.

Shaping and cutting:
Pat the soft dough out to an even thickness on a floured surface. Dip the cutter edge into flour and cut rounds; cut them close to each other to maximise the dough and to not have to reform and handle it too much. Place each cut piece onto/into the prepared baking sheet or container.

Baking:
The following guidelines should be followed to ensure successful baking of scones:

- Turn the oven on 15 – 20 minutes before the mixture is ready so that the oven is ready when the mixture has been prepared.
- Scones should be left undisturbed in the oven, for most of the cooking time.
- If baking powder is used in a recipe, it will start reacting as soon as the liquid is added so the unbaked, cut scones should be placed in the oven immediately.
- Use the correct size baking container.
- The oven door must be kept closed to retain the correct temperature. If it is opened during baking, the cold air will cause the scones to collapse. If the door is opened towards the end of the baking time to check if the scones are cooked, open the door slowly and work quickly.

6.3.4 English scone recipe

Scones				Servings/yield		12	
Prep Time	10 mins	**Cook Time**	**10-12 mins**	**Oven Temp**	**180°C**	**Portion Size**	**1**

Ingredients

Volume	Unit	Ingredient
500ml	2 cups	Cake flour (PPF)
15ml	1 Tbsp	Baking powder
2.5ml	½ tsp (2.5 ml)	Salt
50ml		Butter or margarine
200ml	200ml	Milk

Method

1. Sift the dry ingredients into a bowl
2. Rub in the fat and flour together using the fingertips, until it resembles fine breadcrumbs
3. Add the liquid to obtain the correct consistency
4. The mixture must not be too dry or too sticky
5. Work the mixture lightly into a soft dough
6. Do not over-manipulate the dough
7. Pat out the dough on a lightly floured surface to approximately 2 cm thick
8. Cut out rounds and place on a prepared baking sheet
9. Brush with milk or a mixture of egg and milk
10. Bake in a preheated oven for 10 – 12 minutes until golden brown on top

Notes: Never use a rolling pin when making scones, use fingers to pat out the scone dough gently

To test if a scone is baked:

- Use a skewer. Push it into the centre, if it comes out clean the scone is cooked.
- If touched gently in the centre the scone will feel firm and spongy if it is cooked.
- It has a characteristic golden-brown colour.

6.3.5 Quality points for good English scones

The properties of a good scone include:
- Delicate brown with a golden crust
- Large in volume and light in mass
- Soft, even texture with even holes

6.4 Chapati

Chapati is a popular and affordable flatbread in Tanzania, often eaten with beans, vegetables, or meat.

6.4.1 Ingredients for chapati

- **Wheat flour (Unga wa ngano)**: The main ingredient that forms the base of the dough. It provides structure and texture to the chapati.
- **Water**: Warm water is used to hydrate the flour and form a soft, elastic dough that is easy to roll and cook.
- **Salt**: Adds a bit of flavour to the dough, balancing out the blandness of the flour and enhancing the overall taste.
- **Oil**: Helps make the dough smooth and easy to knead. It also gives the chapati a soft texture and adds a little richness when frying.
- **Sugar (Optional)**: Some people add sugar to give the chapati a slight sweetness, which enhances the flavour and balances out the savoury taste.

6.4.2 Equipment for making chapati

- **Large mixing bowl** – For mixing and kneading the dough.
- **Rolling pin (Mti wa kupikia chapati)** – To roll out the dough into thin circles.
- **Flat frying pan (Mbao au Tawa)** – A wide, flat pan for cooking the chapati.
- **Measuring cups and spoons** – For accurately measuring ingredients.
- **Cloth or kitchen towel** – To cover the dough and keep it moist during resting.
- **Spatula (Mwiko wa kuchota chapati)** – For flipping the chapati during cooking.

6.4.3 Method for making chapati

1. **Mixing the dough**: Combine flour, salt, and oil in a bowl. Gradually add lukewarm water and knead until you have a soft, elastic dough. Let the dough rest for about 30 minutes, covered with a damp cloth.
2. **Shaping and layering**: Divide the dough into small balls. Roll each ball into a flat circle, brush with oil, and then roll it into a long rope shape. Coil the rope

into a snail-like shape and let it rest for another 10 minutes. This process helps create layers in the chapati.

3. **Rolling out the chapati**: After resting, roll each coiled dough ball into a flat circle again, about 13-16 cm in diameter.
4. **Cooking**: Heat oil in a pan, place the chapati on the hot pan, and cook for about 2 minutes until bubbles form. Flip the chapati, brush with oil, and press gently with a spatula to cook evenly. Continue flipping and pressing until both sides are golden brown.

6.4.4 Chapati recipe

Chapati				Servings/yield		10 – 12	
Prep Time	**20 mins**	**Cook Time**	**1-2 mins**	**Oven Temp**	**180°C**	**Portion Size**	

Ingredients

Volume	Unit	Ingredient
1000ml/1 litre	4 cups	Wheat flour
375ml	1,5 cups	Warm water
5ml	1tsp	Salt
15ml	1 tbsp	Sugar (optional)
45ml	3 tbsp	Oil for dough
		Oil for frying

Method

1. **Mixing**: In a large mixing bowl, combine the flour, salt, and sugar (if using). Slowly add warm water while mixing until a soft dough forms. Add a bit of oil to make the dough smooth and pliable. Knead the dough for about 10 minutes until smooth.
2. **Resting**: Cover the dough with a cloth and let it rest for at least 30 minutes.
3. **Shaping and layering**: Divide the dough into small balls. Roll each ball into a flat circle, brush with oil, and then roll it into a long rope shape. Coil the rope into a snail-like shape and let it rest for another 10 minutes. This process creates layers in the chapati.
4. **Rolling out the chapati**: After resting, roll each coiled dough ball into a flat circle again, about 13-16 cm in diameter.

5. **Frying the chapati**: Heat the flat pan over medium heat. Place the rolled-out chapati on the pan and cook for 1-2 minutes until light brown spots appear. Flip the chapati and apply a bit of oil on both sides. Cook until golden brown, pressing down with the spatula to ensure even cooking.

6.4.5 Quality points for good chapati

1. **Softness**: Good chapatis should be soft and flexible, not hard or dry. Proper kneading and resting help achieve this texture.
2. **Layers**: A well-made chapati should have visible layers when folded or torn, indicating the dough was prepared and cooked properly.
3. **Golden brown spots**: The chapati should have evenly distributed golden-brown spots on both sides, indicating even cooking.
4. **Flavour**: Chapati should have a mild, pleasant flavour, with the right balance of salt and, if added, a hint of sweetness.
5. **Pliability**: When rolled or folded, chapati should not crack or break, but rather remain soft and flexible.

6.5 Maandazi

Tanzanian maandazi is a popular fried dough snack, often enjoyed for breakfast or as a treat. It is somewhat like doughnuts but has a unique flavour and texture.

6.5.1 Ingredients for maandazi

Maandazi typically includes flour, sugar, baking powder, coconut milk (or water), and sometimes cardamom for added flavour. The dough is mixed and allowed to rise before being shaped and fried.

6.5.2 Equipment for making maandazi

- **Mixing bowl**: For combining ingredients.
- **Measuring cups and spoons**: To measure flour, sugar, and liquids accurately.
- **Rolling pin**: For rolling out the dough.
- **Knife**: To cut the dough into shapes.
- **Frying pan or deep fryer**: For frying the maandazi.
- **Slotted spoon**: To remove maandazi from the hot oil.
- **Cooling rack or plate**: To drain excess oil after frying.
- **Sifter**: Optional, for sifting flour and baking powder.

6.5.3 Method for making maandazi

The dough is rolled out and cut into triangles or rounds. It is then deep-fried until golden brown and crispy on the outside while remaining soft and fluffy inside.

6.5.4 Maandazi recipe

Maandazi				Servings/yield		12 – 16	
Prep Time	**15 mins**	**Cook Time**	**10 – 15 mins**	**Oven Temp**		**Portion Size**	

Total time: 90mins

Ingredients

Volume	Unit	Ingredient
1000ml/1 litre	4 cups	Wheat flour
125ml	½ cup	Sugar
10 ml	2 tsp	Baking Powder
250ml	1 cup	Warm water
2ml	½ tsp	Salt
2ml	½ tsp	Cardamom (optional)
		Oil for frying

Method

1. **Mix dry ingredients**: In a large mixing bowl, combine the flour, sugar, baking powder, ground cardamom, and salt. Mix well.
2. **Combine wet ingredients**: In another bowl, mix the coconut milk, milk, and vegetable oil.
3. **Make the dough**: Gradually add the wet mixture to the dry ingredients, mixing until a soft dough forms. Knead the dough on a floured surface for about 5 minutes until smooth.
4. **Rest the dough**: Cover the dough with a clean cloth or plastic wrap and let it rest for about 30 minutes. This helps to make the maandazi softer.

5. **Roll out the dough**: After resting, roll the dough to about 1/4-inch thickness. Use a knife or pizza cutter to cut it into triangles or circles.
6. **Heat oil**: In a frying pan or deep fryer, heat enough oil to submerge the maandazi. The oil should be hot enough that a small piece of dough sizzles when added.
7. **Fry the maandazi**: Carefully add a few pieces of the shaped dough into the hot oil. Fry until golden brown, about 2-3 minutes on each side. Remove with a slotted spoon and drain on a cooling rack or paper towels.
8. **Serve**: Allow the maandazi to cool slightly before serving. They can be enjoyed plain, dusted with powdered sugar, or served with tea or coffee.

6.5.5 Quality points for good maandazi

- **Texture**: Soft and fluffy inside, crispy outside.
- **Flavour**: Slightly sweet with hints of cardamom or coconut.
- **Colour**: Even golden-brown throughout.
- **Freshness**: Best enjoyed warm.
- **Oil quality**: Use fresh, clean oil for frying.
- **Size and shape**: Uniformly cut for even cooking.
- **Absence of grease**: Light and not overly oily.

6.6 Biscuits

A biscuit is " A biscuit is a small baked product that can be crisp or slightly soft, and may be sweet (cookies) or savoury (crackers).

6.6.1 Types of biscuits

Biscuits are classified into two main categories:
1. Hard dough biscuits
2. Soft dough biscuits

Hard dough	Soft dough
• High water content • Low fat and low sugar • Tough dough • Used to make crackers	• Less water • High fat and high sugar • Used more for cookies and sweet biscuits.

Some common biscuit flavours are vanilla, ginger, cinnamon, coconut and chocolate.

6.6.2 Ingredients for basic biscuits

Using the correct ingredients is important if the desired results are to be achieved so always try to follow the recipe closely. Accurate measuring is also important to ensure a consistent, good-quality product.

Type of flour to use when baking biscuits:
Cake flour or self-raising flour may be used to make biscuits.

Sweeteners in biscuits
The type and amount of sweetener used can play a vital role in the way a biscuit turns out. White sugar makes crisper biscuits than brown sugar. Brown sugar tends to absorb moisture after baking which helps them to stay chewy. Liquid sweeteners such as honey, or golden (corn) syrup help the finished biscuit to be moist or chewy.

Liquids in biscuits
Milk or water will help biscuits to spread and will help create a crisper finish. Eggs add richness, structure, and colour, and can affect texture depending on the recipe. **Flavourings**:
Essences or spices can be used to flavour such as vanilla extract, almond essence, lemon or orange juice. These are generally used in small quantities which doesn't have too much effect on the structure of the finished biscuit. Spices (e.g. ground ginger or cinnamon) are usually added to the flour during sifting.

6.6.3 Equipment for making biscuits

The following equipment is needed to make biscuits:

- Mixing bowl
- Sieve
- Measuring equipment: cups and spoons
- Cutter/s
- Clean, flat surface
- Pastry brush
- Baking trays: a flat tray with straight sides of about 3 cm high. It can be used for baking scones, biscuits, rolls and buns.

6.6.4 Methods for making biscuits

There are two main methods for making biscuits:

1. **Rubbing in**:
    - Rubbing butter into flour with fingers.

- Adding wet ingredients (like eggs or milk) to dry ingredients.
- Minimal mixing to avoid overworking the dough.
- Shaping or cutting the dough.
- Baking the biscuits.

2. **Creaming**:
   - Creaming butter or margarine with sugar.
   - Adding eggs and other wet ingredients.
   - Adding dry ingredients and flavourings.
   - Shaping or spooning the dough.
   - Baking the biscuits.

Rubbing-in method
To use the rubbing-in method, start by placing the flour in a mixing bowl. Cut butter into small pieces (or grate cold butter) and add it to the flour. Rub the butter and flour together with your fingertips until the mixture looks like fine breadcrumbs.

Next, stir in other dry ingredients if needed. Add wet ingredients like eggs or milk to bind the dough. Be careful not to over-mix the dough, as this can make the biscuits tough instead of crumbly.

Creaming method
The creaming method begins by placing softened butter in a bowl. Add sugar and mix them together using a wooden spoon or electric whisk. Beat the mixture until it becomes light and fluffy.

Afterwards, mix in the wet ingredients like eggs or milk, followed by the dry ingredients. The dough will be soft, so drop small spoonfuls onto baking sheets, making sure to leave space between them. This method helps make the biscuits light and crumbly.

6.6.5 Shaping biscuits

There are different ways to shape or form individual biscuits:

- **Shaped biscuits**: the mixture is shaped using your hands. If the mixture is sticky dampen your hands.
- **Drop biscuits**: spoonsful of the biscuit mixture are placed on the baking tray. Drop biscuits have more milk or other liquid added to the dough than rolled biscuits. The dough is moister and cannot be kneaded or rolled; simply drop tablespoons of dough onto the baking sheet. Drop biscuits don't rise as much as other biscuits and they are always coarser in appearance and texture.
- **Cut biscuits**: the biscuit dough is rolled out to an even thickness, and the cookies are cut using different shaped cutters. Different shapes can be stars, hearts, or fun shapes like animals.

- **Pressed biscuits**: a ball of dough is put onto the baking tray and pressed down with a fork.
- **Sheet biscuits**: the dough is baked in a baking tray and then sliced into fingers or squares after baking. Shortbread and crunchies are baked in this way.
- **Rolled biscuits**: The mixture is firm and pliable, and is rolled into a long, tube-like shape (like a sausage). The dough is sliced, and each round is put onto the baking tray.

6.6.6 Basic vanilla biscuit recipe

Classic Vanilla Biscuit				**Servings/yield**		24 biscuits	
Prep Time	15 min	**Cook Time**	15 min	**Oven Temp**	180°C	**Portion Size**	

Ingredients

Qty	Unit	Ingredient
125g		Butter/Prestige
250g	250ml/1 cup	White sugar
2,5ml	Half teaspoon	Vanilla essence
1		Egg, medium size
500g	500ml/2 cups	Cake flour
5ml	1 teaspoon	Baking powder

Optional extra ingredients for flavour:

125ml	Half cup	Raisins or sultanas
85g		Chocolate chips (optional)

Method

1. Cream butter, sugar and vanilla essence together until smooth and creamy.
2. Add egg and mix well.
3. Combine dry ingredients (including optional ingredients of sultanas or chocolate chips) and blend until all mixed through.
4. Roll a tablespoon sized amount of mixture together and place on a cold greased or lined tray.

5. Press slightly with a damp fork.
6. Bake for approx. 13 - 16 minutes until slightly golden in colour. All ovens vary so cook until edges become golden brown.
7. Remove from the oven and after a few minutes remove onto a wire rack or newspaper to cool completely.
8. They will be soft when removed from oven but will crisp up on standing.
9. Store in an airtight container or pack into packets.

6.6.7 Quality points for good biscuits

- **Appearance**: uniform shape and size; golden colour (according to recipe specifications and type of biscuit), not too pale or dark.
- **Texture**: either crisp and crumbly or chewy, depending on the type of biscuit. However, crumbly-style biscuits that should have a crunch, should not be tough or chewy as this indicates that the gluten was developed too much.
- **Flavour**: not too sweet or oily; the flavour must match the characteristics of the recipe.

6.6.8 Finishing methods for biscuits

Biscuits will look better if they have a little light, inexpensive decoration on them, such as dusting (icing sugar, cinnamon or cocoa), or simple icing like glace icing (icing sugar mixed with a tiny bit of water and drizzled onto biscuits.





Biscuits dusted with icing sugar (through a small sieve/strainer)





Biscuits drizzled with glace icing





Spooning glace icing	Dipping glace icing	Dipping glace icing

6.7 Vitumbua

Vitumbua are a popular snack in Tanzania, made from rice and coconut milk, giving them a unique flavour and soft texture. They are typically cooked in a special pan called a "vitumbua pan" or "appam pan" that has small, round indentations. Below is an outline for making vitumbua.

6.7.1 Ingredients for vitumbua

- **Rice flour**: The main ingredient, traditionally ground from soaked rice.
- **Coconut milk**: Provides a rich, creamy flavour and helps bind the dough.
- **Sugar**: Adds sweetness.
- **Yeast**: Helps the batter rise and makes the vitumbua light and fluffy.
- **Salt**: Balances the sweetness and enhances the flavour.
- **Cardamom (optional)**: Adds a fragrant, spiced flavour.
- **Water**: Used to adjust the consistency of the batter.

6.7.2 Equipment for making vitumbua

- **Vitumbua pan**: A pan with small, round indentations, similar to an appam or aebleskiver pan.
- **Mixing bowls**: For mixing the batter.
- **Spoon or ladle**: For pouring the batter into the pan.
- **Whisk**: To combine the ingredients smoothly.
- **Measuring cups and spoons**: For accurately measuring the ingredients.

6.7.3 Method for making vitumbua

1. **Prepare the batter**:
   - In a mixing bowl, combine rice flour, sugar, salt, and yeast.
   - Add coconut milk and water gradually, stirring to create a smooth batter with a thick, pourable consistency.
   - Optionally, add ground cardamom for flavour.
   - Cover the batter and let it rest in a warm place for about 1-2 hours to rise.
2. **Heat the vitumbua pan**:
   - Grease the indentations of the pan with oil.
   - Heat the pan over medium heat.
3. **Cook the vitumbua**:
   - Once the pan is hot, pour the batter into each indentation until it's almost full.
   - Cook for about 3-4 minutes on one side, then flip using a skewer or spoon, and cook the other side until golden brown and cooked through.
4. **Serve**:
   - Serve warm as a snack with tea or as a dessert.

6.7.4 Vitumbua recipe

Vitumbua				Servings/yield		12 – 15 cakes	
Prep Time	1 – 2 hours	Cook Time	3-4 mins	Oven Temp	-	Portion Size	

Ingredients

Volume	Unit	Ingredient
500ml	2 cups	Rice flour
250ml	1 cup	Coconut milk
125ml	½ cup	Sugar (adjust to taste)
5ml	1 tsp	Active dry yeast
2ml	Pinch	Salt
2,5ml	½tsp	Cardamom
250ml	1 cup	Warm water
		Oil for greasing the pan

Method

10. **Prepare the batter**: In a bowl, mix the rice flour, sugar, salt, yeast, and cardamom.
11. Gradually add the coconut milk and warm water, stirring to make a smooth batter. The consistency should be thick but pourable.
12. Cover the batter and let it rest for 1 – 2 hours to allow the yeast to activate.
13. **Heat the vitumbua pan**: Grease the indentations of the pan with oil and heat it over medium heat.
14. **Cook the vitumbua**: Once the pan is hot, pour batter into each indentation.
15. Cook for 3 - 4 minutes until the bottom is golden brown, then flip and cook the other side until done.
16. **Serve**: Serve warm as a snack with tea or as a light dessert.

6.7.5 Quality points for good vitumbua

- **Texture**: Good vitumbua should be light and fluffy on the inside, with a slightly crispy outer layer.

- **Flavour**: The balance of sweetness and the rich coconut flavour should be distinct. If using cardamom, the spice should come through subtly without overpowering.
- **Shape**: Each vitumbua should be round, evenly cooked, and golden brown on both sides.
- **Moisture**: The interior should be moist but not soggy. Overcooking can dry out the vitumbua, while undercooking will leave it doughy inside.

6.8 Cake

A cake is a sweet soft food made from a mixture of flour, fat, eggs, sugar, and other ingredients, baked and sometimes iced or decorated.

Cakes can be used for a variety of different purposes, including:
- **Tea items**: cakes sliced or portioned into slices
- **Snacks**: cupcakes
- **Desserts**: slices of cake or biscuits used on their own as dessert, or as a base for desserts

6.8.1 Types/Flavours of cake

Here are some common types of cake:

- **Banana cake**: A soft cake made with ripe bananas, giving it a sweet flavour and moist texture.
- **Chocolate cake**: A rich and sweet cake made with cocoa powder or melted chocolate.
- **Lemon or orange cake**: A light cake with the fresh taste of lemon or orange zest and juice.
- **Pineapple cake**: A sweet and fruity cake made with fresh or canned pineapple for extra moisture and flavour.

6.8.2 Ingredients for basic cake

Flour: flour forms the framework of cakes and biscuits.

Fat: The fat in a cake batter serves to tenderise the gluten and starch particles, making the crumb tender. It traps air during the creaming process, which helps the cake to rise and increases the volume of the baked cake. Adds colour, flavour, and richness to cakes and biscuits. Prestige is the fat most used in baking in Tanzania.

Liquid: is used to moisten flour mixtures and to dissolve the ingredients so that they can interact. During cooking liquid is converted to steam which aids rising. The liquid proportion must be worked out with care; too little liquid will cause a cake to grow dry and stale quickly and too much liquid will produce a cake of small volume and very moist texture.

Leavening agents: these make the cake rise. Baking powder is used most often in cake making.
Sugar: has a tenderising effect on the gluten and egg proteins of the batter. A batter with too much sugar will produce a cake of small volume with a sugary crust. Sugar enhances the flavour and colour of cake.

Eggs: Incorporate air, improve the flavour of cakes, improve the colour, and add to the nutritive value.

Fruit and vegetables: these add variety and nutritive value to some types of cakes: e.g. carrots, apples, bananas, and pineapples. Dried fruit may also be added e.g. raisins. Some vegetables are key ingredients in excellent cakes – carrot cake being the most common and popular. Beetroot may also be used in cakes.

Nuts: add to the texture and flavour.

Chocolate: adds to the flavour of the cake. Chocolate may be added as cocoa when sifted with the dry ingredients. Sometimes cocoa is mixed with hot water first, then added as a wet ingredient.

Other ingredients: Flavourings and Spices. These are added to cakes to provide flavour, for example: cinnamon, nutmeg, ginger, salt, vanilla essence, almond essence, coffee essence, coconut, and citrus zest.

6.8.3 Equipment for making cake

Cake tins: these round tins are used for baking round cakes which are often layered. Cake tins come in different sizes, the most common being a 22cm tin.

6.8.4 Basic Cake Recipe

One standard cake recipe with a variation of ingredients for different flavours

Basic Sponge Cake				**Servings**		**8**	
Prep Time	**20 min**	**Cook Time**	**25 – 30 min**	**Oven Temp**	**180°C**	**Portion Size**	**Slice**

This recipe is for a basic sponge cake. Different flavours can be added to make a variety of cakes. Options include vanilla, strawberry, mixed berries, passion fruit, orange, coconut, and cocoa.

Ingredients

Weight	Volume/unit	Ingredient
300g	625ml (2,5 cups)	Flour
250g	4 large	Eggs
250g		Butter/margarine (Prestige)
200g	250ml (1 cup)	Sugar
10g	10ml (2 tsp)	Baking Powder
	10ml (2 tsp)	Flavouring

Method

1. Prepare the Baking Pans: Grease the bottom and sides of the baking tins or pots with butter or margarine to prevent sticking.
2. Sift the Dry Ingredients: Sift the flour and baking powder together into a bowl and set them aside.
3. Cream the Butter and Sugar: Place the margarine (Prestige) and sugar into a mixing bowl. Beat the mixture at high-speed using a mixer, or use a wooden spoon, until it is light, fluffy, and significantly increased in volume.
4. Incorporate the Eggs and Flour: Add a small amount of the eggs to the creamed mixture and beat at a low speed. Gradually add a portion of the sifted flour to maintain the consistency.
5. Flavour and Final Mix: Stir in the flavouring. Continue by alternating between adding the remaining eggs one at a time and the remaining flour, mixing gently after each addition until the batter is smooth and well-combined.
6. *Incorporate the Remaining Flour: Slowly add the rest of the flour to the batter. Mix gently at a low speed until just combined. Be careful not to overmix or beat the batter too hard, as this can make the cake tough.*
7. *Prepare the Tins: Give the batter a final, quick mix at high speed to ensure it is smooth. Divide the mixture evenly into two 22cm tins or pour it all into one deeper tin or baking pot.*
8. *Bake and Test: Bake at 180°C for 25 to 30 minutes. To check if it is ready, insert a skewer or toothpick into the center of the cake; it should come out clean when the cake is fully baked.*

6.8.5 Method for making cakes

The following techniques are used for making cakes:

Creaming fat (butter or marge) with sugar
Fat and sugar are beaten together until they take on a light, airy texture. The method requires thorough creaming, or blending, of butter and sugar before any other ingredient is added. During the creaming, it is important to keep going until the butter and sugar mix is pale, light, and creamy. Only then, can the eggs be added, and then the rest of the dry ingredients. The risk with this method, other than under-creaming, is that once the eggs are added, the mixture can split resulting in a tough, dry cake.

After the butter and sugar are creamed to a light and fluffy stage, the eggs are added one at a time. The creaming method then adds the dry and liquid ingredients alternately to the butter mixture. The usual method is a third of the flour, half the milk, a third of the flour, the remaining milk, and finally the remaining flour; it's helpful to scrape the bowl midway through this process.

Adding eggs
Crack the egg in a small bowl first to determine its freshness, there should be no rotten smell. If it is fine, then add to the mixture.

Adding dry ingredients and flavouring
Sift the dry ingredients, this is the process of passing flour and other fine dry ingredients e.g. salt, sugar, and baking powder through a sieve to remove lumps and make the ingredients light and airy.

Pouring into a baking container
Before pouring the batter into a baking container the baking container must be prepared. The recipe instructions will have to be followed carefully. The general guidelines are:

- Light cakes with little or no fat – grease the base
- Other light cakes – grease base and sides, then sprinkle with flour. As an added precaution against sticking, the base can be lined with greaseproof paper.

Bake
During baking four main things occur:
- **The air and/or gas expands**: the air that has been incorporated into the mixture by beating and the carbon dioxide that is produced from the reaction of baking powder expands when heated.
- **The mixture sets**: when the proteins in the baking mixture reach a temperature of 70°C they set, forming the structure of the final product.

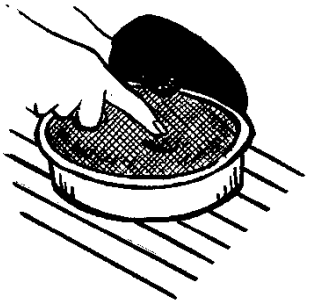
- **The surface browns**: ingredients such as sugar, milk, and eggs contain substances that encourage browning once heated.
- **A crust forms**: during baking, water evaporates from the surface of the baked product, which causes a crust to form. A bowl of water can be placed in the oven to prevent the crust forming too quickly.

The following guidelines should be followed to ensure successful baking of cakes:

- Turn the oven/light the fire on 15 – 20 minutes before the mixture is ready so that the oven is ready when the mixture has been prepared.
- Cakes should be left undisturbed in the oven for most of the cooking time. If the oven is opened during baking, the change in temperature will cause the steam to stop rising and the cake will fall because the bubbles that make it rise will not form.
- If baking powder is used in a recipe, it will start reacting as soon as the liquid is added so the cake mixture should be placed in the oven immediately.
- Use the correct size baking container – if it is too small the cake mixture will bubble over the sides and be wasted.
- The oven door must be kept closed to retain the correct temperature. If it is opened during baking, the cold air will cause the cakes to collapse. If the door is opened towards the end of the baking time to check if the cake is cooked, open the door slowly and work quickly.

To test if a cake is baked:

- Use a skewer. Push it into the centre, if it comes out clean the cake is cooked. It will not work with a fruit cake as it is bound to pierce moist fruit.
- If touched gently in the centre the cake will feel firm and spongy if it is cooked.
- The cake shrinks away from the sides of the pan.
- It has a characteristic golden-brown colour.



Cool

Cakes should be handled carefully when removed from the oven. Leave the cake for a few minutes to cool before being turned out onto a cooling rack. To turn out the cake place an inverted cooling rack on top of the tin. Turn the cooling rack and the cake tin upside down simultaneously. Remove the cake tin very carefully. The cake can be turned again so that the top of the cake does not have indentation marks from the cooling rack. Cover with a clean, dry tea cloth and leave in a cool place until completely cooled down.

6.8.6 Quality points for good cake

- **Texture**: light, airy texture, not wet or dry/too crumbly. No big holes, and the texture must be even. If there are big holes, the gluten may have been over-developed.
- **Colour**: depending on the type of cake, it should have a browned to a golden-brown colour.
- **Flavour**: according to the type of cake, not too sweet, and with enough flavouring to be able to identify the main ingredient e.g. chocolate, banana, etc.

6.9 Finishing

When finishing cakes, different techniques are used to enhance their appearance and add flavour. Here are some common finishing methods:

1. **Glazing**:
Milk, egg wash, or butter: These can be brushed onto the surface of the cake before or after baking to give it a shiny, golden look. For a glossy finish, cakes can also be coated with fondant or glacé icing. Small cakes can be dipped into icing, or the icing can be spooned over the top.

2. **Dusting**:
Icing sugar, cinnamon, or cocoa powder: Use a sieve to sprinkle a fine layer of icing sugar or cocoa powder over the cake for a light decorative finish. For extra flavour or texture, you can dust with toasted coconut, grated chocolate, or crushed nuts. A decorative pattern can be created by placing a doily or patterned paper on the cake before dusting and carefully removing it afterward.

3. **Drizzling**:
Glacé icing: This is a simple icing made with icing sugar mixed with a tiny bit of water that can be drizzled over cakes for a sweet, decorative effect. It adds both texture and sweetness to the surface.

4. **Icing**:
Butter icing: Butter icing (or buttercream) can be spread or piped onto the cake. Using different nozzles allows you to create various decorative effects, such as flowers, swirls, or borders. Butter icing not only adds visual appeal but also enhances the flavour and richness of the cake.

These finishing methods allow small bakers to make their cakes look professional and appealing while adding extra flavour and texture.

6.10 Packaging

Once baked and cooled, the baked goods must be presented for sale to customers. Items should be packaged to keep them clean, fresh, and hygienic.



Here are a few guidelines regarding the packaging of baked goods.

Types of packaging for baked goods include:

- **Breads**: paper bags
- **Scones**: plastic or paper bags
- **Buns**: plastic bags
- **Biscuits**: cellophane bags, boxes or paper packets.
- **Cake**: cake boxes; cake domes

Always seek an environmentally friendly option – e.g. paper bags or cake boxes in preference to plastic packaging.

Placing baked items into packaging
When putting baked items into packaging for sale to consumers, follow all hygiene principles: wear gloves, handle the unpacked items as little as possible; do not cough or sneeze near or on them, and keep them covered until they are packed.

Sealing of packaging
Seal the packaging so that the public cannot open, handle or even breathe on items for sale to other consumers.

Labels
If possible, have attractive labels made for different baked items such as biscuits so that these can be place onto the packaging and used to seal the packaging.

7 Module 7: Costing and Pricing

7.1 Shopping /buying

To make baked goods you need the right ingredients, there are important points to consider when shopping for fresh ingredients:

1. **Comparing prices between suppliers/vendors**: Don't just buy from the first supplier you visit. Compare prices from multiple vendors to find the best deal for each product. While shopping around can help lower costs, it's also important to factor in any additional transport costs if the vendor is farther away. Finding a balance between low prices and convenience is key to saving money.
2. **Ensuring quality of ingredients**: The quality of ingredients you buy directly affects the taste, texture, and overall appeal of your baked goods. Always aim to buy the best quality ingredients you can afford, as using low-quality ingredients will impact customer satisfaction and sales. High-quality ingredients make your products taste better and look more appealing.
3. **Negotiation skills**: Don't just accept the first price a vendor gives you. It's important to negotiate and ask for discounts, especially if you're a regular customer or buying in bulk. Vendors often won't offer discounts unless you ask, so it's always worth trying to get a better price.
4. **Buying in larger quantities for better unit prices**: Buying in bulk often results in a lower cost per unit. For example, the price per kilogram of flour is usually cheaper when buying 5kg than buying 1kg at a time. However, it's important to ensure you have enough money to buy in bulk and enough storage space to keep ingredients safe and in good condition.
5. **Hygienic transport of shopping**: When bringing ingredients back to your baking location, ensure they are properly protected from heat, water, and dust. Use a good, reusable shopping bag or basket, and keep the ingredients covered and dry. This helps maintain their freshness and quality, ensuring food safety and better results in your baking.

By following these shopping tips, small bakers can save money, maintain ingredient quality, and improve their overall business efficiency.

7.2 Recipe costing

The cost of a recipe needs to be calculated to work out how much to sell a dish for to make a profit. Simple costing adds up the cost of the ingredients used, then divides the cost by the number of servings in the item, or the cost of the whole item such as a cake.

It can get tricky when the amount you buy (e.g. 1kg) is different to the amount you use (e.g. 750g). In that case, you will need to calculate the cost of the quantity of the ingredient/s used.

Costing process
Using a recipe costing sheet is a useful tool to calculate the cost of a recipe or dish. The costing sheet or recipe costs will have to be updated or redone regularly as food prices change.

Steps in Recipe Costing
1. Cost each ingredient in the recipe.
2. Add these costs together to get a total cost.
3. Find the cost per portion based on the number of servings in the recipe by dividing the total cost by the number of servings.

Recipe Costing Sheet

Recipe: Sponge cake			**Portion size**: 1 whole cake/ 8 slices	
Quantity produced: 1			**Portions**: 8	
Ingredient	**Quantity**	**Purchase quantity**	**Purchase cost per unit**	**Ingredient Cost TZS**
Flour	300g	300g	1000	1 000
Eggs	4	1egg	350	1 400
Butter/Prestige	250g	250g	1000	1 000
Sugar (White)	200g	200G	1500	1 500
Baking powder/ Zesta	10g	100G	3000	300
Vanilla essence	10ml	100ml	3000	300
Cake cost				**5 500**

Icing:				
Icing sugar	1 box (500g)	1 box	3500	3500
Prestige	125g	125G	1000	1000

Kimbo/Mo mpishi	125g	125G	900	900
Flavour (vanilla)	10ml	100ml	3000	300
Cake box	1 piece	1 box	1400	1400
Cake board	1 piece	1 piece	1000	1000
Decoration items	pieces	Pieces	2000	2000
Icing cost				**9 800**
Total cost				**15 300**

Sales price
Sponge cake (un-iced) **TZS 10 000-14 000**
Decorated cake **TZS 30 000-40 000TZS**

To calculate the portion cost, divide the total cost by the number of portions e.g. 12 scones in a batch would the Total cost ÷ 12 to get the portion cost.

7.3 Sales prices

When calculating the sales price of baked goods, it's important to consider several key factors to ensure that you cover all your costs and still make a profit.

Calculate the sales price including:

- **Food cost**: This is the total cost of all the ingredients used in the recipe. Ensure that you include the cost of every ingredient, such as flour, sugar, butter, eggs, etc. Divide the total ingredient cost by the number of units (cakes, bread, etc.) to get the cost per unit.
- **Labour**: This includes the value of the time and effort spent on baking. It's important to assign a fair hourly wage for the work involved and include this in the price calculation.
- **Utilities (fuel, water, transport)**: Factor in the cost of utilities such as electricity or charcoal used for baking, water, and the cost of transporting ingredients or delivering the baked goods by car, boda boda or bus. These expenses should also be divided across the number of units sold.

Profit:
After covering the costs of food, labour, and utilities, you need to set a **profit margin**. This is the extra amount added to the cost that ensures you make money on each sale. The profit margin should be realistic, taking into account market prices and what your customers are willing to pay.

By including all these elements in your sales price calculation, small bakers can ensure they cover their costs and make a sustainable profit from their baking business.

- **Profit**: the difference between all the costs added up, and the selling price.

7.4 Handling money

Managing money effectively is crucial for small businesses, including home bakers in Tanzania. Here are key points to ensure good financial practices:

1. **Keep records on expenses/costs and income**:
   It's important to track all money spent on ingredients, utilities, and transport, as well as all income from sales. Keeping detailed records will help you know whether your business is profitable and where you might be overspending. You can use simple notebooks or apps to record expenses and income daily.

2. **Cash float for change**:
   A cash float is the amount of money you set aside at the beginning of each day for giving customers change. At the end of the day, do not count this float as part of your sales revenue. For example, if you keep **1,000 TZS** as your float, ensure this amount is set aside every day and not mixed with the income. This ensures you always have change ready for customers.

3. **Security with money**:
   For small bakers, it's essential to keep money safe. Use a **money box with a lock** to store cash during sales. At the end of the day, deposit your earnings in a secure place, such as a bank or mobile money wallet, to avoid theft or loss.

4. **Mobile money (Pesa) transactions**:
   Mobile money platforms like **M-Pesa, Tigo Pesa, and Airtel Money** are safer than cash for handling transactions. Customers can pay directly to your mobile wallet, reducing the risk of handling large amounts of cash. However, be aware of the **transaction costs**, which can add up. Factor these costs into your pricing to ensure your profit margin is not affected.

5. **Village Savings and Loan Association (VSLA) groups for savings**:
   Joining a **VSLA group** is a good way to save money and access small loans. These groups are common in rural areas and provide a safe place to save money collectively. You can contribute a portion of your earnings regularly, and when needed, you may borrow from the group to invest in your business or handle emergencies. VSLAs are a popular and effective method for small-scale entrepreneurs to manage savings and financial growth.

By managing expenses, keeping a cash float, using secure payment methods, and saving through VSLAs, small bakers in Tanzania can build a stable financial foundation for their business and ensure its long-term success.

8 Module 8: Service and Marketing

8.1 Service and sales

Good service and effective sales skills are essential for keeping customers satisfied and growing your business. Providing friendly, attentive service will help build a loyal customer base and attract more people to your bakery. Here's how you can improve your service and sales:

Basic Friendly Service Skills:

- **Smile and be welcoming**: Always greet customers with a smile and be friendly. This helps create a welcoming atmosphere that customers appreciate.
- **Greeting customers**: Say polite things like, "Hello, how can I help you today?" or "Would you like to try some fresh bread or buns today?" Offering specific products can increase interest.
- **Give full attention**: Focus on the customer when serving them. Avoid chatting with others while serving as this may make customers feel unimportant. Always be polite and attentive.

Simple Selling Skills:

- **Offer additional products**: When customers buy something, suggest they try other items from your bakery. For example, if a customer buys bread, you can ask if they would also like to try some fresh cakes or snacks.
- **Promote specials or new items**: Let customers know if you have any special offers or new products, they might be interested in. This can encourage additional purchases.

Customer Feedback:

- **In-person feedback**: After serving a customer, ask if they enjoyed the product. This helps you understand what customers like and what could be improved.
- **Online or social media feedback**: If you have access to social media, encourage customers to leave feedback online or take photos of your product and post them, tagging your business. Positive reviews can attract new customers and help build your reputation.

By offering excellent service and using simple selling techniques, you can enhance customer satisfaction and grow your bakery business. A friendly and polite approach goes a long way in creating a loyal customer base.

8.2 Simple marketing

Simple marketing can help attract customers and let people know about your baking business. Here are easy ways to promote it:

- **Business name**: Create a short, easy-to-remember name for your bakery. A good name makes people recognise and remember your business.
- **Business sign**: If you sell from home or a stall, put up a **big sign** with your bakery name and phone number. This helps people find you easily.
- **Phone number**: Make sure your phone number works, so customers can call to place orders or ask questions. Always answer quickly to keep customers happy.
- **Flyers**: Print **small flyers** with your bakery name, phone number, and a list of your baked goods (like cakes or bread). Hand them out at markets, churches, or community gatherings.
- **Business card**: Make **simple business cards** with your name, bakery name, and phone number. You can add a short line like "We bake cakes for weddings and birthdays." Give these cards to your customers to share with others.
- **Promotion by family and friends**: Ask your **family and friends** to tell others about your bakery. They can recommend your baked goods to people in nearby villages or workplaces.
- **Selling to local places**: Visit **schools, offices, or shops** to offer your baked goods. You could ask if they need regular supplies for meetings or special events.
- **Attend local events**: Take your baked goods to **weddings, markets, or festivals**. Let people try samples and give out flyers or business cards.
- **Social media**: If you have a smartphone, create a **Facebook** or **Instagram page** for your bakery.
    - **Post pictures** of your cakes and bread (make sure they are clear and well-lit).
    - **Ask customers to follow you** and tag your bakery when they post pictures of what they buy from you.
    - **Post regularly** to keep people excited about your products and offers.

These simple steps will help people know about your bakery, bring in more customers, and grow your business over time.