

# Holiday Baking

## Baking Hotlines Serve Up Answers To Cookie Questions

(NAPS)—Whether you bake cookies to welcome holiday guests at the door or you leave annual Christmas cookies for a guest who enters through the chimney, chances are, cookies are a part of your holiday tradition.

Cookie recipes are often passed from generation to generation and the sweet treats have become an integral part of many festive days. However, even the most gifted cookie makers can sometimes run into trouble. A simple call could help. Four trusted brands—Fleischmann's Yeast, Karo Syrup and Argo and Kingsford's Corn Starch—employ hotline personnel that answer consumer baking questions. Baking experts located in the U.S. staff these hotlines and answer e-mails.

They offer tips on preparation, storage ideas, high-altitude adjustments, conversions and more.

Here's a look at some typical questions regularly asked:

**Q:** Can Karo dark and light corn syrups be interchanged in cookie recipes?

**A:** Yes. They perform similarly in recipes and the choice is left up to you. Recipes usually specify which type to use but personal taste can be the guide. Typically, light corn syrup is used when a delicately sweet flavor and light color are desired. Dark corn syrup is ideal when more full flavor and color are needed. For additional questions on baking with corn syrup, call 1-866-430-5276 or visit [www.karosyrup.com](http://www.karosyrup.com).

**Q:** When is it advantageous to complement flour with corn starch in recipes?



**A:** Corn starch is the key ingredient to melt-in-your-mouth cookies developed in the Argo Test Kitchens. As an example, the recipe for Chocolate Melt-Away Cookies combines flour and corn starch to produce one of the most tender and softest cookies you'll ever eat. Also, corn starch adds no taste of its own and does not mask the flavor of cookies. For more tips on baking and cooking with corn starch, simply call 1-866-373-2300 or visit the Web site [www.argostarch.com](http://www.argostarch.com).

**Q:** How do I make a European yeast cookie recipe passed along from a friend that calls for a different form or measurement of yeast?

**A:** Yeast-risen cookies have a distinctively fluffy texture and a chewier feel than most cookies. They also tend to have a crispy exterior, without using hydrogenated oils. Use this formula to substitute different types of yeast in recipes: 1 envelope of dry yeast ( $\frac{1}{4}$  ounce) =  $2\frac{1}{4}$  teaspoons = 1 cake fresh yeast (0.6 ounce).

**Q:** Are there differences between RapidRise and Active Dry Yeast?

**A:** The particles in RapidRise Yeast are finely granulated to allow complete hydration of the yeast cells during the mixing process. The larger particle size of Active Dry Yeast is best dissolved in water before adding to dry ingredients to achieve complete hydration. For additional questions about baking with yeast, call 1-800-777-4959 or visit the Fleischmann's Web site [www.breadworld.com](http://www.breadworld.com).



### Cooking Ideas

Even the most gifted bakers sometimes have a question or two when it comes to classic holiday foods. Bakers can get answers to questions by calling or e-mailing holiday baking hotlines. Questions are answered by baking experts located in the continental United States. For questions regarding corn syrup, call 1-866-430-5276 or visit the Web site [www.karosyrup.com](http://www.karosyrup.com). For questions about yeast, call 1-800-777-4959 or visit the Web site [www.breadworld.com](http://www.breadworld.com). For corn starch questions, simply call 1-866-373-2300 or visit the Web site [www.argostarch.com](http://www.argostarch.com).