



*with  
vanilla  
flavor*

# GIANT CINNAMON ROLL COOKBOOK

## 30 FLAVORS



# Base dough for big rolls



## Ingredients:

### Preference:

- Dry yeast 15 g
- Sugar 1 tablespoon
- Flour, 2 tablespoons
- Warm milk, 125ml or half a cup.

### Time:

- *600 g of wheat flour*
- *100 g of sugar*
- *1 egg*
- *110 g butter, softened and at room temperature*
- *1 teaspoon of salt*
- *One teaspoon of vanilla*
- *1/2 cup of buttermilk*

## Instructions:

1. Activate the yeast: Combine the yeast with the warm milk, sugar, and flour. Allow it to rest for 10 minutes until a nice thick foam forms.
2. Get the dough ready: In a big bowl, mix together the flour, sugar, salt, egg, butter, and the yeast mixture. Knead it until it turns into a smooth, stretchy dough. (It should stick to your hands a bit.)
3. Proof: Put the dough in a greased bowl, cover it with a cloth, and let it rise in a warm spot for 1-2 hours or until it has doubled in size.
4. Form the big roll: Roll out the dough into a big rectangle, spread your favorite filling on top, and then roll the dough up from the long side. You can cut it into slices if you want to make more than one roll, or you can keep it as one big roll.
5. Preheat the oven to 180° for about 10 minutes, then bake at 180° for 25 to 30 minutes.
6. You'll see they're ready when they have a lovely soft golden color on top.

## Tips:

- Let the dough rise for at least 40 minutes for each batch. Make sure to measure about 8 cm between each cut so they're all the same size. Allow the rolls to rest for 15 minutes before baking them. I suggest using size 14 pans.
- Let them cool down a bit before you add the topping.

# 1. Classic Big Cinnamon Roll



## Ingredients:

### Stuffed:

- 100 g of melted butter
- 150 g of brown sugar
- 2 tablespoons of ground cinnamon

### Bitumen:

- 100 g of cream cheese
- 50 g of butter
- 1 teaspoon of vanilla
- 150 g of powdered sugar
- 1-2 spoonfuls of milk
- A tablespoon of sweetened condensed milk

## Tips:

- Spread the frosting on the roll while it's still warm, so it gets a little melty.

## Instructions:

1. Spread the rolled-out dough with melted butter, then sprinkle it with the brown sugar and cinnamon mix.
2. Roll it up and put the roll in a greased mold.
3. Bake at 180°C for about 25 to 30 minutes.
4. For the frosting, mix the cream cheese with the butter, then add vanilla and powdered sugar. If needed, tweak the consistency with a splash of milk. Spread it onto the warm rolling pin.

## 2. Big chocolate and hazelnut swirl



### Ingredients:

#### Stuffed:

- 100 g of hazelnut spread (like Nutella)
- 50 g of chocolate chips
- 50 g of chopped hazelnuts

#### Topping:

- Chocolate morsels
- Chopped hazelnuts

### Instructions:

1. Spread the yummy hazelnut spread on the dough, then sprinkle it with chocolate chips and crunchy hazelnuts.
2. Roll out the dough and put it into a mold.
3. Bake at 180°C for about 25 to 30 minutes.
4. When it comes out of the oven, sprinkle some extra chocolate chips and chopped hazelnuts on top.

### Tips:

- Serve it warm so the chocolate is all melty and yummy!

# 3. Big apple and cinnamon swirl



## Ingredients:

### Stuffed:

- 2 apples, peeled and chopped into tiny cubes
- 100 g of brown sugar
- 2 tablespoons of cinnamon
- 50 g of butter

### Bitumen:

- Caramel drizzle

## Instructions:

1. Sauté the apple cubes with butter, sugar, and cinnamon in a pan until they're nice and tender.
2. Spread the filling over the dough and then roll it up.
3. Bake at 180°C for about 25 to 30 minutes.
4. If you'd like, you can drizzle some caramel sauce on top when you serve it.

## Tips:

- If you enjoy a nice crunch, sprinkle some chopped walnuts into the filling.

# 4. Big lemon and raspberry cream roll



## Ingredients:

### Stuffed:

- 100 g lemon spread
- 100 g fresh raspberries

### Bitumen:

- 150 g of cream cheese
- 50 g of powdered sugar
- 1 teaspoon of lemon zest

## Instructions:

1. Spread the lemon cream on the dough and sprinkle the raspberries on top.
2. Roll out the dough and put it into a mold.
3. Bake at 180°C for about 25 to 30 minutes.
4. Mix the cream cheese, powdered sugar, and lemon zest together until smooth, then spread it on the warm roll.

## Tips:

- Use fresh raspberries for a bolder and more natural taste. For a delightful crunch, mix in some chopped walnuts with the filling.

# 5. Huge salted caramel and walnut swirl



## Ingredients:

### Stuffed:

- 100 g of melted butter
- 100 g of brown sugar
- 50 g of chopped walnuts

### Bitumen:

- Salty caramel drizzle

## Instructions:

1. Spread the melted butter on the dough, then sprinkle it with brown sugar and chopped walnuts.
2. Roll out the dough and put it in the mold.
3. Bake at 180°C for about 25 to 30 minutes.
4. Once you take it out of the oven, drizzle it with some yummy salted caramel sauce.

## Tips:

- Use homemade caramel to have better control over the saltiness.

# 6. Big white chocolate and strawberry swirl



## Ingredients:

### Stuffed:

- 100 g of shredded white chocolate
- 100 g of diced strawberries

### Bitumen:

- White chocolate ganache (100 g white chocolate + 50 ml heavy cream)

## Instructions:

1. Sprinkle the shredded white chocolate and strawberries on top of the dough.
2. Roll it up and put it in the mold.
3. Bake at 180°C for about 25 to 30 minutes.
4. For the frosting, warm up the whipping cream and blend it with the white chocolate until it's nice and smooth. Then, spread it on the rolling pin.

## Tips:

- Be careful not to add too many strawberries, or the batter might get too soggy.



# 7. Huge roll of dulce de leche and coconut



## Ingredients:

### Stuffed:

- 100 g of caramel spread
- 50 g of shredded coconut

### Topping:

- Toasted coconut flakes

## Instructions:

1. Spread the sweet caramel over the dough and sprinkle with shredded coconut.
2. Roll out the dough and put it in the mold.
3. Bake at 180°C for about 25 to 30 minutes.
4. When you take it out of the oven, sprinkle some toasted shredded coconut on top.

## Tips:

- Toast the coconut in the oven to bring out a richer and crunchier taste.

# 8. Big mocha roll (coffee and chocolate)



## Ingredients:

### Stuffed:

- 2 tablespoons of instant coffee mixed with 2 tablespoons of water
- 100 g of chocolate chips

### Bitumen:

- 150 g of powdered sugar
- 1 tablespoon of coffee mixed with 1 tablespoon of water

## Instructions:

1. Spread the melted coffee over the dough and sprinkle on some chocolate chips.
2. Roll out the dough and put it in the mold.
3. Bake at 180°C for about 25 to 30 minutes.
4. For the frosting, combine the icing sugar with the dissolved coffee and spread it on the rolling pin.

## Tips:

- Try using espresso for a bolder taste.

# 9. Big Cinnamon and Orange Roll



## Ingredients:

### Stuffed:

- 100 g of melted butter
- 100 g of brown sugar
- 1 tablespoon of cinnamon powder
- Zest from 1 orange

### Bitumen:

- 100 g of cream cheese
- Juice from one orange
- 50 g of powdered sugar

## Instructions:

1. Spread the warm melted butter over the rolled-out dough, then sprinkle it with brown sugar, cinnamon, and a bit of orange zest.
2. Roll out the dough and put it in the greased pan.
3. Bake at 180°C for about 25 to 30 minutes.
4. For the frosting, blend the cream cheese with the orange juice and powdered sugar until it's nice and smooth. Then, spread it onto the warm rolling pin.

## Tips:

- You can sprinkle in a bit of vanilla essence to the frosting to enhance the flavors.

# 10. Big Custard and Blueberry Roll



## Ingredients:

### RRelleno:

- 100 g of creamy pastry filling
- 100 g of fresh or frozen blueberries

### Bitumen:

- 100 g of powdered sugar
- Juice from half a lemon

## Instructions:

1. Spread the creamy pastry over the rolled-out dough and sprinkle the blueberries all around.
2. Roll out the dough and put it in the mold.
3. Bake at 180°C for about 25 to 30 minutes.
4. For the frosting, combine the powdered sugar with the lemon juice and dust it over the warm rolling pin.

## Tips:

- If you don't have fresh blueberries, dried ones are a great option too!

# 11. Big Banana and Chocolate Roll



## Ingredients:

### Stuffed:

- 2 thinly sliced bananas
- 100 g dark chocolate morsels

### Bitumen:

- Dark chocolate ganache (100 g of chocolate + 50 ml of heavy cream)

## Instructions:

1. Process:
2. Spread the banana slices and sprinkle the chocolate chips over the rolled-out dough.
3. Roll it up and put it in the greased pan.
4. Bake at 180°C for about 25 to 30 minutes.
5. For the frosting, warm up the cream and blend it with the chocolate until it turns into a smooth ganache. Then, pour it onto the hot rolling pin.

## Tips:

- Choose plantains that are ripe, but not overly soft. If they get too ripe, they might break apart and let out too much moisture while baking. To boost the flavor, you can sprinkle in a little cinnamon to the filling.

# 12. Big Raspberry and Creamy Whipped Roll



## Ingredients:

### Stuffed:

- 100 g fresh raspberries
- 100 g whipped cream (can be whipped topping)

### Topping:

- Fresh raspberries for decoration

## Instructions:

1. Spread the raspberries over the rolled-out dough and top it with the whipped cream.
2. Roll it up and put it in a greased pan.
3. Bake at 180°C for about 25 to 30 minutes.
4. Top it off with some fresh raspberries when you're ready to serve!

## Tips:

- Pop the raspberries in the freezer before mixing them into the batter. This way, they'll keep their shape while baking and won't let out too much juice, which can make the roll a bit too soggy.

# 13. Big Chocolate and Orange Swirl



## Ingredients:

### Stuffed:

- 100 g dark chocolate morsels
- Zest from 1 orange

### Bitumen:

- Chocolate ganache (100 g of chocolate + 50 ml of heavy cream)

## Instructions:

1. Sprinkle the chocolate chips and a bit of orange zest on top of the rolled-out dough.
2. Roll it up and put it in the greased pan.
3. Bake at 180°C for about 25 to 30 minutes.
4. For the frosting, warm up the cream and blend it with the chocolate until it turns into a smooth ganache. Then, pour it onto the hot rolling pin.

## Tips:

- The mix of orange and chocolate is a timeless favorite. To boost that zesty flavor, you can sprinkle in a little orange zest into the frosting. This will perfectly balance the chocolate's richness.

# 14. Big Coconut and Pineapple Roll



## Ingredients:

### Stuffed:

- 100 g of shredded coconut
- 100 g of pineapple cut into small pieces (can be fresh or in syrup)

### Bitumen:

- 150 g of cream cheese
- 50 g of powdered sugar
- 1 tablespoon of coconut cream

## Instructions:

1. Sprinkle the shredded coconut and pineapple pieces over the flattened dough.
2. Roll it up and put it in the greased pan.
3. Bake at 180°C for about 25 to 30 minutes.
4. For the frosting, mix the cream cheese with the powdered sugar and coconut milk until it's nice and smooth. Then, spread it over the warm roll.

## Tips:

- Make sure to drain the pineapple really well if you're using pineapple in syrup. This helps keep the batter from getting soggy while it bakes. You can also toast the shredded coconut ahead of time to bring out a richer flavor.



# 15. Big Cinnamon and Walnut Roll



## Ingredients:

### Stuffed:

- 100 g of melted butter
- 100 g of brown sugar
- 1 tablespoon of cinnamon
- 50 g of chopped walnuts

### Bitumen:

- Vanilla glaze (100 g powdered sugar + 1 tablespoon of milk + 1/2 teaspoon of vanilla extract)

## Instructions:

1. Spread the melted butter on the dough, then sprinkle it with sugar, cinnamon, and walnuts.
2. Roll out the dough and put it in the greased pan.
3. Bake at 180°C for about 25 to 30 minutes.
4. For the frosting, combine the powdered sugar, milk, and vanilla extract, then drizzle it over the warm rolling pin.

## Tips:

- Gently toasting the walnuts before mixing them into the filling will really boost their flavor. You can do this in a dry pan for a few minutes, just remember to stir them constantly!

# 16. Big Nutella and Banana Roll



## Ingredients:

### Stuffed:

- 100 g of hazelnut spread (Nutella)
- 2 sliced bananas

### Topping:

- Fresh banana pieces
- Chocolate morsels

## Instructions:

1. Spread the hazelnut spread on the rolled-out dough and sprinkle the banana slices on top.
2. Roll out the dough and put it in the mold.
3. Bake at 180°C for about 25 to 30 minutes.
4. When you're ready to serve, add some fresh banana slices and sprinkle on some chocolate chips for a tasty touch!

## Tips:

- Sprinkling a bit of cinnamon into the Nutella and banana filling adds a delightful kick that really brings out the flavors. You can also toss in some chopped hazelnuts for an extra crunch!

# 17. Big Almond and Honey Stuffed Roll:



## Ingredients:

### Stuffed:

- 100 g of sliced almonds
- 50 g of honey

### Bitumen:

- Honey glaze (100 g powdered sugar + 1 tablespoon honey + 1 tablespoon milk)

## Instructions:

1. Spread the almonds and drizzle the honey over the rolled-out dough.
2. Roll it up and put it in the greased pan.
3. Bake at 180°C for about 25 to 30 minutes.
4. For the frosting, combine the powdered sugar, honey, and milk, then drizzle it over the warm roll.

## Tips:

- To make the flaked almonds even tastier, you can toast them before using. And for a little extra sweetness, drizzle a bit more honey over the roll after it's baked.

# 18. Big Mint Chocolate Roll



## Ingredients:

### Stuffed:

- 100 g of chocolate chips
- 1 teaspoon of peppermint flavoring

### Bitumen:

- Mint Icing (100g icing sugar + 1 tsp mint flavor + 1 tbsp milk)

## Instructions:

1. Sprinkle the chocolate chips and mint extract on top of the dough.
2. Roll out the dough and put it in the greased pan.
3. Bake at 180°C for about 25 to 30 minutes.
4. For the frosting, combine the powdered sugar, mint extract, and milk, then drizzle it over the roll.

## Tips:

- Mint extract can be quite powerful, so feel free to tweak the amount to suit your taste. For a little extra zing, add some fresh mint leaves as a garnish when you serve it up.

# 19. Big Mango and Coconut Roll



## Ingredients:

### Stuffed:

- 100 g of mango cut into small pieces
- 50 g of shredded coconut

### Topping:

- Toasted coconut flakes

## Instructions:

1. Sprinkle the mango chunks and shredded coconut on top of the rolled-out dough.
2. Roll out the dough and put it in the mold.
3. Bake at 180°C for about 25 to 30 minutes.
4. When you take it out of the oven, sprinkle some toasted shredded coconut on top.

## Tips:

- If you're using fresh mango, just make sure it's not overly ripe so it doesn't fall apart while baking. The toasted shredded coconut gives a yummy crunch at the end.

# 20. Big Roll of White Chocolate and Red Fruits



## Ingredients:

### Stuffed:

- 100 g of shredded white chocolate
- 100 g of red fruits (they can be fresh or frozen)

### Bitumen:

- White chocolate ganache (100 g white chocolate + 50 ml heavy cream)

## Instructions:

1. Sprinkle the shredded white chocolate and red berries all over the flattened dough.
2. Gently roll the dough so the fruit stays inside, and then put it in a greased pan.
3. Pop it in a preheated oven at 180°C for about 25 to 30 minutes, or until it's nice and golden brown and fully cooked.
4. For the frosting, gently melt the white chocolate with the whipping cream on low heat until you have a smooth ganache. Once the giant roll is out of the oven, pour it over the top.

## Tips:

- If you're using frozen berries, make sure to thaw them first and drain off any extra liquid so it doesn't make the dough soggy. A little sprinkle of lemon zest can add a nice citrusy kick to balance out the sweetness of the white chocolate.

# 21. Big Roll of Cream Cheese and Dark Chocolate



## Ingredients:

### Stuffed:

- 100 g of cream cheese
- 100 g dark chocolate chips

### Bitumen:

- Dark chocolate ganache (100 g dark chocolate + 50 ml heavy cream)

## Instructions:

1. Spread the cream cheese on the rolled-out dough and sprinkle some dark chocolate chips on top.
2. Roll out the dough and put it in the greased pan.
3. Bake at 180°C for about 25 to 30 minutes.
4. For the frosting, melt the dark chocolate together with the whipping cream and then pour it over the hot rolling pin.

## Tips:

- If you're looking for a bit more creaminess, just stir in a splash of heavy cream with the cream cheese to make it smoother. This little trick will make the filling even creamier and help it mix nicely with the chocolate.

# 22. Big Caramel Apple Roll



## Ingredients:

### Stuffed:

- 100 g of apples chopped into tiny pieces
- 50 g of brown sugar
- 50 g of smooth caramel sauce

### Bitumen:

- Homemade caramel sauce (100 g sugar + 2 tablespoons of butter + 100 ml of whipping cream)

## Instructions:

1. Sprinkle the apple chunks and brown sugar on top of the rolled-out dough. Drizzle some caramel over it.
2. Roll out the dough and put it in the greased pan.
3. Bake at 180°C for about 25 to 30 minutes.
4. For the frosting, melt the sugar until it turns into caramel, then mix in the butter and whipping cream. Drizzle it over the warm rolling pin.

## Tips:

- Use crisp apples like Granny Smith for a sweet and tangy contrast to the caramel. Be sure not to cut the apples too big so they cook nicely inside the roll.



# 23. Big Raspberry Jam and Cream Cheese Roll



## Ingredients:

### Stuffed:

- 100 g of raspberry spread
- 100 g of cream cheese

### Bitumen:

- Raspberry glaze (100 g powdered sugar + 2 tablespoons raspberry jam + 1 tablespoon milk)

## Instructions:

1. Spread the jam and cream cheese on the rolled-out dough.
2. Roll out the dough and put it in the greased pan.
3. Bake at 180°C for about 25 to 30 minutes.
4. For the frosting, combine the icing sugar, jam, and milk, then drizzle it over the baked roll.

## Tips:

- Gently warm the jam before spreading it; this helps it spread more easily on the dough. You can also toss in some fresh raspberries to boost the flavor. (If raspberries are hard to find, strawberries will work just fine.)

# 24. Big Pistachio and White Chocolate Swirl



## Ingredients:

### Stuffed:

- 100 g of finely chopped pistachios
- 100 g of shredded white chocolate

### Bitumen:

- White chocolate ganache (100 g white chocolate + 50 ml heavy cream)

## Instructions:

1. Sprinkle the chopped pistachios and white chocolate on top of the rolled-out dough.
2. Roll out the dough and put it in the greased pan.
3. Bake at 180°C for about 25 to 30 minutes.
4. For the frosting, melt the white chocolate with the cream and drizzle it over the warm roll.

## Tips:

- For a little extra crunch, give the pistachios a light toasting before mixing them into the dough. This will boost their flavor and make the roll even more fun to eat!

# 25. Big Pumpkin Spice Roll



## Ingredients:

### Stuffed:

- 100 g pumpkin puree
- 50 g of brown sugar
- 1 teaspoon of cinnamon, ginger, and nutmeg

### Bitumen:

- Cream cheese frosting (100 g cream cheese + 50 g powdered sugar + 1 tablespoon of milk)

## Instructions:

1. Blend the pumpkin puree with the sugar and spices. Then, spread it over the rolled-out dough.
2. Roll out the dough and put it in the greased pan.
3. Bake at 180°C for about 25 to 30 minutes.
4. For the frosting, mix the cream cheese with the powdered sugar and milk, then drizzle it over the warm roll.

## Tips:

- Make sure to drain the pumpkin puree well so the dough doesn't get soggy. If you like a little extra spice, feel free to sprinkle in a pinch of ground cloves to the filling.

# 26. Big Lemon and Blueberry Roll



## Ingredients:

### Stuffed:

- 100 g of fresh or frozen blueberries
- Zest and juice from one lemon
- 50 g of sugar

### Bitumen:

- Lemon glaze (100 g powdered sugar + juice of 1 lemon)

## Instructions:

1. Combine the blueberries with the lemon zest, juice, and sugar. Then, spread it over the rolled-out dough.
2. Roll out the dough and put it in the greased pan.
3. Bake at 180°C for about 25 to 30 minutes.
4. For the frosting, combine the powdered sugar with the lemon juice and drizzle it over the warm rolling pin.

## Tips:

- If you're using frozen blueberries, make sure to drain them really well before you use them to keep things from getting too watery. You can tweak the lemon glaze to your liking by adding more or less juice to get just the right flavor.

# 27. Big Strawberries and Cream Roll



## Ingredients:

### Stuffed:

- 100 g fresh strawberries, cut into slices
- 100 g heavy cream

### Bitumen:

- Vanilla glaze (100 g powdered sugar + 1 teaspoon vanilla extract + 1 tablespoon milk)

## Instructions:

1. Spread the strawberries on the rolled-out dough and add a dollop of whipped cream on top.
2. Gently roll out the dough and put it in the greased pan.
3. Bake at 180°C for about 25 to 30 minutes.
4. For the frosting, combine the powdered sugar, vanilla, and milk, then pour it over the hot rolling pin.

## Tips:

- Make sure the fresh strawberries are dry before you add them to the roll. This helps keep the dough from getting soggy by leaking liquid. You can sprinkle a little powdered sugar on the strawberries to make them even sweeter!

# 28. Big Roll of Dulce de Leche and Walnuts



## Ingredients:

### Stuffed:

- 100 g of caramel spread
- 50 g of chopped walnuts

### Bitumen:

- Dulce de leche (heat a bit more to drizzle as a sauce)

## Instructions:

1. Spread the sweet dulce de leche over the rolled-out dough and sprinkle some walnuts on top.
2. Roll out the dough and put it in the greased pan.
3. Bake at 180°C for about 25 to 30 minutes.
4. Warm up some dulce de leche to make it nice and smooth, then spread it on top of the roll as frosting.

## Tips:

- To make the walnuts even tastier, you can toast them before adding them to the filling. Mixing a little pinch of sea salt into the dulce de leche can also help balance out the sweetness.

# 29. Big Chocolate and Hazelnut Swirl



## Ingredients:

### Stuffed:

- 100 g of hazelnut spread (Nutella)
- 50 g chopped toasted hazelnuts

### Topping:

- Whole toasted hazelnuts for a lovely decoration

## Instructions:

1. Spread the yummy hazelnut spread over the rolled-out dough and sprinkle it with some chopped hazelnuts.
2. Roll out the dough and put it in the greased pan.
3. Bake at 180°C for about 25 to 30 minutes.
4. Top it off with whole toasted hazelnuts when you're ready to serve!

## Tips:

- Toasting the hazelnuts before mixing them into the filling really brings out their flavor and gives a nice crunchy twist. For a fun texture contrast, you can sprinkle a bit of grated chocolate on top.

# 30. Big Roll of Green Tea (Matcha) and White Chocolate



## Ingredients:

### Stuffed:

- 1 tablespoon of matcha green tea powder
- 100 g of shredded white chocolate

### Bitumen:

- Matcha glaze (100g powdered sugar + 1 tsp matcha + 1-2 tbsp milk)

## Instructions:

1. Sprinkle the green tea powder (matcha) and shredded white chocolate on top of the rolled-out dough.
2. Gently roll out the dough and put it in a greased pan.
3. Bake at 180°C for 25 to 30 minutes, or until it's golden brown and fully cooked.
4. For the frosting, combine the powdered sugar with the matcha powder and gradually add the milk until you achieve a smooth consistency. Drizzle the frosting over the warm, freshly baked roll.

## Tips:

- If you like a gentler taste, you can use less matcha in the filling or frosting. You could also try some nice white chocolate, since its sweetness goes really well with the bitterness of the green tea.





# REGULATION MANUAL PICTURE, SALES, AND DECOR

*Chef Abigayl Ortega*



# Decoration



## 1. Fun Presentation: Explore Colors and Textures

- **Decoration:** Have fun with various frostings and toppings to make eye-catching color combinations! You can use fresh fruit, nuts, chocolate chips, or a dusting of powdered sugar to add some delightful textures. For instance, a roll with white chocolate and red berries creates a vibrant color contrast that really stands out.

## 2. Personalized Packaging

- **Presentation:** Putting your logo on custom boxes or packaging will make your product look super professional and unique. Try using clear packaging or ones with windows so people can peek at the pretty decorated papers inside, which can help them decide to buy!

## 3. Sizes and Servings

- **Sales Strategy:** Provide a variety of roll sizes (individual, medium, and jumbo rolls) to draw in more customers. Jumbo rolls are great for sharing during meetings, while individual ones are just right for anyone wanting a little personal treat.

# The most amazing pictures



## Natural Light for Pictures

- Photography: Whenever you can, try to use natural light! It really brings out the beautiful colors and textures of your product. Snap your pictures near a window on a day when the light is nice and soft. Just steer clear of direct sunlight, as it can make those pesky harsh shadows.

## Close-Up Photography

- Snap some close-ups of the yummiest details, like gooey frosting or filling peeking out from the roll. Pictures that highlight the textures and fluffiness of the rolls can be super tempting and catch more eyes on social media.

## Simple and Clean Backgrounds

- To help the roles shine, choose neutral and simple backgrounds for your photos. Wood, marble, or white linen backdrops really make the colors of the roles stand out and bring a bit of elegance and professionalism.

## Charming Visual Arrangement

- Arrange the rolls on trays or wooden boards, adding fun touches like coffee cups, bright napkins, or charming kitchen tools. Have fun with symmetry, stack the rolls, and ensure everything is neatly placed for a lovely photo.

## Animated Pictures

- Take pictures of the fun moments when you're slicing or serving the rolls, and make sure to show what's inside! You can also capture some cool videos, like a hand drizzling frosting over the roll or pulling apart a soft, fluffy piece. It really brings everything to life!

# How can we sell them?



## **Partnerships with Cafes and Restaurants**

- **For Sale:** Give small, local cafes or restaurants a chance to sell your giant paper rolls. Teaming up with them can boost your visibility and bring in new customers who already have faith in those places.

## **13. Complimentary Samples at Events or Markets**

- **Sales:** Join in on food fairs, local markets, or tasting events where you can share little samples of your giant rolls. This way, folks can taste your product and remember how great it is, which can lead to more sales down the line.

# Fun ways to promote!



## **Craft a Visual Tale for Social Media**

- Promotion: Highlight not just the finished product, but also how it's made. Share fun stories or videos on social media that take everyone through the journey from mixing the dough to adding the final touches. This helps build a bond with customers, making them feel like they're part of the action.

## **Themed and Limited-Time Offers**

- Promotion: Make the most of holidays or seasonal events by crafting special limited-edition rolls. Think about pumpkin rolls for Halloween or chocolate mint rolls for Christmas! Start promoting these goodies early to spark excitement and create a sense of urgency among your customers, so they don't miss out on these delightful treats.

## **Deals and Offers for Social Media**

- Promotion: Try using platforms like Instagram or Facebook to give special discounts to your followers. Encourage your clients to share pictures of the rolls they bought by tagging your account, which will help you get more natural exposure.

## **Feedback and Opinions**

- Promotion: Invite your happy customers to share their reviews on your social media or website. Share their testimonials alongside eye-catching pictures of your rolls. This helps build trust and draws in new buyers.



**Now you have 30 yummy recipes!**

fill in all the details about the ingredients, steps, and extra tips.



**I hope you have a blast making these  
yummy giant rolls!**

**I'D LOVE FOR YOU TO CHECK OUT  
OUR OTHER RECIPE BOOKS!**

RECIPES  
**with**  
**vanilla**  
Chef **flavor** Ortega