

NM-DIGITAL MARKETING
ASSIGNMENT

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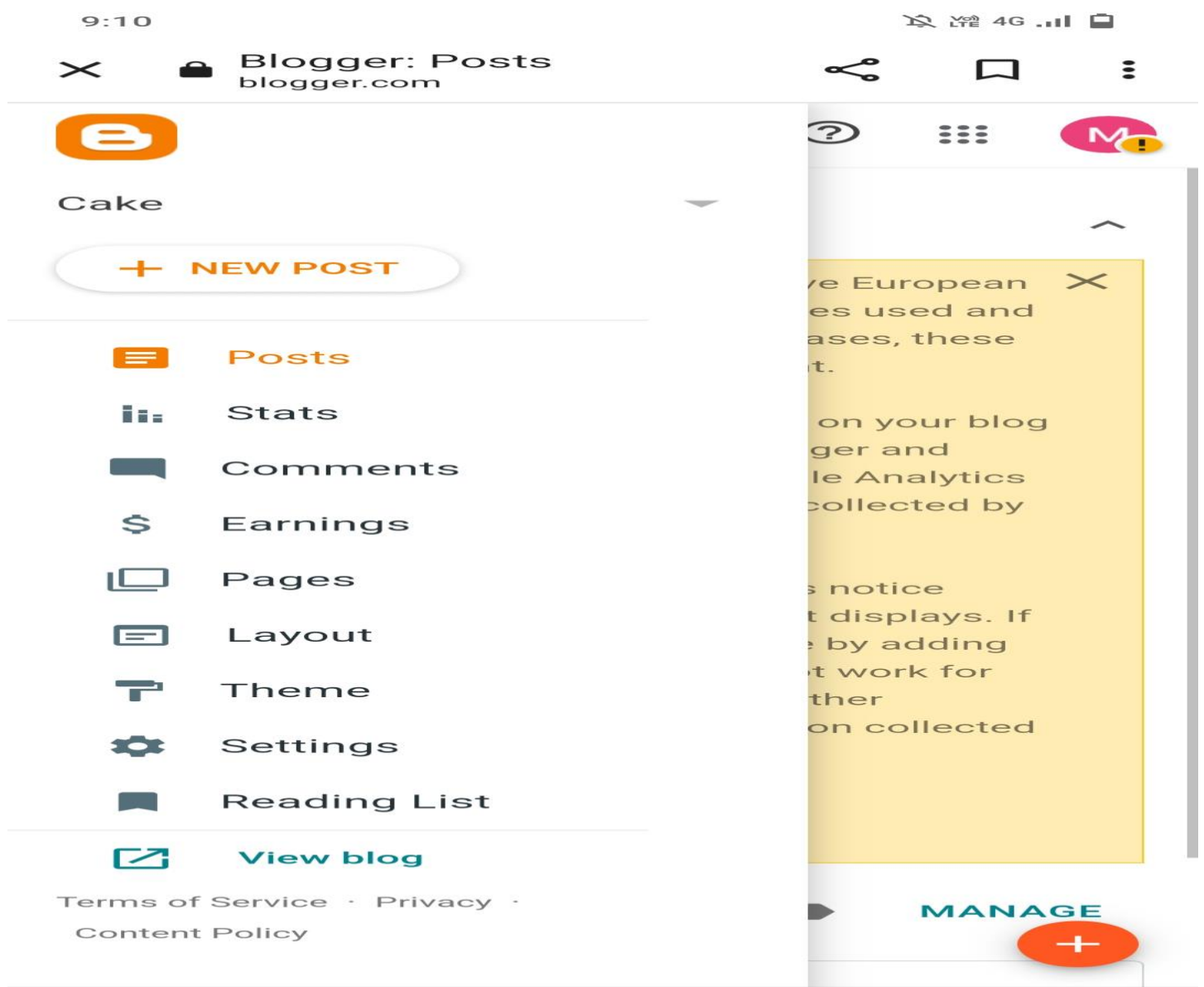
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1. Create a blog or website using and wordpress. Customize the theme design and post new article with 500 words.

Blog id: <https://mahalakshmi85.wordpress.com/2023/10/19/cake/>





Title

Cake 🍰



Normal

B



The shelf life of cakes packages for commercial sale depends on several factors. Cakes are intermediate moisture products prone to mold growth. Commercial cakes are frequently and commonly exposed to different mold varieties before they are packaged for sale, including *Aspergillus flavus* and various *Penicillins*, and *Aspergillus niger*. Preservatives and oxygen absorbents are currently used to control and inhibit mold growth.



Title

Cake 🍰



Normal

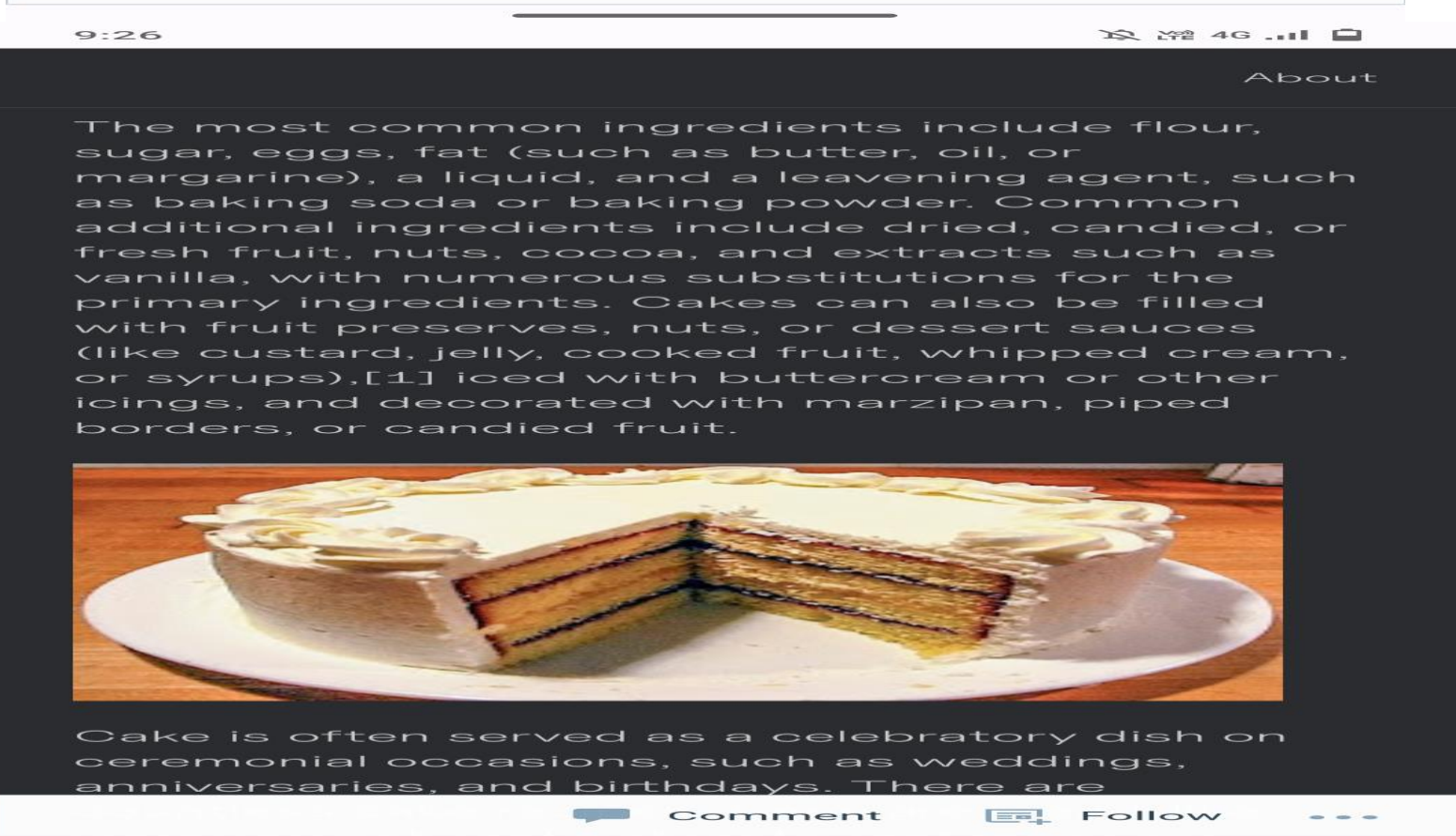
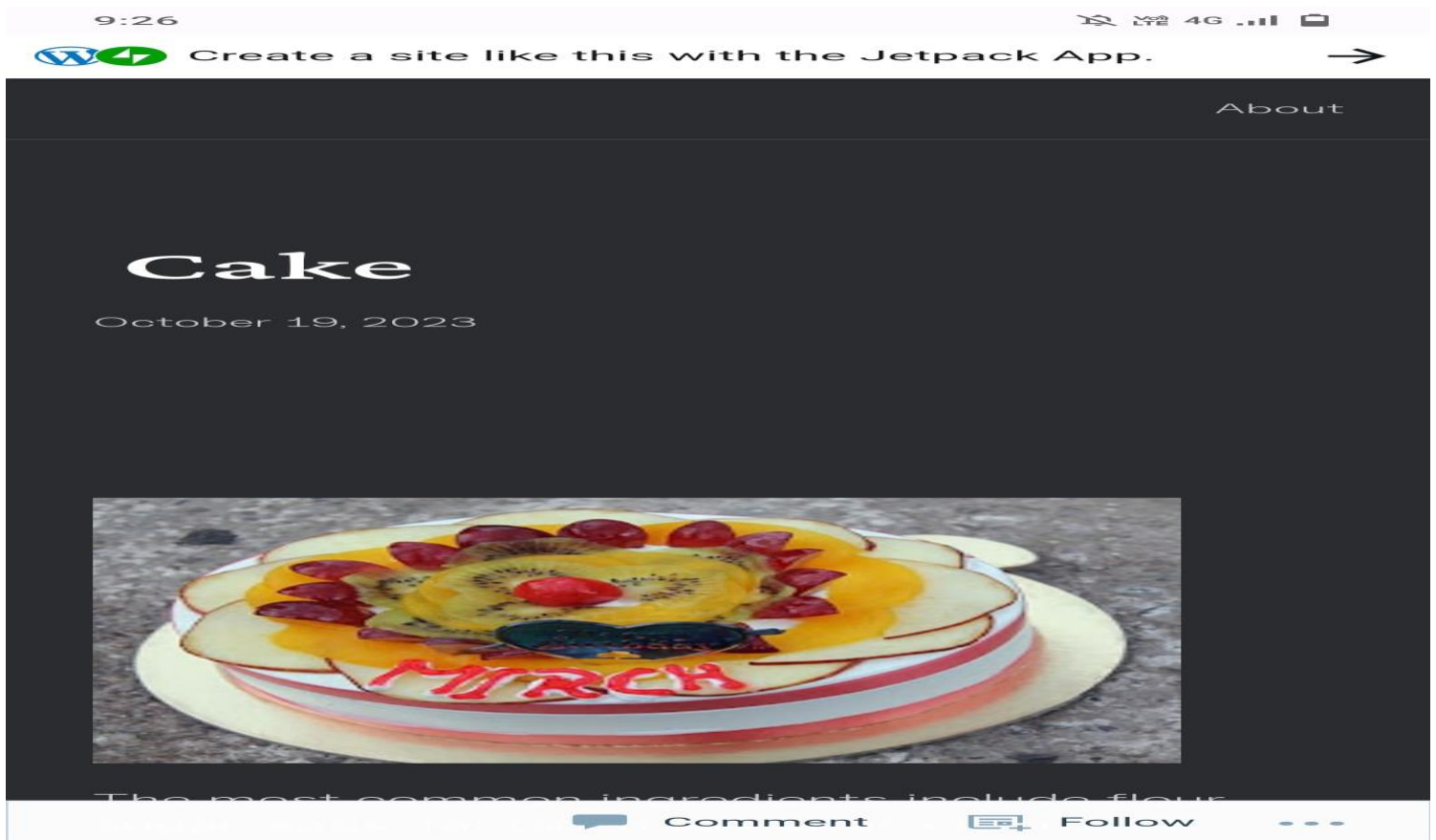
B



The CDC has recommended not to eat raw cake batter because it can contain pathogens like *Salmonella* and *E. coli*. Cake batter uses raw flour which can contain live bacteria and present a hazard if consumed



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Cake is often served as a celebratory dish on ceremonial occasions, such as weddings, anniversaries, and birthdays. There are countless cake recipes; some are bread-like, some are rich and elaborate, and many are centuries old. Cake making is no longer a complicated procedure; while at one time considerable labor went into cake making (particularly the whisking of egg foams), baking equipment and directions have been simplified so that even the most amateur of cooks may bake a cake.

Early cakes in England were also essentially bread: the most obvious differences between a "cake" and "bread" were the round, flat shape of the cakes and the cooking method, which turned cakes over once while cooking, while bread was left upright throughout the baking process.


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During the Great Depression, there was a surplus of molasses and the need to provide easily made food to millions of economically depressed people in the United States. One company patented a cake-bread mix to deal with this economic situation and thereby established the first line of cake in a box. In so doing, cake, as it is known today, became a mass-produced good rather than a home- or bakery-made specialty.

Later, during the post-war boom, other American companies (notably General Mills) developed this idea further, marketing cake mix on the principle of convenience, especially to housewives. When sales dropped heavily in the 1950s, marketers discovered that baking cakes, once a task at which housewives could exercise skill and creativity, had become dispiriting. This was a period in American ideological history when women, retired from the war-time labor force, were confined to the domestic sphere while still exposed to the blossoming consumerism in the US.[9] This inspired psychologist Ernest Dichter to find a solution to the cake mix problem in the frosting.[10] Since making the cake was so simple, housewives and other in-home cake makers could expend their creative energy on cake decorating inspired by,

About

making the cake was so simple, housewives and other in-home cake makers could expend their creative energy on cake decorating inspired by, among other things, photographs in magazines of elaborately decorated cakes.

Cakes may be classified according to the occasion for which they are intended. For example, wedding cakes, birthday cakes, cakes for first communion, Christmas cakes, Halloween cakes, and Passover plava (a type of sponge cake sometimes made with matzo meal) are all identified primarily according to the celebration they are intended to accompany. The cutting of a wedding cake constitutes a social ceremony in some cultures. The Ancient Roman marriage ritual of confarreatio originated in the sharing of a cake.

Particular types of cake may be associated with particular festivals, such as stollen or chocolate log (at Christmas), babka and simnel cake (at Easter), or mooncake. There has been a long tradition of decorating an iced cake at Christmas time; other cakes associated with Christmas include chocolate log and mince pies.

A Lancashire Courting Cake is a fruit-filled cake

About

A Lancashire Courting Cake is a fruit-filled cake baked by a fiancée for her betrothed. The cake has been described as “somewhere between a firm sponge – with a greater proportion of flour to fat and eggs than a Victoria sponge cake – and a shortbread base and was proof of the bride-to-be’s baking skills”. Traditionally it is a two-layer cake filled and topped with strawberries or raspberries and whipped cream.



Cakes are frequently described according to their physical form. Cakes may be small and intended for individual consumption. Larger cakes may be made to be sliced and served as part of a meal or social function. Common shapes include:



Bundt cakes

Cake dress

Cake balls

Cake pops

Conical, such as the Kransekake

Cupcakes and madeleines, which are both sized for a single person

Layer cakes, frequently baked in a springform pan and decorated

Sheet cakes, simple, flat, rectangular cakes



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Layer cakes, frequently baked in a springform pan and decorated

Sheet cakes, simple, flat, rectangular cakes baked in sheet pans

Swiss rolls

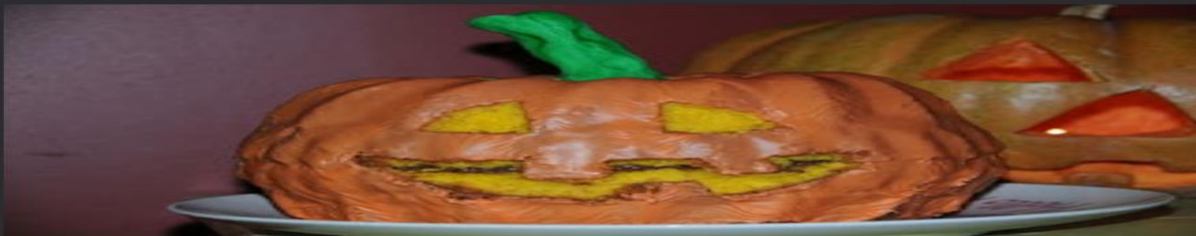


A cake can fail to bake properly, which is called “falling”. In a cake that “falls”, parts may sink or flatten, because it was baked at a temperature that is too low or too hot, when it has been underbaked and when placed in an oven that is too hot at the beginning of the baking process.

A finished cake is often enhanced by covering it with icing, or frosting, and toppings such as sprinkles, which are also known as “jimmies” in certain parts of the United States and “hundreds and thousands” in the United Kingdom. The frosting is usually made from powdered (icing) sugar, sometimes a fat of some sort, milk or cream, and often flavorings such as a vanilla extract or cocoa powder. Some decorators use a rolled fondant icing. Commercial bakeries tend to use lard for the fat, and often whip the lard to introduce air bubbles. This makes the icing light and spreadable. Home bakers either use lard, butter, margarine, or some combination thereof. Sprinkles are small firm pieces of sugar and oils that are colored with food coloring. In the late 20th century, new cake decorating products became available to the public. These include several specialized sprinkles and even methods to print pictures and transfer the image onto a cake.



Special tools are needed for more complex cake decorating, such as piping bags and various piping tips, syringes and embossing mats. To use a piping bag or syringe, a piping tip is attached to the bag or syringe using a coupler. The bag or syringe is partially filled with icing which is sometimes colored. Using different piping tips and various techniques, a cake decorator can make many different designs. Basic decorating tips include open star, closed star, basketweave, round, drop flower, leaf, multi, petal, and specialty tips. An embossing mat is used to create embossed effects. A cake turntable that cakes are spun upon may be used in cake decoration.



Royal icing, marzipan (or a less sweet version, known as almond paste), fondant icing (also known as sugar paste), and buttercream are used as covering icings and to create

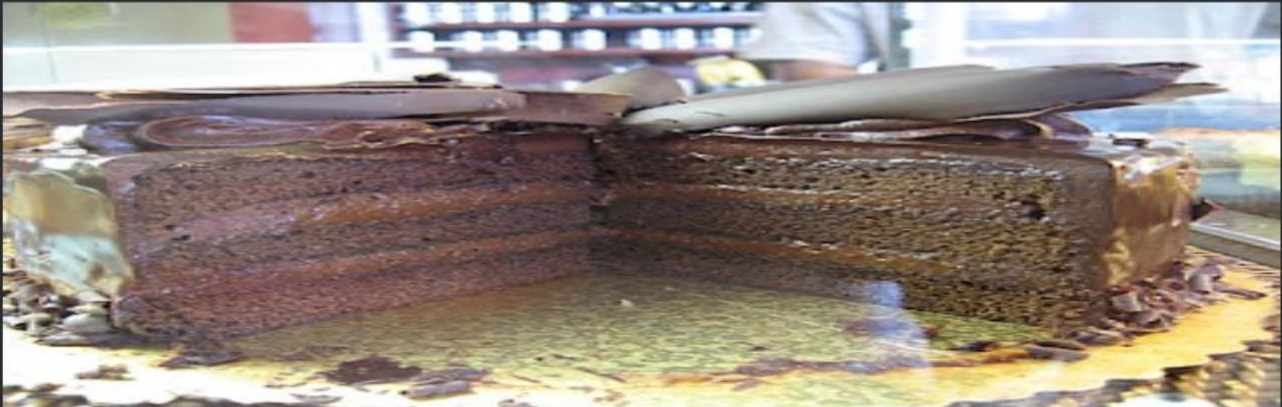
Royal icing, marzipan (or a less sweet version, known as almond paste), fondant icing (also known as sugar paste), and buttercream are used as covering icings and to create decorations. Floral sugarcraft or wired sugar flowers are an important part of cake decoration. Cakes for special occasions, such as wedding cakes, are traditionally rich fruit cakes or occasionally Madeira cakes, that are covered with marzipan and iced using royal icing or sugar-paste. They are finished with piped borders (made with royal icing) and adorned with a piped message, wired sugar flowers, hand-formed fondant flowers, marzipan fruit, piped flowers, or crystallized fruits or flowers such as grapes or violets.



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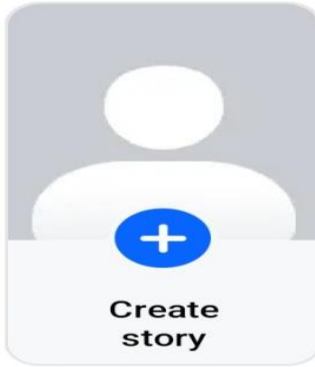
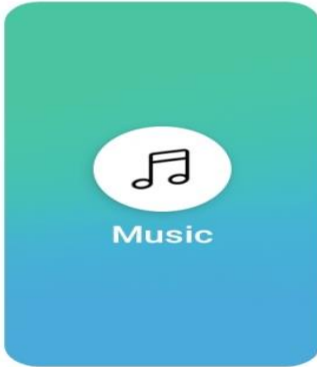
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Maha Lakshmi

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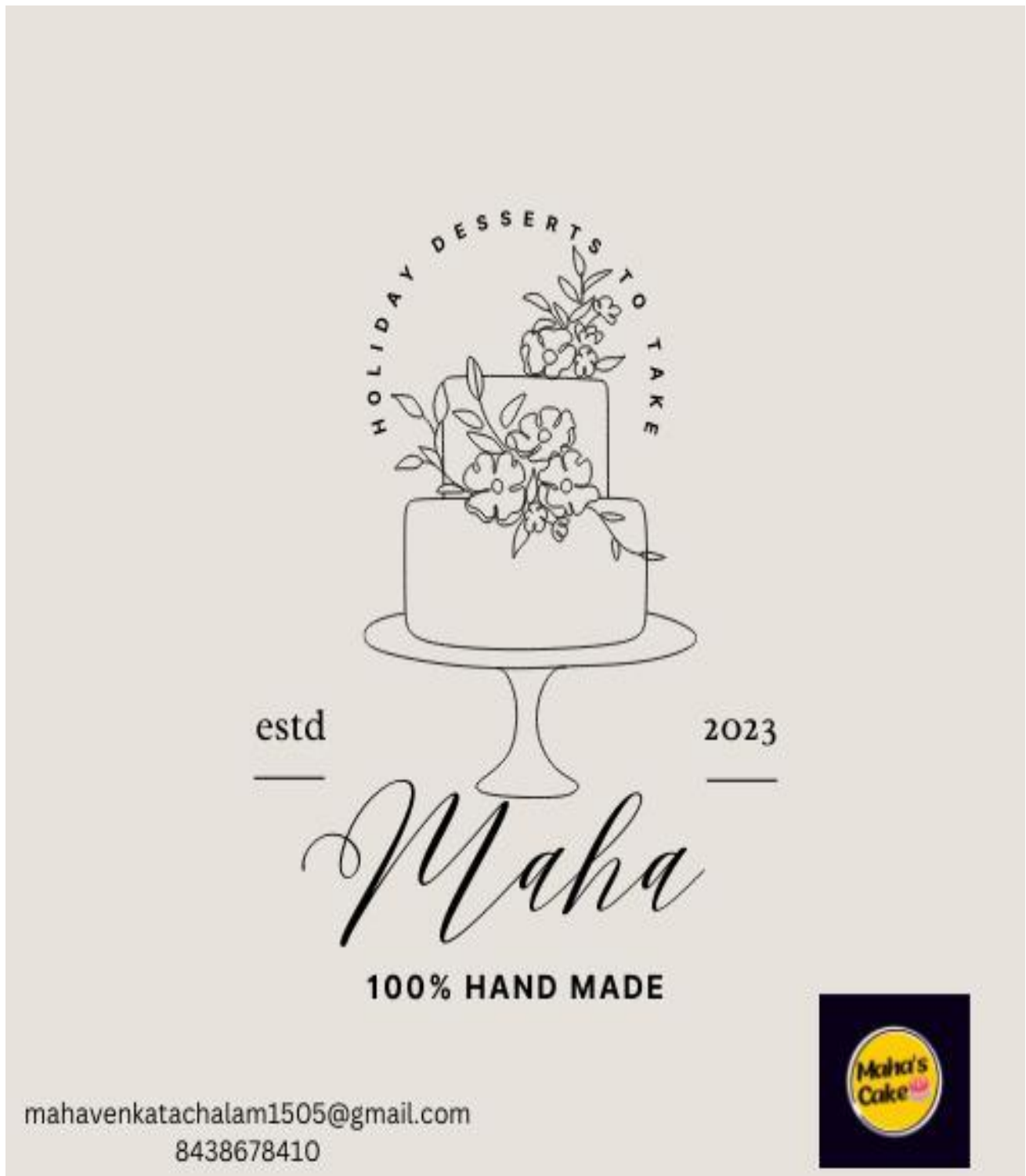


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