



March, 2025

We are inching our way toward March with the freezing weather, followed by a taste of spring weather. According to the calendar, spring is just around the corner! It's time to look forward and think about Spring with Easter brunches, Mother's Day, graduations, and spring menus.

Elegant Foods has a wide range of items for you to choose from that are perfect for brunches and large parties. Make sure to check out our wonderful line of croissants, pastries and minis from **Banquet d'Or**. Items include cinnamon rolls, mini eclairs, mini mixed danish and danish crowns. These items may be found under the brand, **Vandemoortele**, the parent company of Banquet d'Or. Vandemoortele is a European purveyor of several brands offering the highest quality bakery products.

If you lived in Madison during the 70's and 80's, you might remember the legendary Guerrilla Cookie. This cookie developed quite a following and after its baker, Ted Odell retired, he refused to share his secret recipe with anyone. Since that time, numerous articles have been written about the Guerrilla cookie, Ted Odell, and all the attempts that have been made to recreate the cookie. Over the last 30 years, I too, have been trying to create Ted's original Guerrilla cookie. The recipes, like Ted, were hard to figure out. Using my bakery knowledge, my history with Ted and all my earlier less than perfect attempts, including feedback from people who remember the cookie, I started getting closer. After spending the last four months of making (and eating) the cookies almost daily, I am ready to say they are almost like the original. Ted always stated that if Guerrilla Cookie were to come back, it would have to be updated. I hope this is what Ted would have made. If you are wondering what this legendary cookie tastes like, it's a healthy enhanced version of an oatmeal raisin cookie. "Chew slowly and enjoy!" I am excited to say the **Guerrilla Cookie** is now available at Elegant Foods. (54 per case, \$62.10). Ten cents from every cookie will be donated to the Southern Wisconsin Land Conservancy, an organization committed to the education, conservation, and restoration of wetlands in the Sugar River region.

Friday, March 14<sup>th</sup> is officially Pi Day. Elegant Food's Bakery offers many different pies, several are thaw and serve and others are easy to bake off. Check out our pie selection on our website, under **Elegant Foods Dessert** and get ready to celebrate Pi Day!

We are working hard to be well stocked for the new season and for spring's special occasions but please try to work ahead and order early. Lead times are important, especially when it comes to large orders for bakery goods, mini desserts, and appetizers.

Sincerely yours,

Michael J. Olson