



**BAKER
BROS.
PRINTING**

Printer's Ink

Spring / Summer

DESIGN • PRINT • MAIL

FASHIONABLE FOODS FIT FOR A FOODIE

Trends are not just for fashion. In the world of food, what's hip one year may be passé the next. For example, quinoa was the "it" food of 2014, but its popularity is waning now as other foods rise to the top of many foodies' menus.

Want to eat what's in style? Here are five of this year's biggest food trends. Bon appétit.

1. FATS.

For most healthy eaters, fat has ranked high on the no-no list. But many are getting over their fat phobias and recognizing that fat is not something to be feared—it's something to be moderated. Cultured butter is surging in popularity and high-end burger joints, like Shake Shack, celebrate fat as an essential part of a better burger.

2. FERMENTED FOODS.

People are getting pickier about foods and their function, specifically fermented

foods, which can aid in digestion. Bacteria-boosting foods like yogurt, fermented condiments and miso soup are on both grocery store shelves and restaurant menus. Also watch for kombucha, fermented drinks, kimchi, sauerkraut and pickled vegetables and relishes.

3. FLAVOR OF THE YEAR: BITTER.

Bitter is in, which means darker chocolates, hoppier beers and darker coffees. In second place is "sweet and hot." Building on the runaway success of Sriracha and Americans' love of sweets, food wizards are rolling out blends like habanero honey, jalapeño honey and ghost chili honey.

4. SMOKED EVERYTHING.

Not just meats. Expect smoked veggies, butters and cocktails to show up on more menus.

5. NEW WAYS WITH VEGGIES.

Greens aren't going anywhere and vegetables will continue to reign, but in different ways. Taco trucks are swapping flour for corn tortillas. Spaghetti squash and zucchini noodles are replacing traditional pasta. And kale's moment isn't quite over. The leafy green has joined forces with Brussels sprouts in a popular veggie hybrid called kalettes, or kale sprouts.



Inside this Issue:

- Partner's In Printing, Message from Jim Baker
- Ben Holden Says
- Five Common Social Media Mistakes You Might Be Making
- Six Ways to Beef Up Your Barbecue Skills

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Partners in Printing

From the desk of Jim Baker

It's that time of year again. When the days are longer and the kids are beginning a summer full of activities. We want to make sure that you know that we are here for you when life gets busy.

Things are busy at Baker Bros. and we are very excited about some of our equipment upgrades. We are ramping up our mailing capabilities to continue offering quick turnarounds on postcard mailings and money saving options for postage.

If you are a non-profit, ask us how we can help you get setup to do mailings at special non-profit rates. This can save you hundreds if not thousands of dollars on each of your mailings (depending on the size). Need a personalized mailing? We have got you covered.

We have expanded into vinyl cutting, sign making, banner printing and so much more. Our options for printing are many and very large.

Ideas are the key ingredient to any marketing plan. If you have an idea, please ask us if we can help you to make it a reality.

Speaking of ideas...

We will be distributing some project planner idea books in the near future. These books will be helpful in planning new design print and mailing projects. It will be a springboard for new ideas. We would like for you to share them with us so that we can help you make those ideas and dreams become reality. If money is spent on marketing the right way, it will come back to you many times over.

With our 52 years of business experience, we feel that we have some ideas on how that marketing money can be spent to maximize the return on your investment and grow your business.

Call us, email us, text us, get ahold of us any way you can. We'll be here to help you navigate the waters of design, printing and mailing. Because, after all that's what we do!

Thanks for your business and your ideas! We're looking forward to sharing many more new and exciting ideas to help move your business forward!

To your success,



Jim Baker

Owner, Baker Bros. Printing



Ben Holden Says...

Relax - And Don't Feel Guilty About It

Did you ever take a day off for a game of golf only to find yourself as wound-up on the course as you were at the office? Today's frantic pace makes it hard for us to take the time to even think about what we want to do during our leisure. We often equate relaxation with laziness, and as a result feel we must do something "worthwhile" in our spare time. Relaxation is a compliment to work, not a reward for it.

Guideposts for better leisure habits include:

- 1. Don't over-organize your free time. A good part of it should be devoted to "spur of the moment" impulses.**
- 2. Spend some time alone, and learn to develop your own resources.**
- 3. Enjoy the present**
Youngsters never have trouble finding something to investigate, no matter where they are. Adults could do well to follow their example.
- 4. Don't put things off. If you want to learn to play the piano, paint landscapes or speak Italian, don't wait until you are old and have nothing else to do. Start tonight.**



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FIVE COMMON SOCIAL MEDIA MISTAKES YOU MIGHT BE MAKING

Whether you're promoting your personal brand or your business on social media, you may be making a handful of easily correctable mistakes that could limit your influence and reach as well as hurt your brand. No worries—here are some suggestions for correcting them.

1. YOU AREN'T USING HASHTAGS PROPERLY.

Hashtags help people find the content they're looking for. You can fill any post with hashtags for any topics, but be strategic. Pay attention to what's trending and use hashtags to get in on those conversations in a natural, authentic way. This gives you great exposure to new people and communities.

2. YOU'RE NOT THANKING FOLKS WHO GIVE YOU RAVE REVIEWS.

If you were face-to-face with a client who thanked you, would you just give them a thumbs-up and then walk away? No. You'd smile graciously say "Thank you so much, I really appreciate hearing that." Social media is no different. Check your profiles regularly for comments, questions and messages and immediately respond.

3. YOU'RE TOO SALESY. No business is successful on social media by selling all the time. In fact, that's a fantastic way to lose followers. Think "80/20." Write 80% of your posts with the goal of engagement—no selling whatsoever. The other 20% can be more marketing oriented.

4. YOU AREN'T POSTING COMPELLING IMAGES.

People engage with visual content far more than just a URL link to your blog or other written content. Make announcements and share information or promotions the right way with strong images that will get noticed and shared.

5. YOU RE-TWEET AND SHARE OTHER PEOPLE'S CONTENT TOO MUCH.

If you are never creative and original, you may become the person that gets unfollowed or unfriended.

SIX WAYS TO BEEF UP YOUR BARBECUE SKILLS

May is National Barbecue Month—time to get your grill on. Whether you're a rookie or a veteran who just needs a refresher course, use these grilling guidelines when you fire up this spring. They may keep you from getting raked over the coals.

1. BE SAFE. Here are a few important reminders: Don't grill in an enclosed area. Use baking soda to control a grease fire, not water. Have a fire extinguisher, bucket of sand or garden hose on hand. And be sure your grill is on stable ground before firing it up.

2. KEEP IT HOT. Preheat your grill 15–25 minutes before cooking or your food will stick. The *Cook's Illustrated Guide to Grilling and Barbecue* says that when your gas or charcoal grill is ready, you'll be able to hold your hand five inches above the grate for two seconds if the fire is "hot" and three to four seconds if the fire is "medium-hot."

3. MARINATE YOUR MEAT. Marinating does more than infuse food with flavor; it also inhibits the formation of potentially carcinogenic HCAs (heterocyclic amines) by as much as 92–99%, according to the American Institute for Cancer Research.

4. GREASE YOUR GRATES. Once your grill is clean, make sure you oil it before cooking. This helps to keep food from sticking and makes it easier to clean up later.

5. APPLY SAUCE LATER. If you brush on sauces at the beginning of cooking, chances are they will burn by the time the food is done. Wait until the last few minutes to apply them and you'll get a nice glaze instead of a black, charred mess.

6. GIVE IT A REST. Let finished meats rest on a clean platter, tented with foil, for about 10 minutes before carving so juices can redistribute evenly.





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FIRST IMPRESSIONS

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PROOF POSITIVE

Many companies have wasted hard-earned marketing dollars because they didn't test the market. Before you launch a full-blown direct mail campaign, you should always test against a smaller market to determine your rate of return.

MEMORABLE QUOTES

Visualize this thing that you want, see it, feel it, believe in it. Make your mental blue print, and begin to build.

Robert Collier

WITH OUR WIDE ARRAY OF DIVERSE SERVICES, YOU CAN RELAX—WE'VE GOT THIS.



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