

# BAKERY INSIDER

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RBA's *Bakery Insider* is a weekly e-newsletter reaching retail, foodservice, and specialty bakers. Each Monday, *Bakery Insider* delivers industry news, tips and techniques related to bakery production and education.

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Over 19,000 professional bakers

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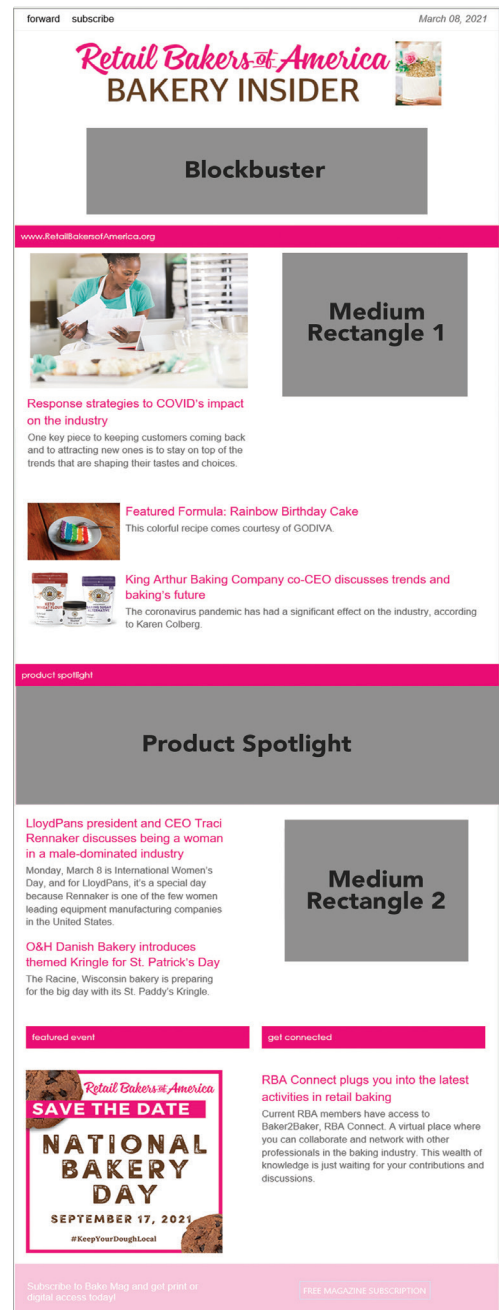
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forward subscribe March 08, 2021

**Retail Bakers of America**  
**BAKERY INSIDER**

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**Medium Rectangle 1**

**Response strategies to COVID's impact on the industry**  
One key piece to keeping customers coming back and to attracting new ones is to stay on top of the trends that are shaping their tastes and choices.

**Featured Formula: Rainbow Birthday Cake**  
This colorful recipe comes courtesy of GODIVA.

**King Arthur Baking Company co-CEO discusses trends and baking's future**  
The coronavirus pandemic has had a significant effect on the industry, according to Karen Colberg.

**Product Spotlight**

**LloydPans president and CEO Traci Rennaker discusses being a woman in a male-dominated industry**  
Monday, March 8 is International Women's Day, and for LloydPans, it's a special day because Rennaker is one of the few women leading equipment manufacturing companies in the United States.

**O&H Danish Bakery introduces themed Kringle for St. Patrick's Day**  
The Racine, Wisconsin bakery is preparing for the big day with its St. Paddy's Kringle.

**featured event** **get connected**

**SAVE THE DATE**  
**NATIONAL BAKERY DAY**  
SEPTEMBER 17, 2021  
#KeepYourDoughLocal

**RBA Connect plugs you into the latest activities in retail baking**  
Current RBA members have access to Baker2Baker, RBA Connect. A virtual place where you can collaborate and network with other professionals in the baking industry. This wealth of knowledge is just waiting for your contributions and discussions.

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