

Heather Marie Hendricks Drives Out Beginner Baking Intimidation

Written by Australian Business

CHARLOTTE, NC, September 12, 2013 /24-7PressRelease/ -- [Heather Marie Hendricks](#) enthusiastically promotes a current [article](#)

featured in Good Food that encourages beginner bakers not to get caught up in overly fancy cooking, but to go back to healthy, heart-felt baking. Hendricks is passionate about her bakery, Baker Bake, and she knows that when it comes to creating a delicious and beautiful pastry or cupcake, there's more than meets the eye. The article spotlights Sally Webb, a baker who understands the intimidation factor in learning how to bake. "It's taken me 30 years to learn how to line a cake tin properly," she writes. "It's not that I'm not a good baker - my friends and family would say I am - it's just there are some things that real experts naturally know, like lining a square tin."

The report notes that Anneka Manning, a talented baker, teaches classes at BakeClub, her Sydney Cooking school. Manning quickly points out that with home baking, there are many health benefits, and that bakers know exactly what is going into their food and how to control it.

Heather Marie Hendricks weighs in on the intricacies of baking. "Cooking and baking are so different," she said. "People who generally enjoy the freedom of cooking often get frustrated with baking, as it is more of a science than an art. However, if you learn the basics of baking and craft a delicious treat, there are so many rewards that outweigh the challenges." According to Heather Marie Hendricks, the number one ingredient in baking is patience.

"Not every dessert you make will turn out as a masterpiece, especially in the beginning," she said. "You have to give yourself some slack and some breathing room. Learn from trial and error - experiment. Without practice and all of those baking mistakes, you won't get better."

The article highlights Manning's theories as to why people do not like to bake: "Lack of time, lack of skill or lack of confidence." In her recently published book, "Bake, Eat, Love," she discusses the benefits of home baking and how it is healthier and also emotionally satisfying, especially if the experience is shared between generations or among friends.

The article encourages new bakers not to "be afraid of the big bad baking monster," but rather, to dismiss the idea that baking is always about producing something fancy: "Don't overcomplicate things and remember that simplicity, especially when you are baking, can be key."

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Hendricks concurs, adding, "Not all recipes work. Another reason people are afraid of that oven is because they are trying to use a recipe that is beyond their skill level. Stick with the basics." The article urges beginners not to underestimate the importance of measuring. Heather Marie Hendricks believes timers are key, especially in the beginning.

Heather Marie Hendricks is a baking enthusiast, and the owner of Baker Bake.

ABOUT:

[Heather Marie Hendricks](#) is the current owner of Baker Babe, a hotspot bakery in Charlotte, North Carolina. She produces delicious, creative and versatile selections of baked goods, breakfast sandwiches and delicious coffee. Her menu ranges from sweet treats to classic desserts and vegan items as well as gluten-free cookies, cupcakes and more. Baker Babe hosts many weekly events for the community, from writing workshops to sewing clubs. Hendricks is passionate about helping the community thrive.