

MONEY

+ON NOTICE

BANK CEOS BEWARE: The U.S. government may require new faces in executive suites at banks requiring "exceptional assistance" in the future, Treasury Secretary Timothy Geithner said yesterday.

(AP)



Street looks to 1Q results

Enthusiasm over government programs aimed at breaking a logjam in bank lending has become the key driver of the market's recent surge. But that could take a backseat in coming weeks as investors return to their bread-and-butter indicator: quarterly earnings data.

Coming off a nearly 12-year low in early March, the Dow just wrapped up its best four-week run since 1933. A shift from fear to hope has largely been propelled by policy initiatives and some corporate news.

But as investors' focus shifts, so might momentum. This week they'll begin poring over first-quarter earnings results to see if anything has improved. (AP)

■ SMALL BUSINESS

Baking her way with an old recipe

BY LANA BORTOLOTT
Special to amNewYork

When Claire Sauerhoff inherited her grandmother's brownie recipe, she got more than comfort food: She gained entry into a new business.

Sauerhoff, 56, has always had a thing for baking, creating special brownies for friends, one of whom convinced her to enter a national contest four years ago. She won a people's choice award and closed her marketing firm to pursue baking as a career.

It wasn't her intention to become the "next Betty Crocker," said Sauerhoff, but "I was the best person to do it because I was passionate about it. I knew I could use my marketing expertise."



Claire Sauerhoff opened a baking business after winning a brownie contest. (KATYA PRONIN)

She enrolled in culinary-business courses, learning about product liability, food handling and health requirements. In 2006, she formed her company: The

Exceptional Brownie.

The first year, she rented a kitchen in Long Island City, packaging about 800 brownies per week.

Then she found a com-

mercial kitchen in the Bronx, which enabled her to nearly double production and offer products certified either Kof-K Kosher Dairy or OK Pareve.

IN STORES

The Exceptional Brownie products are found in local stores, including:

- Russ & Daughters
- Westside Market
- The Kosher Marketplace
- About 60 percent of Exceptional Brownie sales are done online at Exceptional-Brownie.com

Next year's goal includes offering products made in a certified kosher for Passover kitchen.

Sauerhoff uses natural ingredients and canola oils, and fruits with antioxidant properties such as blueberries and cranberries. But she also introduced espresso and peanut butter chips to appease the gourmet sweet tooth.



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