The creaming method or conventional method is the culinary technique usually used for cakes and cookies that have a larger amount of fat. Products mixed by this method include pound cake, coffee cakes, brownies and other bars, and some cookies.

1. Have all ingredients at room temperature.
2. Scale the ingredients.

Weigh the dry ingredients and measure the liquid ingredients. Mix all the dry ingredients together with the exception of the sugar.
3. Prepare the pans.

Vegetable oil spray can be used. Pans may be greased and floured or lined with parchment paper. Do not use oil as it will cause the cookies or cake to stick.
4. Place the butter or shortening in the mixing bowl. Beat slowly with the paddle attachment until the fat is smooth and creamy.
5. Add all of the sugar and beat until light and fluffy. Turn off the mixer and scrape down the sides.
6. Add the eggs in several parts, beating well after each addition.
Beat this mixture until light and fluffy. Turn off the mixer and scrape down the sides.
7. Add the mixed dry ingredients alternately with the liquid to the creamed mixture.
Always end with dry ingredients.
Follow the recipe to determine when to add flavorings or other ingredients.
8. Weigh or measure the amount of cake batter for each pan.
The recipe will specify the type and size of pans and the weight of batter to be scaled per pan.
9. Bake according to the recipe.

Turn the fan off in a convection oven until the batter is set, about one-third to halfway through the baking time.
10. Cool in the pan for 15 minutes.
11. Continue with the recipe or freeze.

Cakes freeze well. In fact, freezing improves the taste of cakes made with mixes. Wrap airtight to freeze.

