

The Whisk

Issue 01 | May 2023

Made to measure

A spotlight
on bespoke
mixes

Making the
worldwide web
work for
your bakery
business

A dog
lover's guide
to canine bakes



NEW

INTRODUCING OUR SOFT ICINGS

- ✓ Perfect for pouring, dipping and drizzling!
- ✓ Add water for a thinner glaze.
- ✓ Add butter to make a delicious butter cream.
- ✓ Freeze thaw stable and contact wrappable!



4 Delicious Flavours:

CHOCOLATE

LEMON

CARAMEL

VANILLA

(Other flavours available depending on MOQ)



For more information about *Renshaw Soft Icing* visit

www.renshawbaking.com

Welcome

Welcome to The Whisk – a new quarterly magazine exclusively for customers of BFP.

Every three months, we'll be collating a new edition packed with news, views, advice and inspiration for the professional baker.

Each issue will have a specific focus and this inaugural issue shines a light on 'The Business of Bakery'. Running your bakery business is a daily challenge with so many things to consider and attend to. With this in mind, we've got tips and advice on a wide variety of subjects, from improving your online presence to looking after your tax affairs.

The most important people in the magazine are, of course, you, our fabulous customers, and we'd like to feature as many of you as possible. So, if you've got a story to share, or would like to appear in one of our features, please drop us a line at thewhisk@bfp.uk.com.

We'd also love to hear about any specific topics you'd like to see featured in the magazine too so do please get in touch. We hope you enjoy this first issue and we look forward to producing many more.

The Whisk team



Table of contents

Dates for your diary	4
Customer profile	5
Knead to Know	6
Make some dough	9
Lyons Den	11
The Mix	12
The science of store design	14
Baker's Dozen	17
Use your loaf	18
The Supply Chain	21
Tax advice for bakeries	23

Dates for your diary



Celebrate the Great British butty

Sandwiches are the staple of the UK lunch break with over **3 billion** purchased every year. British consumers spent a total in excess of **£8 billion** a year on their butties, so it's definitely a foodstuff to be celebrated!

British Sandwich Week, which takes place from **May 22-28** and is organised by the British Sandwich & Food To Go Association, does just that, and bakeries are being encouraged to fly the flag and promote it.

For resources and recipes, visit www.britishsandwichweek.com.



Ring in the changes

Bakers are being encouraged to 'raise some dough' by taking part in National Doughnut Week (**May 20-28**). The annual event raises thousands of pounds for The Children's Trust, the UK's leading charity for children with brain injury, with last year's total a whopping **£36,000**.

Bakers, coffee shops and other organisations are encouraged to sign up for the week-long celebration of the sweet treat with all money raised donated directly to the charity.

For more information and to register, visit www.nationaldoughnutweek.org.



That takes the biscuit

Show your appreciation for the humble biscuit on **May 29** by taking part in National Biscuit Day.

The UK is the biggest biscuit consumer in the world, with the average Brit buying around **500 per year** – so make sure some of those are from you!

The first biscuits date back to the **1800s** and were initially unsweetened, created as long-lasting foods to feed soldiers and sailors.

Make sure you tag your creations on social media using the hashtag **#NationalBiscuitDay**.



Dads' Army

Get creative this Father's Day (**June 18**) with some bespoke bakes for the nation's beloved dads.

From sports-themed cookies to moustached cupcakes, a bit of imagination is all you need.

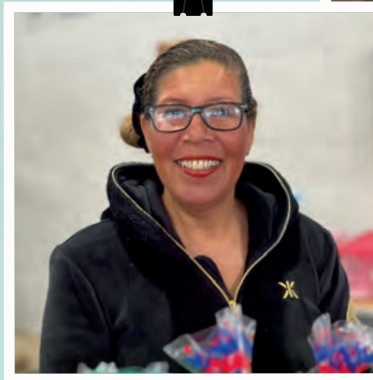
For boozy bakes, try Guinness chocolate brownies or cocktail-infused cupcakes.



Making a dog's dinner of bakery

When Julie Riley was forced to give up her NHS job due to ill-health in 2013, she felt too young to retire – and embarked on a plan that you could say was “barking mad”!

The former Technical Instructor in the Occupational Therapy Department wanted to find a part-time role but initially couldn't decide what that would be - until the inspiration came to her in the middle of the night.



“ My dogs are my hobby and I'm also obsessed with food and cooking, ” she explains.

“ I remember clearly waking up at 2.30am one night and saying to my partner Graham ‘I'm going downstairs to bake’. He obviously thought I was crazy! ”

Julie's first batch of premium doggy bakes – named after her beloved Labradors Marge and Mabel - was created, and it was a sell-out at her first stall at Chesterfield Market in Derbyshire. That was in 2013 and, in the following 10 years, the business has gone from strength to strength, moving from Julie's kitchen to a purpose-built industrial unit.

“ I did lots of research and created all of the recipes myself from scratch using human-grade ingredients, replicating food I enjoy and turning them into dog treats, ” continues Julie.

Chamomile calms, sardine oatcakes, kidney crisps, and apple and cheddar treats are among the goodies on offer both at the markets and online (margeandmabel.co.uk), and there's also an afternoon tea bundle and birthday bundle for special occasions.

“ All of my ingredients are sourced in the UK and we buy meat from our local butcher, organic fruit and vegetables from our local grocer and wholemeal flour from BFP. Consequently, they're a healthier alternative to the usual shop-bought dog treats and don't contain any sugar, salt, colouring or preservatives. ”

The treats are dehydrated and have a shelf life of around three months, whilst the muffins and cakes last for 3-4 days if refrigerated in an air tight container. They can also be kept in the freezer for up to three months.

Cheese and
bacon muffins



Yummy!

Steak and
Kidney Puddings



“ My bestsellers are cheese and bacon muffins and steak and kidney puddings, ” explains Julie. I had an old Jack Russell called Oscar, who lost his teeth so couldn't eat anything hard or crunchy, so he inspired me to create these. It's surprising how many dogs prefer the texture of the soft cakes.

People adore their dogs and they regularly put them before themselves! I guess it's because they're such good companions.

Julie has also diversified the business to include gift vouchers and a monthly subscription service, and in addition to her local markets, also attends national events, such as Chatsworth House Country Fair and Chatsworth Christmas Market.



Maximising your online presence

Your window to the world

Making the worldwide web work for you

Having a strong online presence is a fantastic way to secure and grow your bakery business. Covid made consumers think differently about the way they shop and research products, with online ordering and delivery becoming mainstream for food companies, offering convenience for customers - and additional revenue for business owners.

However, many small businesses are failing to harness the potential of the internet – and falling into the trap of making common errors when they do. With this in mind, BFP’s Head of Digital Marketplaces, Darren Osborn, shares his tips for maximising your online presence.



The basics:

Setting up your bakery’s website

1. Register your domain (for example, thebestbakeryintheworld.co.uk) so that your website can then be connected to this address. It’s always a good idea to include keywords like “bakery” or “bakers” in your web address.
2. Consider your own/your staffs skillset. Are you able to manage your website independently – or do you need assistance from a digital agency in the build and management of your website?
3. There are lots of platforms, all offering similar functionality, so the first step is to make some basic decisions, such as, will the site be for information only or will it be transactional i.e. an e-commerce website?



Location, location, location

If you own a high street shop, the most important page on your site will be ‘where to find us’. Perhaps incredibly, many businesses don’t make it easy for customers to find their stores. The majority of potential customers who are searching for a bakery usually do so using a mobile device, so having a map and providing an accurate postcode is essential. Some devices will recognise the postcode format and allow the customer to click the link to open directions on a map service like Google maps or Apple maps. Include key details like “in the alleyway by the Crown pub”, which can really help to avoid customer frustration.



‘What3words’ is very accurate and is also a very useful tool to navigate people to you.

Service please

Remember, your site is an extension of your business’ service and you should therefore think the same way about potential digital customers as you do about the service level of the in-person customers. Register your business with Google and other search engines, remembering to include your opening times, address details and special offers/events. It’s free and will drive more people to your website.

Avoid the slow lane

Web surfers are an impatient bunch and will leave your site if they have to wait too long for content to download. It’s therefore imperative that you optimise images and videos by making the file size as small as possible. Think ‘kb’ (kilobytes) not ‘mb’ (megabytes). Crucially, optimise elements like your logo, which are probably going to feature on every page of the website in the header. These websites are a great place to start:

www.bfp-xpress.co.uk



www.imagecompressor.com
www.kraken.io/web-interface
www.pagespeed.web.dev

A positive customer journey

- Think like a customer, what are they likely to look for first?
- Make sure you have clear and concise navigation /categorisation. Categorise for searched events like weddings, birthdays, parties, Bar Mitzvah, etc. This is a great way to add relevant keywords that people search for like 'Wedding Cake', 'Birthday Cake', 'Party Food', or specific bakery product names like 'Pastry', 'Croissants', 'Apple Pie' etc. Create landing pages for the bigger events or your specialist/top selling lines.
- Make sure you test your site search and that it finds relevant content from queries.
- Give options for contacting your business i.e. a telephone number, social links, WhatsApp Chat, a 'Contact us' form. Then make sure you reply/engage within a reasonable time period.
- A Q&A or FAQ section can be really helpful. These can be added at product level or have their own area of the site.

Optimal exposure

SEO (Search Engine Optimisation) is the practice of optimising the content on your website so that you rank higher on search engines. You therefore need to present the best possible information to help users find exactly what they're looking for. It's a complex subject, but the basics are:

- Ensure your website features relevant content. What are your USPs and what is your potential customer searching for?
- Make your content unique. Google will score your page more highly if it is your content in your 'voice'.
- Digital assets such as photos and videos (either embedded or linked to sites such as YouTube) help to set your site and business apart from the crowd.
- Recipes and 'how to' tips can also drive a lot of free traffic.
- Whenever there is an opportunity to update or add new content, take it. Customers (and search engines) love fresh content.

Driving more traffic to your site

Once your website is up and running, you need to find ways to make people actually visit it. These could include:

- Including links to your site from social media channels (Twitter, Facebook etc)
- Google Adwords
- Affiliates (where your product/service is shared via someone else's blog, social media or website and they earn commission)
- Partner with other local businesses and share links on your websites/social posts
- Register your website with local directories
- If you are lucky enough to be in a destination location, link with local attractions etc.
- Build an email database of signed up customers. This gives you a great opportunity for repeat sales from offers and promotions.
- If you deliver, shout about it and publicise this wherever possible.

Get social

- The most important consideration is to decide how/ who is going to manage your social presence. It's easy to create social platform accounts and initiate your first post, **BUT** how will you maintain your presence in the long term? The more platforms you expose your business on, the more content/posts you will need to create.
- Avoid duplicating the same content onto each platform at the same time, your customers will almost certainly be registered on multiple platforms.
- Consider where your customers or potential customers are likely to be consuming content. Food/bakery content works especially well on Instagram for example.
- Consider boosting posts (paying for additional exposure). This can work really well with an offer (online or in-store).



The big **DON'T** is to create a site or social presence that you are not committed to keeping up to date.



Potential customers finding that your website homepage is still talking about the Golden Jubilee or your last social post update was in 2021, will not take your web presence or business seriously.

Help customers meet their fibre goals in 2023!



THE ORIGINAL AND STILL THE BEST - MULTISEED BREAD CONCENTRATE

- ✓ SOURCE OF FIBRE
- ✓ SOURCE OF PROTEIN
- 🌱 VEGAN SUITABLE



Scan for more
Country Oven products



MULTISEED BREAD & ROLLS



WHOLESOME
SEEDS



SUPPORTS
IMMUNE SYSTEM



SUPPORTS
METABOLISM

Wheat flour	5.000 kg
Multiseed Bread Concentrate (16kg bag)	5.000 kg
Yeast	0.250 kg
Water	5.000 kg
	15.250 kg

Spiral mixer: Bread 2 mins slow, 5 mins fast, Rolls 3 mins slow, 7 mins fast.

Dough temperature: 24-26°C.

Scale: Bread 485/900g, Rolls 90g.

Prove: 50 mins.

Bake: Bread 220°C for 35 mins, Rolls 230°C for 12 mins
(Soft: no steam, Crusty: with steam).

Claims made are for only the recipe stated above. Full list of nutrients and nutritional/health claims is available at www.britishbakels.co.uk/campaigns/taste-great-feel-great.

Exploring different routes to market

Think outside of the (cake) box



Whilst your physical shop might be your biggest income generator, it's also worth considering other different routes to market. Not only can they supplement your earnings, they could also appeal to a totally different customer dynamic.

So, are you ready to think outside of the box?

Food delivery services

Having food delivered to your home via the likes of Deliveroo and JustEat has become the norm – and it's not just Saturday night takeaways! Lots of the bakery 'big boys' are jumping on the delivery bandwagon after realising its lucrative potential. Greggs, for example, believes there is a £170 million opportunity for it through delivery – with £70 million of this coming from delivery in the evening – over the next five years. What's more, its average basket size through delivery is three times that of walk-in sales. And there's no reason why smaller, independent bakeries can't take advantage too.



'Post' production

If you make the best brownies in the land, make sure everyone in the land can access them! Next day delivery, and in some cases same day delivery, means that you can now ship your bakes to customers all over the UK.

Cake Box, which focuses on egg-free celebration cakes, has seen online sales flourish with 84% growth in 2020/21, so could your business be the next postal sensation? Packaging is key, and traybakes and brownies work best because they fit in letterbox size boxes for easy delivery. In addition to your regular selections, offer bakes themed to specific calendar events such as Valentine's Day, Mother's Day, Halloween and Christmas, which can be bought as gifts or enjoyed by the customer themselves.

Subscription services

Incentivise customers to 'subscribe and save' by signing up to a regular delivery service on a rolling monthly or bi-monthly basis. It's predicted that Brits spend more than £2 billion every year on the overall subscription market, and food products make a large percentage of this.

Customers love the excitement and convenience of getting their favourite bakes on repeat. You could also offer seasonal tasting boxes which offer the element of surprise. Gift subscriptions are an added element and you should email a gift voucher that can be printed and emailed to the recipient. Also think about offering specialist boxes, such as gluten-free or vegan.



'Bake at home'

Make your customers be the star of the show by giving them everything they need to bake their own showstopper. From brownies to cupcakes, to seasonally themed creations, the sky's the limit when it comes to 'bake at home' boxes.

As well as the ingredients, also consider including biscuit cutters, muffin cases and cake stands, as well as key utensils and moulds. You could also make them age-specific with variations for children, teens and adults.



"All Bridor products are manufactured in France, and inspired by the traditional know-how of French artisans. Bridor aims for excellence, offering clients top-quality products."



Cocoa and Hazelnut-Filled Croissant 90g x 40 **RTB**
Code 40405



Vanilla taste chopped hazelnut 90g x 48 **RTB**
Code 39774



Pain aux Raisins 110g x 60 **RTB**
Code 31002



Croissant 70g x 60 **RTB**
Code 31044



Assortment of Mini Gourmandises x 140 **RTB**
Code 32232



Pain au Chocolat 75g x 70 **RTB**
Code 31001



Parisian Baguette 280g x 25 **PART-BAKED**
Code 33362



SHARE

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MUSINGS ON THE BAKERY INDUSTRY

from BFP Managing Director

STEVEN LYONS

Welcome to the first edition of the Lyons Den. Let's ditch the formalities and get to know each other better. You can call me Steven, the guy who enjoys a good joke and isn't afraid to admit it.



Now, as serious as we are about our craft, let's face it – ours is a tough business. The competition is fierce and the margins are thin. But as bakers and a supplier, we are also blessed with a unique passion for and relationship with our art (I'm also a keen home baker). We get to create something beautiful and delicious, and see how it brings people together. It's the perfect combination of creativity and commerce.

One key trend in our industry right now is the shift towards wellness-focused baked goods. People are more health-conscious than ever and look for products that align with their values. Fortunately, there are plenty of options out there, from gluten free and vegan breads to low sugar and keto-friendly pastries.

At BFP, we're excited to keep developing our range of wholesome ingredients that support these types of products.

Now, while focusing on health is essential (I'm still trying to lose that last few kilos), we don't want to forget what makes baked goods so damn tempting in the first place – their indulgent flavours and textures! Another trend we're seeing is the resurgence of classic, home-style baked goods. Think flaky croissants, old-fashioned cinnamon rolls and sourdough bread made with care and attention to detail. As bakers, we have the opportunity to bring a taste of comfort and nostalgia to our customers lives.

Above all, though, we must stay true to ourselves and our unique vision as bakers. We all have our signature style and flavour combinations that set us apart from the competition (my competition is John three doors down!) and not being afraid to try something new, I tried a caramelised, biscuit flavour hot cross bun the other week, not a great fan of it I must admit but it proves the point.

Whether it's adding a bit of sea salt to my chocolate chip brownies or incorporating a dash of cardamom into my cake batter, taking risks and infusing our bakes with personality is what keeps our customers coming back.

So, let's keep baking with passion and innovation, while staying attuned to the needs and desires of our customers. And, of course, let's keep sharing a bit of humour and honesty along the way. Cheers to all the amazing bakers out there – keep up the good work.

Steve

Jest for fun

My grandfather was a baker in the army. He went in all buns glazing!

Introducing the new brands and products available from **BFP**

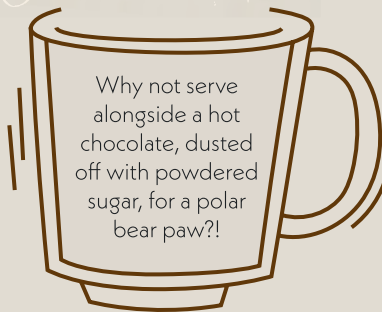
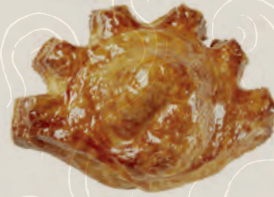
Twist and shout

Bridor has unveiled two tantalising savoury twists to tempt customers looking for something a bit different.

Ready-to-bake pizza twists have a soft filling made of tomatoes, Emmental, mushrooms and black olives, with a brown flax topping for a crunchy twist.

Cheese and onion twists have a generous and creamy filling made up of onion and Emmental béchamel sauce, and are topped with white quinoa and nigella seeds for extra '-bite'.

For those in search of a small sweet treat, Bridor's new Bear Paws tick the box. A Viennese pastry packed with sweetness, they have a cocoa-hazelnut centre that melts in the mouth. Smaller than the usual pastry, they're an ideal size for children.



Perfect pretzels

As the popularity of pretzels continues to grow, we've added four new 'thaw & serve' lines from WorldBake, all of which are suitable for vegans.

The Swabian-style pretzels in their distinctive knotted shape (83g) have a traditional 'Laugen' coating, which creates a chewy crust and imparts a malty and salty flavour.



For bread carriers with a difference, try...

The pretzel football roll (70g)



Pretzel baguette sandwich roll (90g)



Pretzel burger bun (80g).



Roaringly good sauces

Get saucy with the latest additions to our condiments range.



Lion mayonnaise, salad cream and tomato ketchup are all available in 2.27 litre tubs, whilst Uncle John's mayonnaise, tomato ketchup and sweet chilli sauce are packed in 1 litre tubs.



Fudge it!

Bakels' new Fudgy Brownie Mix guarantees delicious brownies every time.

Made using Rainforest Alliance certified cocoa, the convenient mix delivers a deliciously dense and indulgent batter which can be either baked on a sheet or foil trays.

Available in a 12.5kg bag and with a shelf life of 270 days, you simply add water and oil – or add melted chocolate or inclusions for extra indulgence!



What's new, pussy cat?

Making tiger bread just got a whole lot easier, thanks to the ready-to-use tiger paste from Bakels.

Packed in a 9kg pail, simply brush onto the top side of the dough pre-proof for a delicious alternative decorative finish for bread, resembling the appearance of a tiger's coat.



The paste also delivers a crunchy bite and flavoured crust which is perfect for tin bread, bloomers, baguettes, rolls, pizza and more.

Chunky chips

Chocolate chips and chunks are a mainstay of the professional baker, so we've added a new range to offer more choice.

The First Grade International range includes milk, white and dark chocolate chips and chunks, in 12kg packs, which offer significant cost savings compared to other brands.

They're bake stable up to 200°C, ensuring the chocolate retains its shape after baking, and are therefore suitable for a variety of bakery applications such as cookies, biscuits, brownies, cakes, muffins, ice cream, pastries, doughnuts and more.



Blondes have more fun!

Dawn Blondie Mix (3.5kg) guarantees perfect blondies every time.

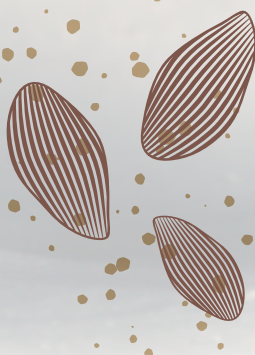
Simple and easy to use, just add melted butter and water to the mix for consistent buttery, sweet blondies.



Crunch time

Dawn's new Crunchy Peanut Butter is suitable for a wide range of baked and unbaked applications.

Available in a 3kg pail, it is 100% peanuts with no added sugar or palm oil – perfect for health-conscious consumers.



New York, New York

With 81% of UK consumers enjoying American sweet baked goods (Dawn Global Bakery Trends Study 2022), Dawn New York Style Cheesecake Mix is a store cupboard must-have.

Packed in handy 2.5kg bags, simply add water and cream cheese for a rich, creamy flavour and smooth texture with no surface cracking!

Use as a base or adding compounds, fruit filling or decorations to elevate your offering.

It's made with natural flavours, no colours and is suitable for a gluten free diet.



Go Greek

Glace cherries are a bakery staple, and we've added Ravis Fruits' version to our stocked range.

The whole red glace cherries from the Greek brand have been pitted and de-stalked before being subjected to the glace process.

Ravis Fruits natural glace cherry halves are also available. Both are packed in 10kg boxes.



The science of store design

The flow of your shop and the way you display your products can have a huge impact on your sales figures, as Shirley Ryder, board director of the Craft Bakers Association, attests. Here, she shares her own personal experience of the benefits of a complete store re-design...

“My husband and I had been thinking about investing in a major re-fit at our bakery in Fallowfield, near Manchester, but never got round to it. After he died, I wanted to fulfil his wish and took the plunge using a ‘bounce back’ loan following the Covid pandemic, ” she explains.

“Just by displaying the products better, my turnover increased by 37% in the first six months with the biggest increase being in hot food, followed by sandwiches. ”

“We replaced the pie warmer with a hot cabinet and the simple addition of a shelf within the hot display allowed us to serve additional products such as hot roast beef and Cumberland sausages. ”



Shirley changed the flow in the shop so that customers came to the cakes first then cream cakes, sandwiches and finally hot food. The till was moved to the far end of the shop with the drinks and crisps, ensuring customers have to walk past everything. The bakery’s fluorescent strips were replaced by LEDs which made a huge difference, creating a bright, fresh and clean environment, and air conditioning was also installed.

“Some people thought that was crazy given that we were based in Manchester, but it really came into its own in the warm, summer months, ” continues Shirley. “Customers like a cool environment and are less likely to rush off. ”

Shirley also advises to consider your colour scheme carefully.

“White is difficult to keep clean, ” she adds.

“Everything looks good on a black background so we chose black shelving and display trays, gold lettering and lemon walls. Bright colours look good for cakes but not bread, and stainless steel is good all round because it’s easy to keep clean. ”

Finally, she advises:

“Shop design isn’t rocket science but bakers can end up with tunnel vision. Regularly looking at how your customers see your displays from the other side can make a huge difference. ”

Shirley's tips for a successful shop re-fresh



- Flat counter beds allow customers to see your products better
- Use individual trays to display small cakes and tarts and keep them filled at all times. There's nothing worse than leaving one cake on its own
- Avoid window displays. If people can't see what they're looking for they're less likely to come in, plus Environmental Health don't like them. Avoid posters in the window – they look tacky!



- Visit other bakeries and supermarkets to pick up on tips and ideas that you can emulate
- Don't put products in the same place day in, day out otherwise customers become focussed and head to the same location rather than browsing
- Invest in attractive price ticketing: people are embarrassed to ask the price so make it easy for them to make a choice



- Cleanliness is key. No one wants to buy from a dirty shop so keep fingerprints off counters
- Embrace the big calendar events (Valentine's Day, Easter, Halloween, Christmas) with tasteful decorations to get customers in the spirit of the occasion
- Take advantage of free point of sale materials from suppliers



FIRST GRADE
INTERNATIONAL LTD

CHOCOLATE PORTFOLIO



DARK CHOCO CHIPS

12KG
CARTONS

BAKE
STABLE

46%
COCOA

MILK CHOCO CHIPS

12KG
CARTONS

BAKE
STABLE

27%
COCOA



WHITE CHOCO CHIPS

12KG
CARTONS

BAKE
STABLE

24%
COCOA



DARK CHOCO CHUNKS

12KG
CARTONS

BAKE
STABLE

48%
COCOA



INDUSTRY USES



**BISCUITS
& COOKIES**



**BROWNIES
& BLONDIES**



ICE CREAM



PATISSERIE



**MUFFINS
& CAKES**



DECORATION



MILK CHOCO CHUNKS

12KG
CARTONS

BAKE
STABLE

27%
COCOA

WHITE CHOCO CHUNKS

12KG
CARTONS

BAKE
STABLE

24%
COCOA



CHOCOLATE TOP FLAKES

5.1KG
CARTONS

1700
PER CARTON

BAKERY
DECORATIONS



OAT MILK CHIPS

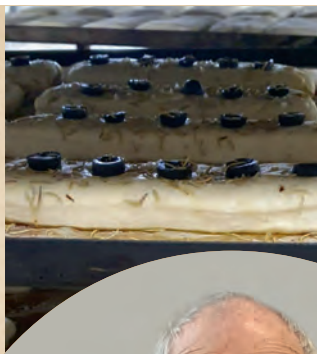
7.5KG
CARTONS

BAKE
STABLE

VEGAN



The Baker's Dozen



Baker's Dozen



Each issue, we quiz one of our customers in the bakery world to find out what makes them tick.

1.

What's your name?

Ian Blackley.

2.

Job title?

I work as a Bakery Director.

3.

Place of work?

Saltire Patisserie in Edinburgh (www.saltirehospitality.co.uk)

4.

Number of years in the industry?

58 years.

5.

Professional training (what and where)?

Napier Technical College.

6.

What's your signature baked product?

All bread, especially long fermentation.

7.

Favourite cake flavour?

It's praline.

8.

Favourite BFP ingredient and why?

Paramount white chocolate – it's decent quality at an acceptable price.

9.

Who would you most like to bake for?

I enjoy baking for my wife of 53 years, Margaret.

10.

Best piece of advice you've been given?

Work hard, pay attention and soak in all the knowledge that surrounds you.

11.

Favourite kitchen utensil and why?

Chocolate moulds. I like painting on the chocolate and admiring the finished product.

12.

Top kitchen hack?

Bratpan - I could not believe I could cook 50kg of beef at one time.

13.

What, in your opinion, is the top bakery trend for 2023?

Croughnut.



Made to measure

The bespoke recipe service helping you create unique *bakery mixes*

Bakeries looking for time and cost savings but without compromising on quality are turning to ready-made mixes to create their products.

Mixes also guarantee consistency and reduce the need for skilled bakers for establishments with time and labour shortages, as well as potentially reducing the floor area required for production.

BFP's blending plant in Leeds has been in operation for several years now, creating bespoke mixes for a wide range of bakery businesses.

The impressive BRC AA accredited facility provides an end-to-end service, and is able to blend any powdered bakery mix to your unique specifications with a minimum production run of one tonne.

Plant manager explains:

“ We make everything from cake, muffin, scone and brownie to pancake, bread and waffle mixes - basically any dry ingredients - in whatever quantity customers need, from 9kg up to one tonne bags. ”



“ Our recipe development baker can blend any recipe, or we can help you to create a perfect mix which is unique to you. We’re an organically certified producer too, plus we are able to meet Halal and Kosher requirements. ”

The mixes are bagged and labelled, and can then be either delivered to your chosen location – or stored in one of our seven UK-wide warehouses until required.

The service also allows customers to tap into BFP’s buying power to source raw materials, therefore making the mixes even more cost-effective.



“ As a major distributor of commodities, our pricing is second to none, ”

“ For example, BFP is the biggest distributor of sugar in Europe so we are able to pass on this cost saving to our customers. ”



“ The ready-made mixes are particularly ideal for franchise owners and operators with several sites because they offer consistency and control. ”

For more information about bespoke mixes contact your local BFP representative or email sales@bfp.uk.com.

10% Off!
THROUGHOUT MAY



DAWN® FILLINGS & TOPPINGS

We have 10% off some exciting new flavours in our fillings & toppings range and off our classic range of Fudge Icings throughout May.

Ideal for making your bakery creations look great and taste even better.

New Fillings

DAW00131	NEW Dawn Balance® Crunchy Peanut Butter	3kg
DAW00128	NEW Dawn® Delicream Cookie & Cream Flavour	6kg
DAW00129	NEW Dawn® Delicream Cocoa & Hazelnut Flavour	6kg
DAW00130	NEW Dawn® White Chocolate & Hazelnut Filling	6kg

New Toppings

DAW00126	NEW Dawn® Chocolate Coating White	6kg
DAW00127	NEW Dawn® Chocolate Coating Dark & Hazelnut	6kg

Fudge Icings

DAW00091	Dawn® Chocolate Fudge Icing	10kg
XXXXXXXX	Dawn® Milk Chocolate Fudge Icing	10kg
DAW00088	Dawn® White Chocolate Fudge Icing	10kg
DAW00082	Dawn® Coffee Fudge Icing	10kg
DAW00090	Dawn® Cappuccino Fudge Icing	10kg
DAW00107	Dawn® Salted Caramel Fudge Icing	15kg
DAW00122	NEW Dawn® Caramel Biscuit Flavour Fudge Icing	10kg
DAW00080	Dawn® Strawberry Fudge Icing	10kg
DAW00081	Dawn® Lemon Fudge Icing	10kg

DAWN® CRÈME CAKE

With 10% off, our Crème Cake mixes & bases are an even more cost effective solution than normal for creating a wide range of products.

Perfect for a wide variety of applications, including sheet cakes, loaf cakes, round cakes, steamed puddings and muffins. Their reliability and ease of use mean a great result every time, even for unskilled staff, and because they suspend inclusions and combine with other ingredients well, their potential is endless.

Crème Cake

GEM00020	Dawn® Plain Crème Cake Base	12.5kg
GEM00057	Dawn® Chocolate Crème Cake Base	12.5kg
GEM00025	Dawn® Toffee Crème Cake Base	12.5kg
GEM00175	Dawn® Lemon Cake Mix with pieces	12.5kg
DAW00079	Dawn® Red Velvet Crème Cake Base (4x3.5kg)	14kg



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Offer period 1st to 31st May inclusive, subject to availability and while stocks last. For more information contact your BFP representative.

Understanding the **highs** and **lows** of the commodities market

The price and availability of commodities is an ever-changing marketplace, influenced by a wide range of elements, from the weather to war to freight prices. Keeping tabs on these fluctuations is vital for food businesses, and BFP has a whole department dedicated to doing just that.

Becky Webster, BFP's purchasing manager, heads up the purchasing and supply chain Department, which is based in Leeds, ensuring stock levels are maintained and customers are kept up to speed with any price changes.



“ We have very good relationships with our suppliers and hold regular face-to-face meetings to share knowledge of what’s happening in the industry, ” she says.

“ We’re constantly seeking market intelligence about possible price increases and any supply issues, as well as discussing new products and pricing. ”

“ Although not always possible on commodities, we stipulate minimum notice periods from our branded manufacturers for price increases. With the cost of raw ingredients reaching unprecedented highs, we understand our bakers need prior notice so they can plan their own requirements. ”

The team’s remit also includes regular onboarding of new suppliers to ensure the supply chain is as effective as possible.

“ We’re always looking at different avenues to get the best deals possible, but it’s important to note that it’s not just about best price - guarantee of supply and sustained quality is really important too, ” adds Becky.

“ Stock levels are reviewed on a daily basis and we’re constantly in contact with our Business Development Managers on the road to assess customer requirements and ensure good availability. ”

“ We are industry-leading in that we carry our entire product range in all of our BFP depots across the UK. None of our competitors do that so it definitely gives us the edge. Our large warehouses enable us to buy in bulk at the best price possible, enabling us to offer the most competitive prices to our customers. ”



Current challenges in the supply chain are focused on raw ingredients shortages and securing the ingredients bakers need, remains the team’s biggest priority at present.



Becky continues: “ The crisis in Ukraine has resulted in unprecedented pricing on flour, grains, fats and oil. The Ukraine grain corridor agreement has recently been extended and is providing hope, and we’re seeing some prices ease as a consequence. ”

“ There’s also hope on the horizon as forecasts indicate easing on egg costs. The recent lifting of mandatory housing measures and the reduced risk of Avian Flu is having a positive impact on costs. ”

“ One thing is for sure, after the tumultuous 24 months we’ve had, we can’t wait to pass on these much-needed price reductions to our bakers. ”

The icing on the cake

Helpful hacks for busy bakers



Keep large cakes moist by giving them a quick coating of sugar syrup or alcohol using a nozzled ‘spray’ bottle.



For chocolate doughs and batters, use cocoa powder instead of flour to prevent them from sticking on the counter or in their tins. Flour can add a dull appearance and dry mouthfeel, while cocoa powder simply adds more chocolate flavour.



Use bubble tea straws to prevent tall, layered cakes from sliding. Sticking bubble tea straws so they’re hidden in the centre will hold your cakes together.

Iconic favourites deserve the finest ingredients

BAKELS MILLIONAIRES CARAMEL



true
Caramel

Produce the very best Millionaires Shortbread with Bakels iconic Millionaires Caramel, plus a whole host of other delicious sweet treats. ▶

Part of the True Caramel range, which includes Raspberry Millionaires Caramel PF and much more to inspire your sweet range all-year-round.

- ✓ Excellent clean-cutting qualities
- ✓ Short-eating texture
- ✓ Versatile in application
- ✓ Produced using traditional ingredients

📦 Available in 12.5kg pail



INDULGENT



BITE SIZE



SEASONAL

For more information on Millionaires Caramel and a whole host of other caramels and recipes, visit www.britishbakels.co.uk



Scan here

Taxing Times



Bakers are a talented bunch, and you undoubtedly prefer to focus your efforts on the creative side of your business. However, it's vital that you get the financial and legal nitty gritty in the bag too, particularly when it comes to paying tax.

So, what are the legal requirements when setting up a new business venture?

Here's a lowdown on the 'taxing' issues you need to consider.

Sole traders

You need to set up as a sole trader if any of the following apply:

- You earned more than £1,000 from self-employment during the previous tax year
 - You need to prove you're self-employed, for example to claim Tax-Free Childcare
 - You want to make voluntary Class 2 National Insurance payments to help you qualify for benefits
- You firstly need to register your sole trader status with HMRC, and there's very little paperwork involved other than completing an annual Self Assessment tax return.

As a sole trader, net profits are taxed at 20%, 40% or more depending on your earnings. You keep all your business's profits after you've paid tax on them and you're personally responsible for any losses your business makes. You are also required to pay Income Tax on your profits and Class 2 and Class 4 National Insurance.

Limited companies

A limited company has its own legal identity, even though it can still be run by just one person.

You pay Corporation Tax of 19% on your profits rather than income tax. You're also required to file an annual return, annual accounts and conform to the Director's Fiduciary Responsibilities.

This extra paperwork is more expensive than if you're a sole trader, and your earnings are available to view via Companies House.

Limited companies can claim an Annual Investment Allowance of 100% of the cost of purchasing items, such as bakery plant and machinery.

VAT

You must register for VAT (www.gov.uk/register-for-vat) if your turnover is over £85,000. You can register voluntarily if it suits your business, for example, if you sell to other VAT-registered businesses and want to reclaim the VAT. Some bakery products are considered zero-rated whilst others are standard-rated at 20%. Although most traditional bakery products, such as bread, biscuits and cakes, are zero-rated, some confectionery is standard-rated including:

- Biscuits wholly or partly covered in chocolate (or some product similar in taste and appearance)
- Any item of sweetened prepared food, other than cakes and non-chocolate biscuits, which is normally eaten with the fingers

TAX BREAKS

Training costs for staff and uniform cleaning are an allowable expense.





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