

The Whisk

Issue 03 | December 2023

Bakery trends for 2024

Hot property:
The maker playing
with fire

*All for a good cause:
BFP's charity arm*

Brand designs:
making your shop
fit for purpose

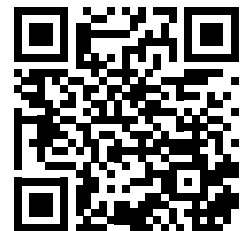


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Welcome

Welcome to issue three of The Whisk, the quarterly customer magazine from BFP dedicated to all things bakery.

There are some pretty big calendar events on the horizon to talk about this issue (did someone say Christmas?!)

The advent of a new year also presents a prime opportunity to look at emerging trends in the industry, so we caught up with leading food futurologist Dr Morgaine Gaye to find out her predictions for the bakery sector in 2024. From blue food to Victoriana influences, find out what she had to say on page 6.

Continuing the futuristic theme, we asked Ben Lord, director of bakery shopfitting experts Frimovel, to share his thoughts on how bakery shop design is evolving - and he believes automated service is not too far away. See page 16 for more details.

As ever, we love to champion the fantastic work of our lovely customers, and this issue we're shining a spotlight on two very exciting movers and shakers.

We wish you a wonderful Christmas and a prosperous New Year.

The Whisk Team



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Dates for your diary



JAN

Happy Hogmanay!

Bring in the **New Year** Scottish-style with a traditional black bun.

Also known as Scotch bun, it is a type of fruit cake completely covered with pastry, which was originally eaten on Twelfth Night but now enjoyed at Hogmanay.

The cake mixture typically contains raisins, currants, almonds, citrus peel, allspice, ginger, cinnamon and black pepper.

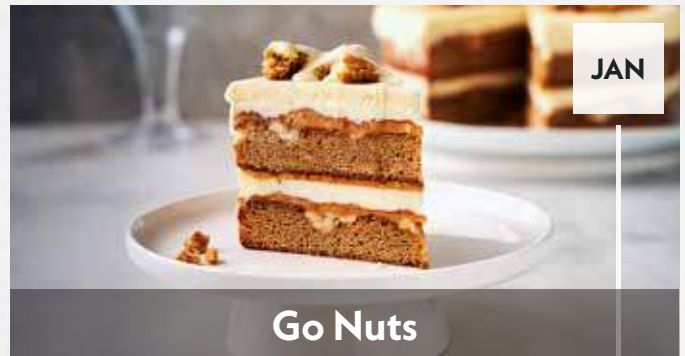


JAN

Drip Feeding

With chocolate cake officially the nation's favourite bake, it's only right that it has its very own day of celebration.

So, on **January 27**, make sure you 'drip feed' your customers plenty of chocolate treats, and pile on the décor!



JAN

Go Nuts

Butter up your customers with a celebratory slab of peanut butter blondie cheesecake on National Peanut Butter Day (**January 24**).

This super-easy recipe uses Dawn Foods' New York style cheesecake mix, blondie mix and their new crunchy peanut butter to create a delicious cake. For the full recipe visit www.bfp-xpress.co.uk/a/blog/blondie-cake-with-peanut-butter-cheesecake-filling



FEB

Dragon's Den

Chinese New Year falls on **February 10** next year – and it's the Year of the Dragon.

Traditionally, revellers will eat Nian Gao or Chinese New Year Rice Cake, which is made from glutinous rice flour, regular rice flour and brown sugar and steamed to form a round, sticky and gooey cake with a caramel-like sweetness.

Alternatively, why not create this eye-catching, fruit-based cake from Boiron decorated in vibrant reds and golds?



FEB

Have a Heart

Fall in love with Valentine's Day bakes on **February 14** – and make sure you put your heart and soul into your creations!

From red velvet cupcakes to Queen of Hearts tarts, make sure your shelves are bursting with romantic treats.

PLAYING WITH FIRE

The producer getting a 'kick' out of the soft drinks market

When it comes to the **premium soft drinks market**, Deanne Blake is 'hot' property.

The **award-winning** artisan cordial maker runs a successful business producing **alcohol-free ginger drinks** that pack a punch. Her all-natural soft drinks brand, Root2Ginger, is based in Manchester and celebrates her Jamaican heritage and family traditions.

“I have many happy childhood memories of my mum and aunties making ginger beer in their kitchens - They were all great cooks and bakers too. When I was in my 20s, I started making my own version of ginger cordial and I used to give bottles of it away as gifts at Christmas.”

The Covid lockdown provided the perfect opportunity for Deanne, a qualified teacher and social worker, to develop her drinks and consider taking them to the next level. She says: “During the pandemic I started experimenting with different flavour profiles, such as cinnamon, green cardamon, star anise, pimento and mint, to make four different varieties.”

“I launched the brand just as we were coming out of covid. Everyone was having ginger shots and appreciating the health benefits of ginger, and it did well from the off.”

The cordials are packaged in flint glass bottles in four fantastic flavours: **R2G Fiery, Mint, Fierce and Spiced**. All four scooped a Guild of Fine Food Great Taste Award in their launch year, including a coveted 3 stars for R2G Spiced.

To serve, you simply add still, sparkling or even hot water – or they can be used to add a spicy kick to a mojito or a rum punch. Deanne uses



only **premium organic products** including cold pressed Peruvian ginger root, raw cane sugar, lemon juice, fresh limes and spices with no artificial colours, additives or flavourings.

“Most ginger beers are made with essences and flavourings so they don't give a true ginger taste.”

I tried out lots of different raw cane brown sugars and the BFP one was perfect for my products. It's super quality for the products I make and the process works really well with it. It's very consistent and there's no crystallisation, which is key.”

Such is the success of the business that Deanne has now hired premises for manufacturing and has given up her job to focus on the business full-time.

“I left a senior role – this is the last thing I thought I'd ever do but I have no regrets. I love what I'm doing. The business is growing. It's difficult but it's going in the right direction.”



It's so varied. One minute I'm at Manchester Carnival the next I'm writing a blog for the website or speaking at a conference. It's so much better than monotonous report writing! You don't know what's coming or who's going to contact you next!”

Root2Ginger is available at farm shops, delis and independents throughout the UK, as well at pop ups in major department stores such as Harvey Nichols and John Lewis.

For more information and online sales, visit: www.root2ginger.co.uk

The Shape of Festive Bakery

Food futurologist Dr Morgaine Gaye examines how seasonal bakery trends have evolved in recent years, and predicts the key flavours and products for Christmas 2023

In the past, Christmas was much simpler. Definitely in my lifetime, food and bakery choices weren't massive. It was all about homemade, and Christmas cakes and puddings were made months in advance. Christmas cake was always the centrepiece with royal icing and a snow scene. For a lot of people that's still the traditional style but, nowadays, there are a lot more shop bought festive bakery items, and we're seeing more undecorated Christmas cakes as people demand less sugar. Currently, there are so many more things on the festive table and the tablescape is a lot more decorative. We might not believe it but we've much more disposable income, even though we have food poverty.

We've also more spare time but many more distractions and entertainment. There are more baking shows on TV, such as Great British Bake Off, than ever but we're cooking and baking less - which is good news for bakeries!

In terms of food trends, Britain is a generally a very outward-facing nation and we're constantly looking for the next big thing. Exoticism and food tourism means we're much more exposed to new ideas. However, Brexit and Covid have made us look at our own traditions and culture.

In 2023 things don't feel particularly positive in the world, with economic and political struggles so we're feeling unsettled, and that is reflected in the food trends we're seeing coming through. The main Christmas themes right now are two-pronged: a mid to late 1970s vibe, and Victorian-inspired...

2024 and Beyond

The artisan feel to everything hasn't got to the mass market yet but it will in 2024. Other emerging trends include:

Blue food

We've had red velvet and green matcha and now it's time for blue food to make a full appearance using butterfly pea protein and algae

6

Sweetcorn

Used to create a natural and sweet vegetable base for things like sweetcorn pies, cakes and creams

More air

In bakery and chocolate to combat rising ingredient costs and help keep products more affordable. Air will add new textures and enable brands to create intricate new products with the use of digital printing and AI

Nostalgia with a twist

Kitschy 1970s desserts of the past will be revived this Christmas, things like Baked Alaska, Arctic Roll and Black Forest Gateau Trifle. On-the-go treats will include chocolate marshmallows and edible snow globes.

Colour palate

Christmas cake is making a comeback but with more funky and playful designs, and definitely more colour, for example, different coloured marzipan or decorations.

Other baked goods will also have a festive colour makeover. Think Battenburg but coloured green and red.

Sharing

People want to feel like they are sharing rather than having their own mini version of a cake or dessert as they did in Covid. Centre of table desserts and cakes which can be served in front of everyone will be key. Sharing will bring back the meaning to mealtimes.

Artisan products

People don't want perfection - they want food to look homemade not factory produced. Offer Nordic-inspired edible gingerbread tree decorations threaded with ribbon or create intricately iced biscuits in pretty tins. It's not about 'more', it's about 'beautiful and decorative'.

Victoriana

We'll see a revival of the Victorian Christmas with pretty sugar plums and plum pudding, edible lace cake decorations and intricate tins. Old fashioned flavours such as rose and violet will gain popularity too.

Romanticism

Moving into 2024/25, the Victorian theme will develop with more decorative baked goods with themes of delicate lace and petals, and 'sheer' products. We'll be coming away from stodge and looking for something much lighter and exquisite.



About Dr Morgaine Gaye

Dr Gaye works with well-known global brands from Mondelez to Mars and Unilever to Nestle and Barry Callebaut, looking at trends up to 10 years in the future and managing product development and ideation sessions with global teams and innovation chefs in companies such as Ingredion and Puratos.



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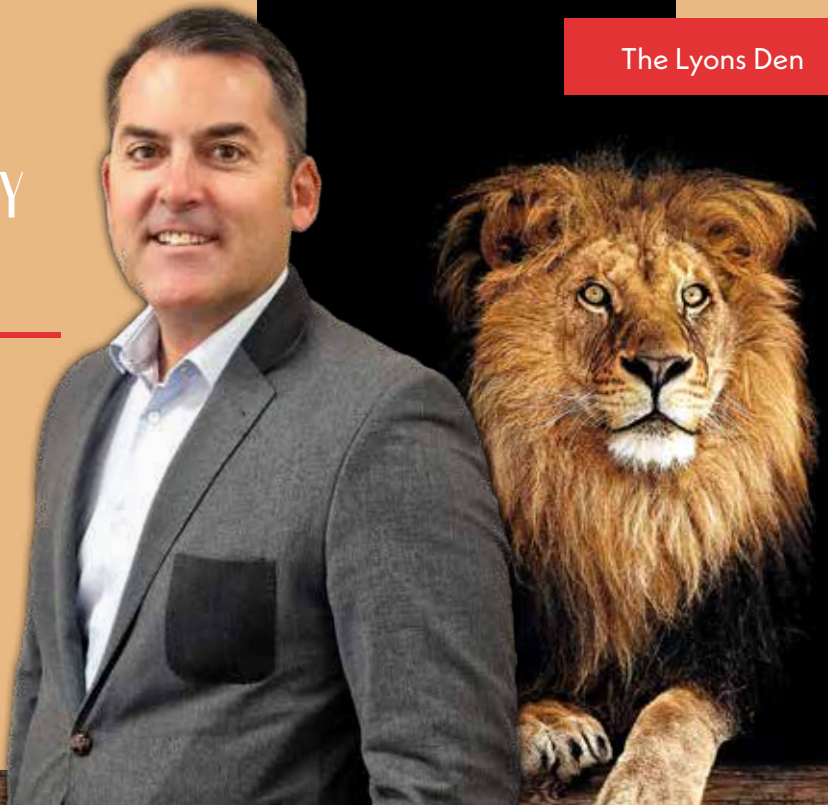
FROM ALL OF US AT BRIDOR UK

MUSING ON THE BAKING INDUSTRY

from BFP Managing Director

STEVE LYONS

A Call to Care: Addressing the Cost-of-Living Crisis



In the heart of every community, there lies a bakery – a cornerstone where families gather, friends catch up, and bonds are fortified over the delight of fresh bread and pastries. But as the cost-of-living crisis takes its toll on society, these simple pleasures become luxuries for many. At BFP, we're acutely aware of these challenges, and we believe it's our duty to play a part in alleviating the strain.

While some competitors celebrate record profits, we at BFP have chosen a different path. **Our primary objective isn't about maximising profits, but rather, maximising value for our community.** And that's why we have significantly increased the level of promotions on offer to our customers, especially on core essentials. Every saving we can pass on is a step towards making bakery

goods more accessible to everyone.

This commitment is not just about promotions; it's about restructuring our business model.

We've been working hard to reduce the cost of our raw materials, which in turn, allows our customers to offer more affordable products to their patrons. It's a ripple effect, where every penny saved gets passed on, ensuring that the end consumer feels the impact of our efforts.

Yet, our efforts don't stop at our commercial customers. We recognise that the most vulnerable in society are often the hardest hit during times of economic turmoil. With warehouses in Scotland, Leeds, Lewes and Bristol, we've made it our mission to donate surplus stock to local charities. These organisations provide invaluable support to those in need, and by gifting our products,

we hope to fortify their efforts.

Being a bakery ingredients supplier is not just about business for us; it's about being a crucial link in the chain of community support.

As the world navigates these turbulent times, BFP remains committed to its role: to nourish, to care and to give back. We may be in the business of ingredients, but our true ingredient is compassion.

To our customers, partners and the communities we serve: we're with you, every step of the way. Let's rise together.

Steve

Just for Fun

I tried to start an online bakery – but I accidentally deleted all of my cookies!

The icing on the cake

Helpful hacks for busy bakers

Cool cookies

Give cookie dough a double rest by chilling it after mixing then again once it's been portioned out.

Not only will your cookies taste better, they'll also spread more uniformly when baking.



Sprinkle a little magic

Transform chocolate baked goods by dusting them with cocoa powder instead of flour during the rolling out process. Cocoa powder is equally non-stick - and will result in an even more chocolate-y flavour!



Spice it up

Enhance pies by adding spices to pastry. Cumin and fennel are brilliant in savoury pies, while cinnamon or nutmeg make a lovely addition to sweet fruit pies. You can also add whole spices to your pie's glaze.



NEW!

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THE BEST
VEGAN BUTTER”

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Going Global

Our mission to identify cost-effective, high-quality ingredients. By **Becky Webster**, purchasing manager at BFP



Watch this space for more BFP **exclusive**, globally sourced ingredients coming **your way**

In response to the unprecedented challenges and cost escalations the baking industry faces, BFP is determined to support its bakers and help them to navigate their way through these challenging times.

The recent unprecedented increases in the sugar and vine fruit commodity markets are a prime example of how even the most basic ingredients are being affected.

To continue to offer our bakers the best quality at affordable prices, we've been scouring the globe in search of new suppliers and forming alliances with some of the world's leading manufacturers. These alliances enable us to provide our bakers with unparalleled access to top-tier, high-quality products at exceptional value.

I'm thrilled to bring these products to the UK, and am sure our bakers will love these new products as much as we do.

It's been a busy time for the BFP purchasing and technical team, and they've been working hard conducting stringent quality checks and product trials on all of the new lines. The consequent product trials and positive feedback on the new samples have provided the confidence that these will be great products for our bakers. With this reassurance, we have introduced these lines

to our everyday stocked range in every BFP depot, servicing customers nationally.

With over 400,000 square feet of chilled and ambient storage capacity, we are able to import product in bulk, consequently achieving the very best pricing possible for our bakers and ensuring consistent supply.

Our latest additions

We're very proud to be working with our two newest brands - Angel Yeast and Dragsbaek - and we're sure they'll be great additions to our portfolio. Angel Yeast was founded in 1986, they are one of the leading companies in the worldwide yeast industry. With plants in Europe, Asia and Africa (amongst others), they are industry leading.

Dragsbaek was founded in 1923 and they are truly experts at what they do. They are a modern food company from Denmark specialising in a wide variety of box fats for artisanal bakers.

For more details on the product specifications, see our NPD feature, The Mix, on page 12.

Grape expectations

We supply huge volumes of raisins, sultanas and currants, which we import from Turkey and Greece. Fruit from these countries is the specific preference of our customers.

However, this sector has been in turmoil this year as a result of disastrous weather. Some farmers reported they'd lost up to 50% of their yield and, as a result, demand increased and so did prices.

As a company, BFP is shouldering a lot of this burden and we've been able to

negotiate some good deals with our key suppliers, but we've also looked at other secondary origin markets such as China, Iran and South Africa.

As a result, bakers now have two options: continue to buy the significantly higher priced Turkish and Greek origin product, or adapt to a specification change and embrace the slightly smaller, drier grade of the secondary origin product that is cheaper and more readily available.



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

Block buster

With an increasing number of consumers seeking vegan products, Naturli Vegan Block Butter alternative for professionals (2x5kg) is ideal for creating plant-based goodies.

This chilled product has a unique mouthfeel as it has a lower melting point than butter, and is perfect for making vegan croissants, Danish pastries, cookies and soft doughs.



Coming soon... Clean sheets!

For perfect puff pastry every time, look no further than Dragsbaek Premium Pastry Margarine Sheets.

Exclusive to BFP, this exciting new product from Denmark is a must-have for industrial and artisan bakers.

This pure vegetable margarine is free from trans fatty acids and hydrogenated oils, and boasts a number of advantageous properties that make it ideal for all kinds of rolled dough. It can be stretched without breaking and folds into beautiful layers with uniform lamination structure. At the same time, the margarine provides high volume to ensure excellent lift in the baking.

Heavenly yeast

If you're looking for great quality instant yeast at a cost-effective price, our new product offering is heaven-sent.

Manufactured by one of the leading companies in the worldwide yeast industry, Angel Instant Dried Yeast is a premium product sure to delight bakers (available in both 500g and 125g).



Crème de la crème

Macphie has improved the plain and chocolate recipes for its great value Crème Cake Mixes, and launched two new flavours: caramel and lemon.

Packed in 12.5kg bags, simply add egg, oil and water for perfect muffins, loaf cakes, traybakes and puddings.



Blondie brownie

Another new launch from Macphie is a Blondie Mix designed to make delicious and chewy blondies, with notes of butterscotch and caramel.

Simply add water and vegetable oil – plus your choice of inclusions – and you're good to go.

Macphie's Brownie Mix recipe has also been revamped to guarantee rich, indulgent bakes with ease. Both are available in 12.5kg bags.



Finishing touches

We've expanded our décor range to offer you more choice when adding those vital finishing touches to your bakes. Our new additions include:

- Pecan Deluxe Bling coloured fat coated sugar pearls, available in yellow, red, orange, green, blue, and mixed coloured plus salted caramel flavoured (1kg)
 - D'Orsogna Dolciaria chocolate brownie pieces (5 x 5mm) 500g
- Pecan deluxe mini (30mm) dark chocolate biscuits with cream filling (1kg)
 - Werners Feine Dragees multicoloured hundreds and thousands (5kg)
- Shoebury Confectionery honeycomb pieces (10-25mm) covered in milk chocolate (2 x 5kg)
 - And from chocolate décor experts Barbara Decor
 - Multicoloured white chocolate button set (189 pieces)
 - Dark, milk and white mini chocolate flowers (216 pieces)
 - Mixed chocolate crunchy rice balls (500g)
 - White chocolate salted caramel crunchy rice balls (500g)
 - White chocolate crunchy rice balls (500g)
 - Milk chocolate crunchy rice balls (500g)
 - Dark chocolate crunchy rice balls (500g)

Frosty reception

Macphie have extended their range of frostings. In addition to chocolate, vanilla, cream cheese and strawberry, the range will now include speculoos, salted caramel and cookies & cream. All flavours are available in both 10kg and 5kg pails.

Festive flavours

Dawn Foods has turned two of the most iconic Christmas flavours – mint chocolate and chocolate orange - into limited edition ready-to-use fudge icings, perfect for creating retro-feel bakes this festive season.

Both icings are easy to use – simply warm through for malleability then use to layer, drip, cover, coat or drizzle to create spectacular Instagram-worthy Christmas bakes.

Made with natural colours and flavours as well as being vegan and vegetarian suitable, the limited edition icings are available in 10kg pails.





NEW

ON-TREND FUDGE ICING FLAVOURS FOR TASTY SEASONAL TREATS

Dawn® Fudge Icings give an eye-catching and luxurious finish to all of your sweet baked goods.

Available in a wide variety of flavours, they are rich and decadent in both taste and texture. We have added two limited edition flavours: **Chocolate Mint** and **Chocolate Orange**. Deliciously indulgent and perfect for the winter festive period, these new flavours will add even more temptation to your seasonal ranges. Along with our year-round favourite **Caramelised Biscuit Flavour Fudge Icing**, you can create on-trend sweet treats to excite and delight all of your customers, every day.

- Fast drying smooth texture
- Versatile: spin, spread, pipe or drizzle
- Freeze-thaw stable

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For more information and to order, please contact your local representative.

The 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?

Jenny Silverthorne-Wright

2.

Job title?

Co-founder of the award-winning Cotswold Fudge Company (www.cotswoldfudgeco.co.uk) with Sarah Hobbs

3.

Place of work?

Kingham, Oxfordshire

4.

Number of years in the industry?

We started as a chocolate brand in 2008 and moved into making fudge in 2012

5.

Professional training (What and where)?

We both have backgrounds within the food and retail sector, and met whilst working for Oxfam. Sarah was the marketing manager and I was a food retail buyer

6.

What's your signature product?

Our bestseller is traditional butter fudge followed by clotted cream fudge

7.

Favourite fudge flavour?

Cotswold cream liqueur, or vegan caramel and sea salt

8.

Favourite BFP ingredient and why?

Sugar because we buy so much of it! It's the primary ingredient in our fudge and it's very important to us that it's Fairtrade



9.

Who would you most like to bake for and why?

We make fudge for a lot of interesting people and companies. Our fudge is sold in the historic royal palaces, such as Kensington Palace and Hampton Court, as well as Jeremy Clarkson's Diddy Squat Farm Shop, and most of the tourist shops across the Cotswolds region, but it would be nice to supply the National Trust nationwide. If we had to choose one person, we'd like to make it for the prime minister

10.

Best piece of advice you've been given?

"Make fudge"! Our original business was packing Fairtrade chocolate but we're not chocolatiers and we wanted to start manufacturing and have more ownership of the supply chain so were advised to have a go at making fudge. Several years later, when we told the person we'd taken his advice, he had no recollection of even saying it!

11.

Favourite kitchen utensil and why?

Making fudge is very labour intensive because it has to be stirred continuously so we have two fudge kettles which heat the mixture and stir it at the same time

12.

Top kitchen hack?

When we cut and pack our fudge there are lots of crumbs left on the tray so we keep them and put them into the next fudge mix, which helps speed up the 'feeding' process and also minimises waste

13.

What, in your opinion, will be the top flavour trend for 2024?

We don't really see flavours trends with fudge because it's a nostalgic product, which reminds people of their childhood. We sell 26 different flavours but it is the plainest ones that sell the most



BRAND DESIGNS

The changing face of bakery shops

The design, layout and location of bakery shops is evolving in response to changing customer demands, according to one of the UK's leading shopfitting businesses.

Ben Lord, director at Frimovel, also predicts automated ordering and self-serve bakeries will come to the fore in the next decade.



“ In 10 years' time, I think we'll see more bakeries using automated service, there was definitely more evidence of it at the Euroshop trade show in Dusseldorf this year. We know of bakeries in this country who are now trialling a McDonalds style of customer pre-ordering on screens, and the till company we use – C2Epos - has brought a system out that bakeries can use. ”

Lancashire-based Frimovel employs 13 people and specialises specifically in bakery shopfitting, having spotted a niche in the market. Its customers include bakery groups such as Paul, Birds (62 shops) and Cooplands, as well as family-run single shops.

Since the company's inception, Ben has witnessed the changing retail landscape as bakeries have adapted to evolving customer demands and habits.

“ Other than artisan bakers, bread sales in bakeries are reducing and, as a consequence, demand for bread shelving in shop refurbishments has dropped substantially. People tend to buy bread from supermarkets, so bakeries are focusing more on food to go. Hot, fresh sandwiches for breakfast and lunch are getting more and more popular and we now install a heated counter in every single shop we do. In Europe, there are a lot more Lidl-style, self-serve bakeries, and we expect that to grow in popularity over here too. Coffee is massive and a big part of our customers' businesses. They all sell coffee using high quality bean to cup machines. ”



In terms of style, bakery shop owners are currently favouring black and oak interiors. "Silver metalwork on counters was popular eight years ago but now it's black for a more contemporary look," continues Ben. "Solid wood oak slats for feature walls look stylish, and, flooring-wise, try a grey tile effect or wood effect, using a hard-wearing product such as Karndean.

“ Silver metalwork on counters was popular eight years ago but now it's black for a more contemporary look, solid wood oak slats for feature walls look stylish, and, flooring-wise, try a grey tile effect or wood effect, using a hard-wearing product such as Karndean. If you want to add a bit of colour, consider tying in colours from your corporate branding. This can be achieved by adding strips of colour on your counters and shelving or coloured signage.

Extra warm white LEDs bring out the warm tones and complement bread and pastry products well. ”

Digital menu screens to advertise things like meal deals and special offers are also exciting new additions.



Go with the flow

Customer flow is key when designing the layout of your bakery. "Make sure customers walk past all of your products before they pay," advises Ben. "Also consider having a pick-up display as soon as they walk in the door. The inconvenience of getting something after you've just paid usually means you'll leave it."

Accessibility is vital too. "Location is so important," continues Ben. "People are lazy and want drive-up locations where they can park easily – and for free. We're definitely seeing less bakeries on High Streets and more on retail parks."

Frimovel is also receiving more requests to install air conditioning in bakery shops, for a better customer experience as well as to look after employees.

"On-site ovens, heated cabinets and fridges mean it is more of a requirement these days," claims Ben.

Keep it clean

A typical complete shop refurbishment costs from £50,000 but sales increase as a consequence so it's worth the investment.

Once done, it should last at least 10 years – but a lot of it comes down to cleanliness, says Ben. "If you keep on top of it, in five years' time, it will still look brand new."

For more information, visit www.frimovel.co.uk



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News From BFP

Fleeting movement

We've invested heavily in our fleet this year to help make sure our delivery service is as efficient as possible.

The company has purchased four new, 13-tonne lorries, which have all been liveried with our new branding. The new trucks are now on the road throughout the UK.



Top class

Here at BFP, we like to put ourselves in our customers' shoes so that we can properly understand their needs, as well as the challenges they face. To achieve this, we regularly undertake training sessions, covering various aspects of the industry.

Our latest event was a two-day workshop delivered by professional baker and trainer John Robertshaw at Leeds City College. John's mission was to deliver intense training on some of our stocked lines, as well as shining a spotlight on the day-to-day life of a baker.

Andy Hodgson, BFP's commercial director, said: "The training session was a great success and we firmly believe the investment was more than worth it. It's essential that we understand our bakers' needs, and the training highlighted day-to-day issues our bakers may face."



What's hot in cold brew?

Researchers have discovered the driving force behind the UK's cold brew coffee trend. Better taste, the creation of new beverage occasions and a huge price premium is driving demand for cold brew coffee according to the new consumer research from Finlays.

The emerging UK cold brew coffee segment is currently worth around £10million, but is expected to reach £26million by 2027 – a growth rate of 22%.

To understand what might drive this growth, cold brew coffee supplier Finlays asked 250 UK consumers about their cold coffee consumption perceptions and habits.

Of those who currently drink cold brew coffee, 43% drink it at least once a month, 14% drink it weekly, and 8% drink it daily. Those who drink cold brew use it to address a range of needs with 44% drinking it for refreshment, 39% drinking it to cool down in the summer, 38% drinking it as a treat and 31% for a caffeine boost. The research also shows

how UK consumers think favourably about cold brew compared to regular iced coffee, with 35% believing it has a smoother taste, 33% believing it offers better coffee flavour, and 22% believing it is less bitter or acidic.

Perhaps because of this, cold brew coffee commands a huge price premium, with one third of cold brew drinkers willing to pay an average of £3.50 for cold brew vs. £1.70 for the average retail coffee, over twice as much.

Not only that, but cold brew coffee could drive significant out of home spend:

- **More than half of those surveyed (51%) drink it on the go**
- **44% seek it at coffee shops**
- **Nearly a third (29%) drink it at work**
- **In addition, cold brew appears to be breaking the tradition of coffee being a morning beverage, with 41% of cold brew consumers enjoying it as a mid-afternoon pick-me-up**

Finlays' research also highlighted which consumer groups are most likely to have tried cold brew coffee, and perhaps surprisingly, it's not just popular among younger consumers. While 26% of those aged 25-34 have tried it, it is most popular among those aged 35-44 with a third (32%) of consumers in that group having tried cold brew.

Bethany Physick, marketing manager at Finlays in Europe, commented: "When you look at the hockey stick growth of cold brew coffee in the US over the last 10 years, there's a clear direction of travel for the UK and Europe over the next decade. The UK and Europe market might be modestly sized at the moment, but it won't be for long."

By comparison, the US market now totals \$4billion – after triple figure growth throughout the 2000s.



Cost-of-living crisis places new emphasis on memorable experiences

The rising cost of living has led Brits to become even more discerning when it comes to where they spend their money dining out. More value than ever is now placed on the right experience – with diners willing to spend more for something memorable.

New data from payments company Dojo shows that one in five (20%) Brits appreciate the opportunity to visit a venue more than they did 12 months ago, with around a quarter (25%) now seeking venues where they know they will have a great experience, so they can be sure to get the most out of their visit. 33% say they would

prioritise a memorable time in a restaurant or bar more so than they would the chance to save money, while 60% are spending the same or more than they were a year ago.

84% believe that the right hospitality is essential in creating the best possible experience when visiting a venue, such as fast, friendly and efficient service and speed of payments. 23% said they would look for an alternative venue nearby, and likely not return if it looked as though it would take too long to serve them.

Nearly a third (29%) also expressed a preference for

paying for their meals or drinks at the moment of ordering, with over half (56%) saying that their experience is enhanced when they receive the bill promptly, and 26% express their willingness to reward fast service with a more generous tip, suggesting a desire and appreciation for a streamlined and efficient dining experience.

Evolving payment technology can help customers have a sleeker experience, whilst helping restaurants and bars turn tables faster - giving precious time back to focus on what matters most, hospitality.

To find out more visit dojo.tech.



Our story begins over 200 years ago when our founder William Nelstrop crossed the Pennines from the family farm and mill in Yorkshire to create Nelstrops family flour millers in Cheshire.

We have been making the finest flours for artisan, craft and home bakers ever since.

We source the best local and English grown wheat which can all be traced back to the farms where it was grown. We also use Canadian hard spring wheat from the prairies for flours which are best suited for long fermentations and sourdoughs.

We then mill the grain at the family mill in Cheshire, at the same spot as where the mill was founded, which combines traditional milling with state of the art swiss milling. We can mill a quality of flour not found elsewhere, and are winners of the highest Great Taste Awards in the country.

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Good Causes

Get social

You can follow our charitable work on social media searching the hashtag **#bfpgoodcauses**

Zebedees' staff celebrate the business' silver anniversary

Giving back to society is an incredibly important aspect of our business.

As an ingredients company, we realise that we have a vital role to play in ensuring food doesn't go to waste and people don't go hungry.

With this in mind, we recently launched **#bfpgoodcauses** with the aim of supporting food banks and homeless charities, as well as partnering with our customers' charities to help highlight their fundraising and charitable work.

Recent initiatives include donating surplus stock to the Leeds Homeless Street Aid project in

Leeds and The Real Junk Food Project in Brighton.

Lee Fisher, BFP's marketing manager who is leading the project, explains: "With the ongoing economic crisis and the **cost of living** on the rise, many people are struggling to make ends meet. The number of homeless people in our major cities is also increasing, making it crucial to support those who are in need.

"Allowing **surplus food to go to landfill** is absolutely criminal and, as a business, we've pledged to ensure that we minimise wastage and try our best to redistribute of

appropriate short-life stock is to charities that can make good use of it.

"**The Real Junk Food Project** is within easy reach of our Lewes depot, whilst the Leeds Homeless Street Aid is based very close to our Hunslet depot, making them easy and obvious channels for donations, and we're thrilled to be able to support their good work."

Helping hand

If you're a non-profit charity and interested in how BFP can help you, please get in touch by emailing Leef@bfp.uk.com

Customer spotlight

BFP customer Zebedees – a nursery catering company based in Sussex - celebrated its **25th anniversary** last month (November) and organised several activities to mark the occasion.

This included a huge party for **over 150 staff** and their partners at the View Hotel in Eastbourne.

BFP donated a raffle prize (a selection of gins) with all

proceeds going to Zebedees' chosen local charity, St Wilfrid's Hospice. In the lead up to the celebrations the company also **donated to food banks** in their delivery area (which covers much of the Southeast and London) in 50 beautiful boxes decorated by the nursery children.

They also provided a special celebration lunch menu to all of their nurseries, with 25p from

every meal sold being donated to their chosen national charity, **The Natasha Allergy Research Foundation**.

Business administration manager, Diana Flowers, said: "On an average day we provide between 8,000 and 10,000 hot lunches, so we hope to be able to make a sizeable donation from this initiative."



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