

# The Whisk

Issue 02 | August 2023

*Great British Cake Off*

The new bakery  
concept 'proving'  
a big hit

How to lure the  
eat in crowd

*Autumn / winter  
flavour trends*

Shining a spotlight  
on Gen Z



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## Welcome

Welcome to issue 2 of The Whisk, your quarterly customer magazine from BFP.

Thank you for all of your lovely comments about our launch issue. We're so pleased you enjoyed reading it and found the content helpful and engaging.

This second issue aims to guide you from late summer into the autumn and beyond, as we take a look at emerging flavour trends, plus bring you simple tips on how to elevate your bakes – and bank balance – to the next level.

We also shine a spotlight on Gen Z and how they feel and interact with their chosen bakery, and meet two fantastic customers who are making waves in the industry.

We hope you enjoy this issue as much (if not more!) than the first, and appreciate any feedback or suggestions for future content.

Best wishes,  
**The Whisk team**

Cover shot courtesy of Lot 11, Wrexham



**Whisk it up!** If you have a story to share or would like to advertise with us, please drop us a line at [thewhisk@bfp.uk.com](mailto:thewhisk@bfp.uk.com)

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## Dates for your diary



AUG

### Edible Flowers

August 17th is **Cupcake Day** so why not say it with flowers and create this eye-catching cupcake bouquet? Using frostings in a range of vibrant shades is sure to get your customers reaching out to 'pick' them.



SEPT

### Old School Faves

Go retro and transport your customers back to their school days with a nostalgic jam and coconut traybake in honour of **World Coconut Day (2nd September)**.

#### Other key dates this quarter include:

- 8th-14th August** Afternoon Tea Week
- 11th August** National Bakewell Tart Day
- ALL MONTH** Sourdough September
- 4th September** Eat an Extra Dessert Day
- 5th September** Cake Week
- 10th September** National Hot Dog Day
- 13th September** International Chocolate Day
- 1st October** World Vegetarian Day
- 3rd October** Buy British Day
- 14th October** World Egg Day
- 14-20th October** National Bakery Week
- 25th October** National Pumpkin Day
- 27th October** National Cheese Toastie Day



SEPT

### Rich Pickings

Make the most of nature's bounty on **National Blackberry Day (September 12th)** with this delicious twist on a popular British classic. Blackberry and Lemon Eton Mess layers whipped lemon cream with chunks of meringue, lemon curd and fresh blackberries for a tangy taste sensation.



OCT

### Ghoulish Goodies

Stock your shelves with 'spook-tacular' bakes this Halloween to guarantee wicked sales!

From monster cookies to horror-style cupcakes and meringue ghosts, check out our website for recipe inspiration:  
[www.bfp-xpress.co.uk/pages/recipes](http://www.bfp-xpress.co.uk/pages/recipes)

Or why not try these Halloween Blondie bars created by Dawn Foods?

# Great British Cake Off

An exciting new bakery concept is 'proving' a big hit with revellers in Leeds.

'Ready Steady Bake It' is a live-baking experience where people can pair up and take part in a fun-packed, themed bake-off challenge.

The purpose-built event space in the heart of the city attracts friends, family and co-workers, who come together to enjoy tailored 90-minute sessions.

The operation is fronted by head baker Mary-Jane Walker - known to all as 'MJ' - who is thrilled by the company's success in spite of a tricky start. She explains:

"We had intended to launch it in 2020 and were literally all set to open, but then the Covid lockdown hit. It was an absolute nightmare, but we survived all of the adversity of a global pandemic, not to mention rising costs, and now the business is thriving."

"We noticed a gap in the market for live-kitchen experience-led events and came up with the idea of Ready Steady Bake It."

"People want to come out and spend quality time together. It's all about competing in teams and working together and it's just so much fun. We get people of all ages, from children's birthday parties and couples on dates to Hen parties and corporate team building days."

The venue hosts 10 stylish and fully equipped workstations and every month has a different themed bake offering fresh challenges for repeat visitors - September will be a bumble bee cake.

Bakers are given all the ingredients (sourced from BFP of course!), equipment and instructions they need to create their masterpiece within the timed session.

To add even more competitiveness, a baking events host will then judge every creation and choose a winner.

Once the winner is crowned, all bakers are able to take their cake creations home with them to share with loved ones or for them to simply devour themselves.

MJ and her team are now planning to roll the concept out across the UK and Europe.

"We have a vision to do so much more and even offer full days for team building. We have built a great name amongst students and have become a go to destination for hen parties and other celebrations. We also see many local businesses use us for their team building and corporate days. One of the reasons for this is that we pride ourselves on being inclusive, with zero baking experience needed to be able to take part and enjoy one of our bake-off sessions. We all love what we do and we all still get that excited feeling when we arrive at work."

For more information, visit [www.readysteadybakeit.com](http://www.readysteadybakeit.com)



# FLAVOUR FORECAST

A look at the trending flavour profiles for autumn/winter

Keeping your offering fresh and on point is essential to satisfy the ever-changing wants and demands of today's consumers. Here, Jacqui Passmore, Marketing Manager UK and Ireland at Dawn Foods, highlights the bakery trends you need to be tapping into in the coming months...



## Sweet to the core

Chocolate remains the **most popular** flavour in sweet bakery and there is an ongoing expectation that it is featured, along with caramel and vanilla.

However, less sweet palates and health concerns have prompted a shift towards **chocolate paired with savoury flavours**, including chocolate with spices or herbs. **Some examples include:**

- Chocolate & rosemary
- Chocolate & cayenne
- Chocolate & sea salt
- Chocolate & tahini
- Caramel & ginger
- Chocolate & chilli
- Chocolate & chai
- Caramel & miso

Mintel reports a 138% increase in spicy flavours on bakery menus this year

## BORN IN THE USA

Authentic American flavours continue to be popular but are now being fused with flavours from around the world to offer a hybrid concept that younger consumers will love. For example, try adding a small amount of matcha powder to a New York-style cheesecake mix to create an eye-catching Matcha New York Cheesecake - perfect for Instagram.

Bubble Tea New York Cheesecake is another on trend option, where a cheesecake mix is infused with black tea leaves and then the finished product is topped with cooked tapioca pearls and caramel sauce.

According to Kantar, 29% of consumers state 'new flavour twists' will influence their product choice in cakes, cake bars and sweet baked goods.



## Flavours from the East

Asian influences and 'exotic' ingredients are emerging in sweet bakery with new flavours such as calamansi (citrus) and kumquat, as well as Japanese influences such as yuzu and sakura (cherry blossom) taking centre stage.

Creations can range from big and bold fruit and spice combinations, for example, Chilli Raspberry Paris Brest or Cardamon Madeleines, to more delicate flavours, including tea infusions, such as Butterfly Pea Tea to bring a delicate flavour to patisserie creams and desserts.



Dawn's newly published Trends Report reveals that 83% of European consumers like sweet baked goods that remind them of childhood, and four in five Gen Z consumers like to try new foods and food experiences too.



Think outside the box with your serving options. Present cheesecake on lollipop sticks for funky, handheld treats

## BACK TO THE FUTURE

One of the key trends right now is for retro or nostalgic flavours. Consumers are still hankering after the treats of yesteryear but with a new twist. Think botanical and floral flavours such as rose, elderflower, lemon and lavender, as well as old-fashioned garden fruits such as rhubarb and wild strawberries are key to this trend, alongside traditional dessert flavours such as Bakewell tart, sticky toffee, classic trifle and lemon meringue.

Adapting these pudding favourites into bakery and giving them a new lease of life is proving a big hit, particularly amongst Gen Z and Millennials, who crave new and exciting foodie experiences - and naturally want to shout about them on social media!

Some winning combinations include:

- Rhubarb & custard
- Elderflower & lemon
- Banoffee
- Strawberries & cream
- Toffee & apple



# Top of the Morning!

## Simple steps to *elevating* your bakes

Every baker is aware of the old adage 'We eat with our eyes', and the influence (and influencers!) of social media increasingly dictate consumers' buying decisions by posting images of delectable creations.

**Catching the eyes of the Instagram generation is key for bakery businesses – but creating photo worthy bakes is easier than you might think. Just employ a few handy techniques, invest in some fabulous toppings and let your imagination run wild!**

Here, Richard North, technical baker at Bridor, shares his tips for taking basic bakes to the next level...



### Dive Into Décor

A drizzle of icing and a few well-placed pieces of décor or sprinkles can make a **huge** difference to the appearance of your bakes. It may take a few extra minutes to add them but it's time well spent in terms of financial gain.

Swirls, twists, croissants, doughnuts and pretzels can all benefit from a **décor load-up**, and BFP has a wide range of toppings to help you to elevate your bakes with ease.

**Here are some suggestions:**

- SMET chocolate curls – available in white, milk, dark and strawberry
  - Dobra diablo dark and white chocolate triangles
- Macphie Sweet Snow dusting powder made from dextrose sugar for a bright, snowy finish
  - Dobra caramel flavoured white chocolate curls
- Renshaws soft icing (lemon, vanilla, chocolate, caramel)
- Dawn Foods Delicream dark chocolate and hazelnut coating, white chocolate coating
- Macphie 5th Avenue coffee icing, strawberry, dark chocolate, chocolate, white and lemon
  - Irca white chocolate and pistachio flavour coating
  - Tradewinds nibbed walnuts

### Be Square!

'**Cube croissants**' are trending at the moment with thousands of social media posts in their honour.

Made using the same dough as a traditional croissant, they're baked in cube-shaped tins for a crispy exterior and soft and buttery interior. Their flat surface provides the perfect blank canvas for some new and interesting designs, and they can, of course, be filled with any flavouring of your choice.

For a super-easy solution, use Bridor's 60g or 70g ready-to-bake croissant dough, and re-shape as shown below. The tins can be bought online and cost around £10 each.

#### Cube decoration ideas:

- Chocolate, orange peel and gold leaf
  - Pistachio and matcha
  - Raspberry and pink sugar
- Chocolate and walnuts (Ferrero Roche)
- Chocolate glaze with chocolate balls and tuilles



### Post-Pandemic Premiumisation

The **post-Covid era** has seen big changes in the way shoppers choose the products they want to buy. There was a big **decrease in footfall** into bakeries after the pandemic because everyone was staying at home, and there was a decline in sales **across the board**.

As a result, bakers have had to work harder to lure customers back into their shops. **Eye-catching window displays** have become more important than ever, whilst regular posting on social media sites, particularly **Instagram**, are key to re-building your customer base.



### Waste Not, Want Not

Today's consumers have a keen eye on **sustainability** and want to be associated with businesses which behave responsibly. Avoiding or at least reducing food waste is an important issue, so consider giving products which haven't sold on the first day a new lease of life. A prime example is the **humble croissant**.

Every hour you lose 10% as the moisture and humidity in the product decline over time.

Therefore, on Day 2, slice unsold croissants open and fill with ham and cheese to make '**jambon fromage**'. Warm in the oven or toast in a panini press so that the cheese goes gooey for a delicious brunch or lunchtime snack. Fig and parma ham is another winning combo, as is mozzarella and basil leaf.

For a sweet treat, half-dip in chocolate and add nuts and/or fruit, or warm through and add jam and cream. On Day 3 use any remaining croissants to make bread and butter pudding.

### Paws For Thought

Bridor's chocolate and hazelnut bear paws are delicious on their own, but can also be '**upgraded**' to give them even more **appeal** and **personality**.

Stick almonds on the tips for realistic looking claws, or dust with snow sugar to create a polar bear paw in the winter months.

Changing the product from something standard to something which will appeal to the seasonality of it is also lucrative. These simple additions mean you can add an extra 50p or 20% per portion to your sale price.



### Rich Pickings

With many consumers putting a growing emphasis on **healthier eating**, adding fresh fruit to your bakes is sure to appeal.

Be careful in your fruit selections though as some, like kiwi, tend to leach and spoil the product.

Instead, look at more hardy fruits such as **blueberries**, **raspberries** and **strawberries**. Wash your chosen fruit then dry in blue roll to remove the moisture and therefore prevent your bake going soggy.

**For additional help and inspiration, contact your BFP Business Development Manager.**



DISCOVER

# Bun 'n' Roll

So many applications from savouries to trending sweet treats.

20% Off During September



## Sweet treats

Be creative with your favourite fillings, toppings and inclusions. Fill them, top them, the only limitation is your own creativity.



## Savoury

A new burger bun or simply a new way to present your favourite sandwich fillings.



## Many applications

With so many applications between savoury and sweet treats you can get the maximum value out of this product. A great buy for bakers especially when you need to save time.

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## MUSING ON THE BAKING INDUSTRY

from BFP Managing Director

### STEVE LYONS



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

**It seems to me whatever I'm reading, watching or listening to these days, artificial intelligence (AI) is the hot topic - transforming the world in which we live.**

If you just read the headlines, robots are taking over the world and humans will become obsolete!

From what I understand, we're many years away from AI taking complete control of our lives but it's here and there are some **real benefits** and threats to consider. The future of the retail bakery sector is being reshaped by the advent of AI. I understand the potential that AI holds for the industry, but I firmly believe that the true currency of success will always be **human interaction** and a **warm smile**.

One of the most significant positive impacts of AI in retail bakeries is the ability to enhance the **customer online experience**. AI-powered technologies like chatbots and virtual assistants can provide personalised recommendations, take orders and offer round-the-clock customer support. This level of service fosters **loyalty** and leaves customers feeling **valued** and **satisfied**.

Another area where AI can revolutionise the retail bakery sector is in **inventory management**. AI algorithms can analyse sales data and predict demand patterns, ensuring that bakery shelves are well-stocked with the right products. This reduces wastage and improves cost-efficiency, benefiting both the business and the environment.

AI is also instrumental in product development and customisation. By analysing **customer preferences**, market trends and ingredient combinations, AI can assist in developing and refining new bakery products. This enables customisation based on individual preferences and dietary requirements, catering to a **wider range** of customers.

Furthermore, AI can streamline operations in retail bakeries by automating **backend processes** such as supply chain management, production scheduling and quality control. This not only reduces manual errors but also improves efficiency and **lowers operational costs**.

However, we must also acknowledge the potential negative effects of AI in the retail bakery sector. With increased reliance on AI-driven technologies, the risk of **cyber threats** and **data breaches** becomes a significant concern. Retail bakeries must prioritise the protection of customer information and ensure secure systems to prevent potential harm.

There is also a risk of over-reliance on AI, which could lead to a lack of **human creativity** and personal touch in product development and customer interactions. The uniqueness and authenticity associated with local bakeries could be compromised, impacting their brands and relationships with customers. Furthermore, implementation challenges may hinder small and independent bakeries from **leveraging** AI effectively. The cost and complexity of adopting AI technologies, coupled with a lack of technical expertise and financial resources, could pose significant barriers to implementation.

In conclusion, AI has the potential to **revolutionise** the retail bakery sector by enhancing the customer experience, optimising operations, and promoting customisation. However, it is **crucial** to address security concerns, and ensure balanced implementation in order to mitigate the negative effects of AI.

Ultimately, the future of the retail bakery sector will **always** rely on human interaction and a genuine smile, ensuring that customers feel valued and appreciated.

**Steve**

**Just for Fun**  
I couldn't bake my Star Wars cake the other day, because I had run out of bicarbonate of Yoda!

## Introducing the new brands and products available from BFP

### Feeling fluid

Dawn Foods has unveiled two limited edition, bake-stable liquid flavours to help bakers embrace 'quintessential English summertime' flavours.

Made in the UK using natural flavour components, the new highly concentrated flavourings are available in Wild Strawberry and Classic Trifle variants.

They can be added to ready-to-use ingredients such as creams, frostings and mousses, as well as directly into the batter for cakes, cookies and muffins, according to the company.



### Berry up!

With Christmas on the horizon, it's time to start stocking up on your festive fruits. We've added 11.3kg dried sliced cranberries to our stock range.

Produced in north America, the fruit is sliced before being infused in a sugar solution, dried and lightly coated in oil.



### Roll With It

With croissant buns currently all the rage in the US, it's time to give your creations an American makeover.

Bridor's Ready-to-Bake Bun'N'Roll is a new concept for croissant dough and is ideal for loading up and filling.

This delicious 85g puff pastry bun in the shape of a spiral is an incredible base for making premium - and surprising - burgers and desserts.

Introductory offer:  
20% off (from RSP)  
during the month of  
September



### Liquid gold

In response to customer demand, we can now offer three liquid egg products in smaller pack sizes.

This extended shelf-life product is available in 2kg bag-in-box formats with the option of egg, white, egg yolk and whole egg.



### Easy does it

Cover your cakes with ease with First Grade International's new easy-melt enrobing chocolate.

Made in Spain, this real couverture chocolate has a high cocoa butter content for a luxury taste, and contains no other oil or fat.

Available in white, milk and dark chocolate in 20kg bags.



### Have a nice spray

Make life a little easier with Irca Spray King Release Spray (500ml).

This handy oil release spray is a quick and easy way for bakers to spray their moulds and tins to avoid having to grease and flour them.

Easy-to-use and neutral in flavour, this aerosol spray can be used to apply a thin and regular layer spraying on pans from a distance of 30-40cm.



### Plant-based croissants

Satisfy your vegan customers' cravings for croissants with new raspberry-filled vegan croissants from Bridor.

With filled croissants currently enjoying significant sales growth, these 90g indulgent pastries are made using quality margarine from plant fats and rigorously selected ingredients.



### The Sweet Shell of Success

Make life a little easier with new Pars Sweet Pastry Shells.

These frozen uncooked individual sweet tart bases save time and wastage, leaving you to concentrate on the fillings.

Packed 60 to a box, the product dimensions are: 65mm base, 18mm high, top out 92mm, top in 81mm.



macphie

One  
mix  
makes  
many

# 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?**  
Roger Haycock

2.

**Job title?**  
Bakery Owner

3.

**Place of work?**  
Roger's Bakery, Marsden, Huddersfield

4.

**Number of years in the industry?**  
8 years

5.

**Professional training (what and where)?**  
I'm completely self-taught. I had a deli prior to the bakery and decided I wanted to sell artisan bread so I watched YouTube and read a book! In 2015 I decided to sell the shop and concentrate completely on making bread

6.

**What's your signature baked product?**  
My focaccia – I won the World Bread Awards with it in 2018 and 2019

7.

**Favourite cake or product?**  
My vegan Bakewell croissant. Who doesn't like a Bakewell Tart and croissant? – Combining the two is heaven

8.

**Favourite BFP ingredient and why?**  
Bakels vanilla cream filling – it's vegan, very versatile and tasty, like a crème patisserie but it's bakeable but can use it fresh as well. I use it in croissants

9.

**Who would you most like to bake for and why?**  
Definitely not Paul Hollywood! I've already baked for Sigourney Weaver (there's a lot of filming in Marsden believe it or not!). I'd bake a cheese and vegemite crown – a ring-like, loaf-size bagel with chunks of Cheddar and swirls of vegemite - for Kylie Minogue because she's the same age as me and you can't beat a bit of Kylie, can you?

10.

**Best piece of advice you've been given?**  
Always question why. Don't take it for granted because it's always been done that way

11.

**Favourite kitchen utensil and why?**  
A BDM – bun divider moulder. Quick and very handy. We use it every day to chop lumps of dough into whatever weight we want. It'll chop it into 22 pieces then it spins and turns them into rolls. It looks a bit like a Dalek and is a fun-looking machine

12.

**Top kitchen hack?**  
Just before you take tin loaves out of the oven, spray them with cold water to put a nice shiny glaze on top. It looks like it has been egg-washed but is vegan

13.

**What, in your opinion, is the top bakery trend for 2023?**  
'Creels' (croissants in the shape of a wheel). They hail for New York and are all over social media right now



Our **Choutex** provides the perfect base for a multitude of delicious creations.

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# Oh sit down, oh sit down!

How to lure the eat in crowd

**Key Dates:** 30.9.23 World's Biggest Coffee Morning 1.10.23 International Coffee Day

As new research reveals that 48% of coffee drinkers **prefer to sit in cafés** over taking out if they enjoy the atmosphere, bakeries are being encouraged to consider a dine-in offer.

The survey from water purifying experts Brita Professional claims customers are seeking out a **'home from home'**, with the majority requesting elements that allow for creative

work such as free wi-fi and easy to reach plug sockets.

Nearly 30% of those surveyed believe coffee shops are a great space in which to get creative and productive – and cite low level music, **natural lighting and comfortable seating** as conducive to a creative atmosphere.

## The perfect formula for creativity

In a world in which many of us are working from our living rooms, and where many younger people live in house shares with no communal space, it's perhaps unsurprising that getting the coffee shop **atmosphere** right is key to persuading customers to **sit in** rather than get a **takeaway**.

Brita's research reveals that what people are really seeking is all the **comfort of home**, combined with an **inspiring, creative ambience**:

- To create the ideal atmosphere where creativity soars, there should be **some background noise** but at a low level (36%). Pop music (19%), classical (17%) and rock (12%) all rate highly, but choices also need to suit brand identity
- Reflecting the desire for a comfortable space to think and collaborate from, 72% prefer **natural lighting** in their creative space, while armchairs and sofas are the most conducive seating choice for creativity (34%)
- The **colour scheme** for the perfect creative space is light and undistracting with pastel colours (22%) followed by light and warm colours (16% each)

When asked what elements they would include when designing their own creative space for innovation, the **top five most popular elements** focused around being able to work comfortably:

- **Reliable free wi-fi** (53%)
- **Windows** (47%)
- **Comfy furniture** (44%)
- **Plants** (43%)
- **Easy to reach plug sockets** (40%)

Creativity and productivity **ebb and flow** throughout the day, creating peak demand in coffee shops. The highest proportion of customers are most productive as they head towards **lunch**, with over a quarter (28%) being most productive **mid-morning**.



## Home from home

Craft Bakers Association non-executive director **Daniel Carr (right)** is the fourth generation of Warnings Bakery. He believes smaller independent bakeries are best placed to offer a cosy, dine-in experience.

"They're happy to have a more **home from home feel** with the decoration and comfortable furniture as it attracts customers and may lead to add on sales of bakery items before they leave," he explains. "If bakers have the space, it's often filled with tables and chairs and I've noticed an **ever-increasing demand to sit outside**. Whereas, larger business do this to some extent,

but the practicality of having a customer sit for hours in a comfortable seat, probably not making more than one purchase, doesn't sit well on the balance sheet. Bums on chairs is good, but you need the **turnover of customers to make the space profitable**, so the furniture is chosen to help this."

A bakery full of people is a good advertisement, continues Daniel. "It says to passers-by that there's **something special about the business** and it must be doing good



things to attract so many customers. This often leads to those passers-by visiting to find out about the hype for themselves."

## Cost implications

Although having an area dedicated to sit in is appealing, it does come at a financial cost. Staff levels for a bakery with a sit in area are higher due to the nature of preparing and serving of food and drink and the subsequent time to clear tables, clean down and do the washing up. On busy days, uncleared tables can lead to lost sales and give the adverse effect of the previous statement, so it's crucial that any space makes money.

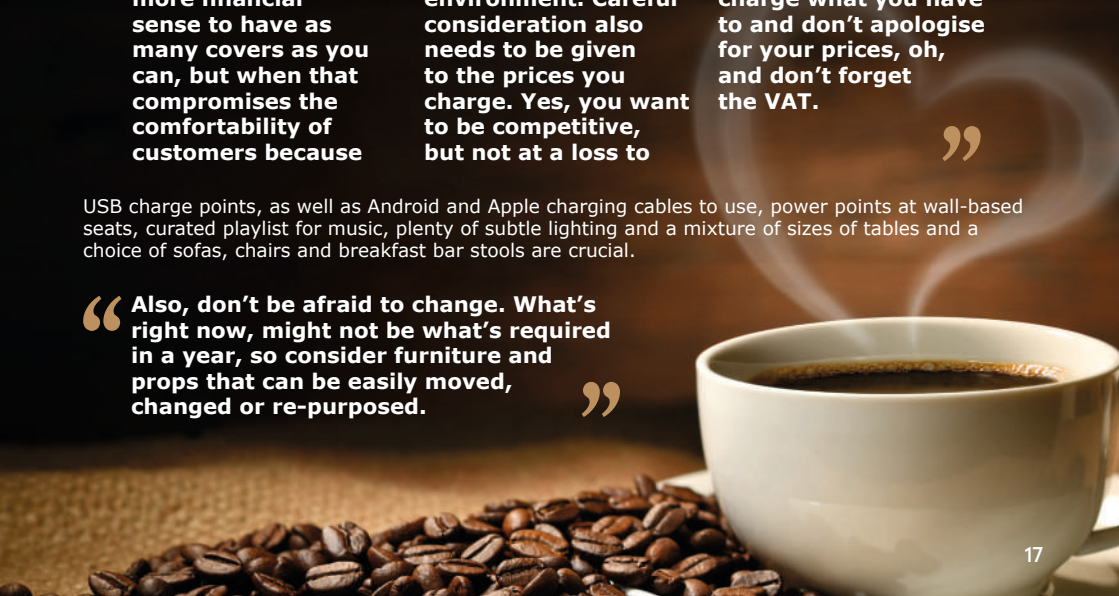
“ **When creating our eat in area, customer space was high on our consideration. Obviously, it makes more financial sense to have as many covers as you can, but when that compromises the comfortability of customers because**

**you're all on top of each other, you lose any benefit from having a nicely appointed environment. Careful consideration also needs to be given to the prices you charge. Yes, you want to be competitive, but not at a loss to**

**your business. You're offering a quality product, prepared fresh and served in a nice environment, charge what you have to and don't apologise for your prices, oh, and don't forget the VAT.** ”

USB charge points, as well as Android and Apple charging cables to use, power points at wall-based seats, curated playlist for music, plenty of subtle lighting and a mixture of sizes of tables and a choice of sofas, chairs and breakfast bar stools are crucial.

“ **Also, don't be afraid to change. What's right now, might not be what's required in a year, so consider furniture and props that can be easily moved, changed or re-purposed.** ”



# Happy Halloween

# Dawn®

## Spine-chilling savings!

To help support your business during these difficult times, as we all work through rising prices and staff shortages, throughout September and October we are taking **£5 off** every bag of our selected mixes and **£3 off** our top selling frostings - the perfect ingredients for simple to make Halloween Treats!

### £5 Off SELECTED MIXES

These multipurpose cake mixes taste simply delicious and are ideal for cupcakes, loaf cakes, sheet cakes, celebration cakes and more. Their reliability and ease of use mean a great result every time, even for unskilled staff. And because they suspend inclusions well, their potential is endless.

#### Crème Cake Mix

GEM00020 Dawn® Plain Crème Cake Base 12.5kg

GEM00057 Dawn® Chocolate Crème Cake Base 12.5kg

#### Genoise Mix

GEM00022 Dawn® Golden Genoise Mix 12.5kg

DAW00034 Dawn® Dark Devils Chocolate Genoise Mix 12.5kg

### £3 Off SELECTED FROSTINGS

Create spookily eye-catching and indulgent products in seconds by finishing with our best selling, rich and creamy frostings.

Our high quality ingredients produce consistent results every time to help your bakery offering stand out from the rest.

#### Frostings

GEM00065 Dawn® Vanilla Frosting 6kg

DAW00024 Dawn® Chocolate Frosting 6kg

DAW00076 Dawn® Orange Frosting\* 6kg



No tricks, let us treat you to some great savings this Halloween

For product inspiration visit [dawnfoods.com/uk](http://dawnfoods.com/uk) and sign up to our e-newsletters to stay informed!

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Offer period 1st September to 31st October inclusive, subject to availability and \*while stocks last. For more information contact your local representative.

## The Young Ones Shining a spotlight on Gen Z

A new report commissioned by the Craft Bakers Association has unveiled the welcome news that younger consumers are fully on board when it comes to artisan bakery.

The CBA commissioned a survey of 500 people who are regular shoppers for bread and bakery on the high street to try and better understand their buying habits, and was pleasantly surprised by the results. It found that...

### Today's bakery shoppers are:

- **Younger** than you might think!
- Four in ten 35-44 year olds visit at least once a week
- 84% of Gen Z (18-24 year olds) bakery shoppers visit bakeries at least once a month - with more than **one in four** visiting at least weekly
- 70% of bakery shoppers (those that visit at least once a fortnight) buy **50% or more** of their total bakery from the high street

### What they buy:

- **White bread and rolls** are the most popular, followed by wholemeal products
- On average half (48%) are buying sandwiches and **food to go** at least once a week - rising to 6 in 10 for men. A similar number buy pastries (46%) and individual cakes and biscuits at least once a week
- Gen Z's bakery shoppers are **three times** as likely to buy **sourdough or plant-based products** at least once a week compared with 55-64 year olds

### Who are Gen Z?

Gen Z make up around **20% of the global population**, and are considered **major influencers**. They love to discover (and shop for) new products, digitally savvy, ethically aware, sceptical and action based. **30%** look for information about brands, products and services via **mobile apps**, and 48% use social networks to discover a brand or product information compared to **44%** on search engines.

### Why they come:

- **Quality** 81% believe that high street bakers are trained to a high level and 77% come because of the quality and choice available
- **Provenance** 55% think that bread and bakery on the high street is baked by hand and 63% that it's made from scratch
- **Supporting local business** 78% say if we don't support local bakeries then high street will cease to exist
- **Good service** 59% buy local because of the personal service
- **Sustainability** 66% say it's more sustainable to shop from a local bakery

Karen Dear, chief executive of the CBA, said:

“ This survey provides some valuable insights to help high street bakers future-proof their businesses.

Bakers need to understand their customers' buying habits, prioritize the things that matter to them, and highlight their skills and commitment to sustainability.

The good news is, tomorrow's shoppers, the 18-24s, appreciate the bakers' work, and are committed to supporting them, and there's plenty of goodwill out there and a wealth of positive opportunities to build on. ”

Over a third (37%) will travel up to five miles to buy bread and bakery - and nearly half (47%) won't buy from a local bakery unless they can park outside for free



# Scottish Bakers appoints new CEO

**Scottish Bakers**, the membership organisation which supports the bakery trade throughout Scotland, has announced the appointment of a **new Chief Executive**.

**Lesley Cameron (pictured)** joins the organisation on September 4 fresh from her role as Director of Marketing and Communications at Quality Meat Scotland, a position she has held since September 2019. Lesley has **over 20 years' experience** working within the food and drinks industry, with businesses including **Kettle Produce, Macsween of Edinburgh** and more recently with **Baxters Food Group**.

“ We are **delighted** to have secured Lesley to take on the role of Chief Executive at this crucial time of legislative change and ongoing cost challenges facing us both as businesses and consumers. Her blend of strategic engagement, commercial acumen and marketing savvy is exactly the skill set we need to further our agenda and support our sector as it **continues to thrive**. ”

*Scottish Bakers President and Director of McGhee's Bakery Ian McGhee.*

“ The bakery sector in Scotland delivers more than **£1 billion** to the Scottish economy and employs around 12,000 people. It is my role to ensure our members are strategically represented with policy makers, industry partners including Scotland Food and Drink, Skills Development Scotland plus other key opinion formers and decision makers.

We continue to work in an **everchanging landscape** with health and sustainability at the heart of consumers purchasing behaviour. In addition, the global climate emergency is challenging the way the world lives and works, cost of production, food labelling and product reformulation is also driving complexity within the retail environment. The complexity within the current skills system and its future transformation continues to challenge our members, however, an area for us to **support and develop**.

On a personal level, I am excited to be joining such a well-respected trade association which represents some **dynamic businesses** and to be at the heart of the next phase of the Association's development will be an honour and I look forward to being part of the Scottish Bakers family.

*Lesley Cameron commented.*



## Enhancing your efficiency and profitability

There is no doubt that these are difficult times for food businesses. The war in Ukraine and related raw ingredients price hikes, coupled with the UK's cost of living crisis, is impacting bakeries big and small. Helping our customers to navigate their way through this period is our top priority, as **Becky Webster**, BFP's purchasing manager, explains:

“ My key mission at this time is to support bakers (and people who love Baked goodies!) through the ever-challenging cost of living crisis. Cost reduction is of course one side of this, but a key focus of the team is to enhance our bakers' efficiency and profitability. There are a number of ways to do this... ”

### Extending shelf life

A key strategy of the purchasing team is to actively source products that offer extended shelf life.

By offering ingredients and supplies that maintain their quality over a more extended period, bakers can reduce waste and minimise the need for frequent replenishment. This not only lowers the risk of waste, but also ensures that they can maintain consistent quality in their products, resulting in satisfied customers and increased loyalty.

There are some great products out there. I have personally tried the Dawn Long-life Vegan Donut Mix. It's a great tasting product that lasts twice as long as the standard variant once produced.

### Smaller pack sizes

BFP have a very diverse customer base, and we recognise that larger pack sizes of 25kg don't suit everyone. We are currently expanding our range of smaller pack sizes – introducing a range of 1kg, 3kg and 5kg powders, mixes, fruits and décor. The flexibility of smaller pack sizes, will enable our bakers to keep a tighter grip on stock management and consequently reduce the risk of products expiring.

### Versatility, versatility, versatility!

Product versatility is a crucial aspect of our product selection process. Ingredients that have multiple applications can really maximise the value of a single product.

Bakers can save money by avoiding the need to stock a vast array of ingredients, ultimately, reducing the risk of waste. The Bakels Ready to Use Cream Fillings (available in a multitude of flavours) are a great example.

They are bake-stable, injectable, ready to use and also vegan! Macphie also recognise the importance of versatility. I love the '10 ways with Macphie' product and recipe campaign focusing on key base ingredients with multiple applications.

### Fresh trends

It's so important for us to offer bakers new products and new concepts. Exploring new trends and unique (or sometimes retro!) flavours keeps customers engaged and ensures return visits. Our focus is to ensure we have the correct products in our range to enable our bakers not only to keep up with trends, but to stand out from the crowd.

With the introduction of the ingredients needed to produce sweet treats such as sweet decorated pretzels, croissant cubes and brioche donuts, our range is expanding fast!

## The icing on the cake

Helpful hacks for busy bakers

### Life is sweet

Don't reserve your tortillas solely for savoury snacks. Try vanilla wraps filled with your choice of fruit, nuts, cream, honey or chocolate.

### Chill out

For extra fluffy whipped cream, chill your mixing bowl in the fridge or freezer first. Cream whips best when cold and therefore makes the most volume.

### Softly does it

To keep brown sugar like-new soft, store it with a couple of large marshmallows or a slice of bread in an airtight container. The moisture of the marshmallows is absorbed by the sugar crystals, therefore preventing clumps.

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# CELEBRATING THE CREAM OF THE CROP

The annual National Bakery Awards ceremony was once again a stellar occasion – and the BFP team was in attendance to celebrate with all of the award winners. The event – held at **30 Euston Square in London** in July – saw the great and the good from the industry come together to toast the worthy winners.

Amongst the award recipients was **Joseph Scarr (right)** from **Fullers Bakery in Goole**, who scooped the **CBA Young Baker of the Year prize**.

Other winners on the night included:

- ★ **Social Enterprise Bakery of the Year**  
Clink Bakery
- ★ **Outstanding Contribution to Bakery**  
Christopher Freeman
- ★ **ABIM Young Baker of the Year**  
Hannah Earles
- ★ **ABST Young Baker of the Year**  
Rachel Stonehouse
- ★ **Worshipful Company of Bakers Young Baker of the Year**  
Jordan Young



The biggest prize of the evening went to Annabel Carter from Bradbourne Bakery in Sevenoaks, Kent, who won both an award for South East England and the National Award. Annabel runs the successful microbakery, and also delivers handmade bread to households in Sevenoaks. She said:

**“It’s so nice to be recognised. When you work alone, you get lots of great feedback from customers, but to have industry recognition means an awful lot, so I’m really, really pleased. As an independent, it is that little bit more special, because I’ve built this business entirely from scratch on my own.”**

Steve Lyons, BFP Managing Director, commented: “It was wonderful to attend the National Bakery Awards and meet so many worthy winners. There is so much talent in this industry and it is fantastic to see our nation’s best bakers being championed.”

For more information and to see the full list of winners, visit [www.nationalbakeryawards.co.uk](http://www.nationalbakeryawards.co.uk)



# A slice of indulgence this Autumn!

**RECIPE** **POPCORN SLICE**



**MILLIONAIRES CARAMEL**

**NO BAKE CHOCOLATE SLICE**

VIEW RECIPE ONLINE AT:  
[WWW.BRITISHBAKELS.CO.UK](http://WWW.BRITISHBAKELS.CO.UK)



Scan here

Experience the great taste and versatile qualities of Bakels Millionaires Caramel and No Bake Chocolate Slice in this delicious Popcorn Slice recipe, perfect for sharing!

<b>Bakels No Bake Chocolate Slice (12.5kg)</b>	<b>0.500 kg</b>	
Melted butter/margarine	0.090 kg	
Golden syrup	0.100 kg	
<b>Bakels Millionaires Caramel (12.5kg)</b>	<b>0.400 kg</b>	
Bakers chocolate coating	0.150 kg	
Salted popcorn	-	

1. Add the No Bake Chocolate Slice, butter and golden syrup to a mixer and using a beater, blend together for approx 2 minutes on slow speed.
2. Place into a 32cm x 20cm foil, press down to level and then place in the fridge to set.
3. Heat the Millionaires Caramel until fluid (50°C), then spread a thin layer onto the prepared base, sprinkle the salted popcorn over and press to stick to the caramel.
4. Drizzle the Millionaires Caramel over the top of the popcorn leaving gaps.
5. Melt the chocolate and drizzle over the top of the popcorn and caramel, leaving gaps.
6. Leave to cool or set in a fridge, then cut into slices.

For more information on Bakels Millionaires Caramel and No Bake Chocolate, visit:  
[www.britishbakels.co.uk](http://www.britishbakels.co.uk)



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