

IN THE *Mix*

FOOD INDUSTRY INSIGHTS & OFFERS



Page 3

Limited Edition BAKO Select Trifle Slice

How better to celebrate our 60th year than with a special addition to our Cakes For Finishing range?



Pages 6-7

National Doughnut Week 2024: 18-26th May

Sign up today to drive sales & raise money for charity

WELCOME

TO IN THE MIX

Dear Customer,

You wouldn't know it from the weather, but we are already a third of the way through 2024 and BAKO's 60th Birthday activities, in association with our charity partner, Dementia UK, are now in full swing! This month brings the launch of a new Limited Edition addition to the BAKO Select Cakes for Finishing range- the deliciously cool and creamy Raspberry Trifle Slice- perfect for the warmer months to come. Turn to page 23 for details on how you can join the party by entering our BAKO 60th Birthday Cake social media competition- Wow our judges with a tailor-made celebratory cake and you could be one of our three winners!

I am also delighted to announce the intrepid BAKO team members who will be venturing to Tanzania later this year to take part in a climb of Mount Kilimanjaro! Congratulations to Marta, Ian, Joanna & Lucy who will be training hard ahead of the challenging, once-in-a-lifetime trek to the summit. Go to page 5 for more on this exciting part of our 60th Celebrations.

Easter may feel like a distant memory but there is another important event in the world of UK bakery to prepare for- National Doughnut Week! This CSM sponsored event is more than just a celebration of all things doughnut and a great chance to showcase your attention-grabbing twists on a classic, it is also an excellent opportunity to raise money for the magnificent Children's Trust. Last year, participants helped raise over £43,000! Go to page 6 to find out more about how to sign up and how BAKO will be contributing to the fundraising alongside a special month-long discount on Craigmillar Doughnut Concentrate.

There is plenty more to discover in this month's edition. Meet The Baker takes us to North Wales and the impressive growth story of Clywd Bakeries. Learn about all-new products now available from BAKO; including innovative new additions to the DOTS range of doughnuts, world-beating release agents from DÜBÖR, and three, inspired new frozen savoury lines from Proper Cornish, including their exotic, British Pie Award winning Chicken Bhaji Pasty. Don't miss out on a host of money-saving promotions including the chance to save on unique bread mixes from IREKS and Puratos.

See you next time!



EDITOR

Peter



Be sure to check out our In the Mix magazine each month for further details and how to get involved in our 60th activities- you could be one of our lucky Birthday winners!

Month Details of what's happening

May	BAKO Birthday Cake Competition
Jun	Cash'n'Carry Giveaway
Jul	In the Mix Customer Promotional Giveaway
Sep	Golden Ticket
Oct	Golden Ticket
Nov	Golden Ticket
Dec	BAKO officially turns 60!

BAKO Raspberry Trifle Slice

**BAKO
SELECT**

Finish

Moist vanilla sponge, swirled with a tangy raspberry sauce and topped with custard cream.

Thaw, Decorate & Serve

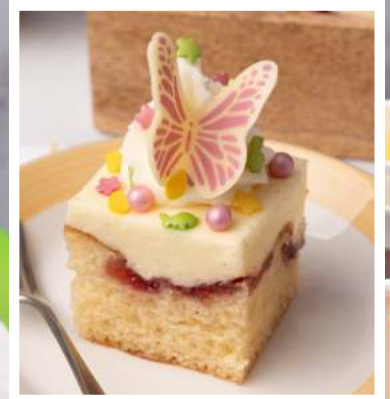
88335

Case Size: x15

Quality you can rely on

£14.85

99p per
Slice



Supplied undecorated

60th Birthday
Limited Edition

BAKO will donate
60p for every case
sold to Dementia UK



Celebrating 60 years of
BAKO  Established 1964


We are delighted to be BAKO's charity partner for 2024. Scan the QR code to visit BAKO's fundraiser.



“The specialist nurse on Dementia UK's Helpline took time to understand our circumstances – I couldn't have coped without it.”
Penny, whose mum lives with dementia



We are Dementia UK: the specialist dementia nursing charity.

Our nurses – known as Admiral Nurses – provide free, expert advice, support and understanding. They are a lifeline for the whole family.

With your help we can grow the number of Admiral Nurses so no one faces dementia alone.



Over 944,000 people in the UK live with dementia.

One in two of us will be affected by dementia in our lifetime.

70,800 people in the UK have young onset dementia – where symptoms develop before the age of 65.

For further advice and support:

Call our Helpline on **0800 888 6678**
Book a virtual clinic appointment at **dementiauk.org/book**

Please scan the QR code to visit our website.



The Climb of a Lifetime



As part of our celebrations of BAKO's 60th year as the Key Ingredient to the Food Industry, we are undertaking an incredible team challenge - to take on the summit of **Mount Kilimanjaro**, with the goal of raising £60,000 for our charity partner Dementia UK!

We can now reveal our intrepid team of four - Marta Skomoroko, Ian Best, Joanna Walaszczyk & Lucy John (pictured) - who are set to jet take on a challenging Mount Kilimanjaro trek in October, led by the Kilimanjaro Climbing Company.

"Speaking on behalf of the team, we can't wait to get going and are all feeling incredibly proud and excited to be taking on such a challenge in support of this incredible charity."

Marta Skomoroko
BAKO Specification Technologist



You can help us reach our £60,000 fundraising goal by scanning the Just Giving QR code below



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OF MAY

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NATIONAL DOUGHNUT WEEK
18 TO 26 MAY 2024
SIGN UP TODAY TO TAKE PART



Product information: 22535 | 16kg | Doughnut Concentrate MB

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| www.csmingredients.com



CELEBRATING NATIONAL DOUGHNUT WEEK

18th - 26th May 2024

Every year, bakeries, coffee shops, offices, and businesses nationwide unite for a week-long celebration of everyone's favourite sweet treat - doughnuts.

National Doughnut Week goes beyond enjoying delicious pastries, it's all about coming together to raise funds and make a real difference in the lives of those who need it most!

By simply signing up for FREE at <https://nationaldoughnutweek.org/> you can join this amazing initiative and help brighten the lives of children with complex health needs.

Need some doughnut inspiration to kickstart your fundraising efforts? Look no further! Here are some delightful doughnut ideas that are sure to wow your customers and supporters...



Creative Toppings

Beyond traditional glazes and sprinkles, expect to see creative toppings like edible flowers, gourmet popcorn, and artisanal chocolates adorning doughnuts for social media-worthy content.

Gourmet Flavours

Customers are seeking unique and gourmet flavour combinations for their doughnuts. Expect to see inventive flavours like matcha green tea, lavender and chai spice gaining popularity.

Stuffed and Filled Doughnuts

Doughnuts filled with decadent fillings such as creamy custards and fruity jams will continue to be a hit among customers looking for an extra indulgent treat.

Plant-Based Options

With the growing demand for plant-based alternatives, bakeries will likely offer more vegan and gluten-free doughnut options made with ingredients like coconut milk and almond flour.



Miniature and Bite-Sized Doughnuts

Bite-sized and miniature doughnuts are perfect for customers who want to enjoy a variety of flavours without committing to a full-sized treat.

Healthier Options

As consumers become more health-conscious, bakeries may offer healthier doughnut alternatives made with whole grains, natural sweeteners, and nutrient-rich ingredients like chia seeds, flaxseed, and fresh fruit.



So, as National Doughnut Week approaches, it's time to come together and sprinkle a little sweetness in support of The Children's Trust. And guess what? We've got an exciting collaboration in store!

We've teamed up with CSM Ingredients to offer you an irresistible opportunity! Enjoy an enticing 20% OFF Craigmillar doughnut concentrate. But wait, there's more - for every bag purchased, we pledge to donate £1 to The Children's Trust. It's a delicious deal that not only satisfies your customers sweet tooth, but also supports a worthy cause.

So why wait? Register for free today and let the doughnut festivities begin...

To stock up on all your baking supplies, get in touch on 0808 196 2344 to place your order, or head on over to www.bako.co.uk

NEW!

POPDOTS[®] STRAWBERRY AND WHITE CHOC POPDOTS[®]

Introducing this irresistible strawberry filled PopDots,
with a pink coating and white chocolate topping.

BAKO Code: 52042

WELCOME TO DOTS[®] WORLD

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NEW!

DOTS[®] KAKAO

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BAKO Code: 52041

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88250 48x50g

Unsugared Finger Doughnut

88249 56x50g

Quality you can rely on

Serving Suggestions only - Supplied Undecorated



**BAKO
SELECT**

Finish

Thaw & Serve

BAKO Filled Doughnuts

Ball doughnuts available in a choice of three delicious fillings and finished with chocolate flavoured decorative topping



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Custard Filled Doughnut
94103 36x90g



Fruits of the Forest Filled Doughnut
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5th Avenue®

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- All colours and flavours are natural
- The product can take the addition of flavours and colours



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Meet The Bakers

CLWYD BAKERIES



One of the 5 Clwyd Bakeries retail outlets in North Wales, serving the community of Great Boughton, Chester

Founded in 2006 on the North Wales Coast and now operating sites in Talacre, Prestatyn, Rhyl, Ewloe and Great Boughton, the story of Clwyd Bakery is a real inspiration and a great example of how, with the right strategy, traditional bakeries are well placed to thrive in a changing world.

Meet the Bakers spoke with Director, James Bouch, son of founder Ian Bouch, at Clwyd's new Bakery Production Site in Mostyn

MTB: Can you give me an overview of your bakery and take me through the history including any key turning points?

JB: The first Clwyd Bakery was founded in 2006, in Talacre; a small seaside village in North Wales. We ran this for a couple of years before we expanded by opening our Prestatyn shop. At this point, there was just Ian Bouch and one other member of staff baking. Lynsey, Ian's wife, started taking over business management and the management of staff across the two shops.

Two years later, the 2008 financial crisis struck, so we faced quite a few challenges for a new business.

Once we got through this, we decided to open another shop in Rhyl, we increased the size of the team, and we were still baking in our Talacre bakery, which had a retail front with a bakery at the back.

The next shop we opened was in a little village just outside of Chester, in 2020, just as the pandemic struck.

This was a tough time for all our businesses, but we came together and spotted an opportunity for a new retail premises, and this meant we were able to grow, even whilst the shops were shut.



Clwyd's Bakery Team hard at work... whilst BAKO's Peter Green samples the results

MTB: *What are the main changes that you have seen in the industry from when you started out and now?*

JB: I would say that one of the biggest changes has been in consumer preferences. A couple of decades ago the bakery trade centred around the sale of traditional bread products, but today, lunch time business and sandwich offerings are very popular.

In addition, the industry is leaning towards the sale of more artisan breads such as sourdoughs, that customers can't always readily access from supermarkets.

On the cake side, I would say we've seen a big increase in the popularity of doughnuts, decorated smaller cakes and brownies.

More recently there has been a shift away from ultra processed foods such as supermarket bought white and brown loaves. We are seeing a lot more demand for the more traditional way of baking bread. In fact, many of our customers state that our breads don't upset their stomachs as much as when they consume processed breads from supermarkets.

MTB: *What do you think are the main issues affecting the sector?*

JB: I think at this precise moment the main issue remains the rising costs that we've all experienced over the last 12 months. Our electricity costs have doubled and that is hard to adapt to. You try and absorb as much as you can, but there's only so much you can do and still survive.

We do feel very fortunate that we have been able to buck the trend, and still grow, even during tough periods such as the pandemic and the cost-of-living crisis.



James Bouch and team presented us with their popular range of freshly baked breads

We were able to divert resources into opening a new bakery production site, in a great location in Mostyn. We moved all our bakery production to this site, with new equipment and we opened the doors on a brand-new bakery, also expanding the bakery team. Today we employ four full-time bakers and have 30 staff across five sites. In August 2023, we opened our latest shop in Ewloe.

MTB: Tell us about your product range and best sellers

JB: We have an extensive range of cakes, muffins, brownies, traditional bakes and more. We also sell a lot of cream cakes, including eclairs, choux buns, iced buns, and Belgian buns.

Our best-selling cake is the vanilla slice. Over the years we have perfected the ingredients, and our vanilla slices are big, which our customers love!

Our best-selling breads are the traditional white and brown loaves, bloomers, tiger rolls and our speciality bread, including the honey and spelt, and the multi-seed loaves.

MTB: What advice would you give to aspiring bakers starting out today?

JB: For new bakers, I'd probably say just try and be unique in the market. I think there is demand for products that you can't get from larger retailers or in the supermarkets, so if you can offer a unique product, I think you would do really well. But still ensure you offer the more traditional side of baking as there is a resurgence there, right now.

MTB: Do you have any product launches or new offerings planned for this year?

JB: We have a wide range of cakes available all year round, but this year our main focus is on seasonal products.

For example, our Mother's Day boxes, which included six decorated cupcakes in a specially packaged box, were very popular. We are going to offer more products like this across the seasons and for key dates.

When it comes to bread, we do have some big launches planned, including additional sourdoughs, as there aren't many bakeries offering a traditional sourdough that's baked locally.



MTB: What do you think the future has in store for the bakery industry and Clwyd Bakeries?

JB: I'd like to think that it's a growing industry, and it's doing well. There's a tough retail environment on high streets, and with the increase of online offerings the high streets are really struggling. However, with consumers seeking out traditional bakes, bakers seem to be navigating through high street difficulties relatively well.

We have taken the business quite far in the last five years and we've seen a significant amount of growth, so hopefully we can stay on that trajectory, and we will keep looking for more community-based retail opportunities.

MTB: Do you use social media and how does it work for you?

JB: Yes, we do- there's a big opportunity for bakers on social media. For the last 18 months it has been a focus for us. We only use Facebook currently, but it works for us. It's definitely helping the business and we will move over onto Instagram soon.

For example, with the Mother's Day boxes, I posted them on Facebook, and we got a lot of orders via that.



MTB: How do you find your partnership with BAKO and what does it mean for your business?

JB: It's been great. There's always support when we need it, and there's always product launches, which is great to see. Our BAKO rep will come to us and go through all the new product launches. He also facilitates visits with suppliers, who are experts in their field.

It's been brilliant to have that facility and to have experts from the industry, come into our Bakery to show our Bakers what's new in the market and what's in demand. BAKO have always supported us in that way, which has been absolutely fantastic.

Clywd Bakeries Customer Feedback

"Love this bakery proper homemade food, sausage bacon barmes, trifles and fresh cream scones are the best. Keep up the fab work. Staff are very welcoming and friendly." - Sheila

"We aim to visit the bakery every two months or so because their steak pies, sausage rolls and trifles are so tasty. Keep up the good work guys." - Krissy

"Absolutely lovely homemade pies. We call everytime we visit Wales. Try the Vanilla slices, delicious. Well worth going a little bit out of your way" - Mark

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BUSINESS DAY 2024

Building success through shared expertise

Join the CBA at its 2024 Business Day on 5th June at The Hilton Wembley

Building on the hugely successful 2023 event, 2024 presents a valuable opportunity for members and industry supporters to collaborate and strengthen their businesses strategy by knowledge exchange and collective empowerment

Attending this event will provide valuable networking opportunities and access to resources that can contribute to the growth and success of your business

Book your tickets early to avoid disappointment and we look forward to welcoming you to Wembley on 5th June

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Event Programme

Morning

Masterclasses

Dawn Foods Masterclass Demonstration

Biscuiteers Icing Masterclass Demonstration

Apprenticeship Training - National Food and Drink Training

What Artificial Intelligence means for your Business

Health and Food Safety Compliance – Safer Food Scores

Business Fire Risk workshop - East Sussex Fire and Rescue

Industry Exhibition and Baking Competition available throughout the day

Afternoon

Speakers

Matthew Jones – founder of Bread Ahead

The man who brought Bread Ahead to Borough Market



Matthew Jones

Michael Bridge – Strategist

Michael specialises in working with businesses/organisations focused on delivering profitable sustainable growth. Michael will present the fundamentals needed to develop and grow a business of any size profitably



Michael Bridge

Sustainability

How the CBA is working towards its Sustainability Agenda

Keynote Speaker – Geoff Ramm

Forbes call him "A Game Changer." You might just call him the world's most inspirational customer service speaker



Geoff Ramm

Evening

Drinks at the Sky View
panoramic views of London and Wembley Stadium

Awards Dinner

After Dinner Speaker and Award Host -

Wilfred Emmanuel-Jones MBE

"The Black Farmer"

Entrepreneur, Award winning Foodie and Inspirational Speaker

Member of the Year

Champion Baker

Entertainment

Carriages



Wilfred Emmanuel-Jones MBE

Booking Information

To book your tickets, visit
www.craftbakersassociation.co.uk/events

Or email:

Events@craftbakersassociation.co.uk

Please note bookings for the event will only be guaranteed with full payment when booking. An invoice will be issued to you on receipt of payment.

Bank account details

HSBC

Sort Code: 40 02 07

Bank Account: 90614564

Accommodation

The CBA has been able to secure rooms at The Hilton Wembley. These will be available on a first come first served basis and we would advise booking early. Please make the booking through the Craft Bakers Association.

The Hilton Wembley
Lakeside Way
Wembley Park
Wembley
London

(£183.00 plus VAT per room, inclusive of Breakfast)

Other accommodation is available within the Wembley area as we are aware delegates often prefer to use other hotels for their overnight stay:

IBIS London Wembley
Premier Inn London Wembley
Novotel London Wembley
Travelodge – London Wembley

We do not have exclusive rates for these hotels and you will be required to book directly.

Say cheese

This is the perfect pasty to put a smile on anyone's face. An irresistible mature Cheddar and onion filling encased in golden crisp puff pastry that simply melts in the mouth.

Wrights Cheese & Onion Pasty 36x185g 80036



Quality Wholesome Food

BAKO's 60th Birthday Cake Competition Extravaganza!!



Are you ready to whip up something truly spectacular? Get those oven mitts ready, because it's time to showcase your culinary magic in our Big BAKO 60th birthday cake competition!!

All you need to do is bake a cake that screams "Happy Birthday, BAKO!" to mark our incredible 60th milestone. Then, snap a pic of your masterpiece and tag us on Facebook or Instagram using #BakoBakeToWin to officially throw your hat in the ring!!

Big prizes await our top 3 favourite cake creations, so let your creativity run wild and aim for the icing on the cake!!

For all the delicious details on how to enter, and to brush up on the Ts and Cs, hop on over to our Facebook and Insta pages or swing by www.bako.co.uk

Let's make our 60th birthday one for the books...

#BakoBakeToWin



CONTACT INFORMATION

If you need to contact your local depot for information about ordering, product ranges or anything else, please contact us using the details below:

DURHAM

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Langley Moor, Durham, DH7 8HR
T: 01913 780088

WIMBLEDON

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