



Celebrating 60 years of
BAKO

Established 1964

IN THE *Mix*

FOOD INDUSTRY INSIGHTS & OFFERS



Page 5

Easter Discounts
Save on products like
MelloMallow from
Craigmillar and more



Pgs 12 & 20

NEW!
Frozen Meringue Tarts
and Macarons from
Proper Cornish

WELCOME

TO IN THE MIX

Dear Customer,

As the days grow warmer and the promise of Spring lingers in the air, our magazine is infused with the sweet aroma of innovation and inspiration. For this Easter edition, we explore the latest seasonal trends, recipes, strategies and products that will enable you to make the most of the early Easter period- check out our article on page 4.

Make sure to browse the **2024 Easter Essentials** Brochure, containing a specially selected range of ingredients, finished goods, seasonal decorations and everything you will need for the Easter rush- just ask your Sales Manager or go to our website bako.co.uk to download your copy.

Continuing our 60th Birthday Celebrations, March plays host to our Easter Customer Giveaway. You are in with a chance of being the recipient one of the six £600 BAKO Account Credit rewards we are giving away- just by being an active BAKO customer! Our way of saying thanks for your support in our 60th Birthday year.

Frozen Confectionery is also on the agenda this month. Turn to page 6 to learn about how you can maximise the convenience, appeal and variety of our Frozen Confectionery range by leading the way in upcoming flavour trends and leveraging changing consumer preferences and buying habits in your favour.

We also introduce you to more exceptional bakers in our bi-monthly *Meet The Bakers* feature; this time we take you to the North East and Riverview Bakery to meet owner, Rachel Charlton. Driven by constant innovation, a mission to introduce the next generation to the Baking industry and sheer love of the craft, Rachel shares her inspirational story and tells us how her close relationship with BAKO has been crucial to her success.

As usual, we also showcase an array of mouthwatering products that are set to tantalise taste buds across the country. Look out for the new frozen Macarons and selection of fruity Meringue Tarts from Proper Cornish- perfect for a trendy and refreshing Spring offering at a great price point. We also bring you money-saving opportunities on bakery staples from big brands like Pukka, Craigmillar, Ireks and Baker & Baker.

See you next time,



EDITOR

Peter

Celebrating 60 years of
BAKO
Established 1964



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

Mar	<u>Easter Customer Giveaway</u> ←
Apr	BAKO Select Exclusive Product Launch
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

Easter Giveaway

6 Lucky BAKO Customers will receive **£600** in account credit as part of our 60th Birthday Celebrations.

Could it be your lucky Easter? No need to apply- all active BAKO customers are in with a chance to win!



To be eligible you must be an existing BAKO Group Ltd customer, with an active account and at least one order placed in the last 3 months. Recipients of the six £600 account credit giveaways will be drawn at random by 20th March 2024. Maximum of one account credit awarded per customer. Full terms and conditions are available on request.

MAKE THIS EASTER EGG-STRA SPECIAL!

As Easter approaches, bakers are gearing up to celebrate the season with an array of delightful treats that reflect the latest trends in baking. From beautiful decorations to innovative flavour combinations, this year promises to be a feast for the senses. Join us as we explore the top Easter baking trends of 2024 that are sure to inspire your culinary creations.

WHAT'S HOT FOR 2024



Creative Confections

Bakeries are pushing the boundaries of creativity with Easter-themed confections that are as beautiful as they are delicious. From intricately decorated Easter egg cakes to cute bunny-shaped pastries, bakers are pulling out all the stops to create eye-catching treats that capture the spirit of the season.

Flavourful Twists on Classics

While traditional Easter treats like hot cross buns and chocolate eggs are always popular, bakeries are putting their own spin on these classics with unique flavour combinations and innovative ingredients. Think hot cross buns infused with spices like cardamom, chilli and ginger, or chocolate eggs filled with unexpected surprises like decadent salted caramel or delicious passion fruit ganache.

Decorative Delights

Easter is all about fun and festive decorations, and bakeries are getting in on the action with a variety of decorative delights. Expect to see cakes adorned with edible flowers, cookies decorated with intricate icing designs, and cupcakes topped with adorable Easter-themed toppers like mini chicks and carrots.

Vegan and Gluten-Free Options

As dietary preferences continue to evolve, bakeries are catering to customers with special dietary needs by offering an array of vegan and gluten-free Easter treats. From dairy-free chocolate eggs to gluten-free hot cross buns made with almond flour, there's something for everyone to enjoy this Easter.

Mini Desserts

Petite desserts are a big trend this Easter, as customers look for bite-sized treats that allow them to indulge without overindulging. Bakeries are offering mini versions of their most popular Easter treats, from tiny carrot cake cupcakes to adorable macarons shaped like Easter eggs.

Interactive Experiences

Bakeries are also inviting their customers to get in on the Easter fun with interactive experiences like cookie decorating workshops and cake decorating classes. These hands-on activities not only provide a fun way to celebrate the season but also give customers the opportunity to unleash their creativity and take home a delicious masterpiece; whilst you maximise on sales. It's a win-win!

Overall, Easter 2024 is shaping up to be a season of creativity, flavour, and fun in the bakery world. Whether you're craving a classic treat or looking to try something new, there's no shortage of egg-citing Easter delights that are sure to leave your customers hopping back for more!

To stock up on everything you need to make this Easter eggstra special, give us a call on **0808 196 2344** to place your order, or grab your copy of our **EASTER ESSENTIALS** today!



We share
your passion



Happy Easter

£2
OFF

Craigmillar has two premium quality marshmallows; **Snowmallow** and **Mellomallo**. Both are ideal for creating a range of treats such as lemon meringue, chocolate covered teacakes, mallow fancies, snowballs, wafers, cornets and other biscuit lines - perfect for all your easter ideas!



Available in 2 convenient Formats:

BAKO Code:
BAKO Code:

22824 | Craigmillar Snowmallow | 12.5kg
22560 | Craigmillar Mellomallo | 10kg

CSM Ingredients UK Limited

Stadium Road | Bromborough | Wirral | CH62 3NU | 0800 054 1228

| www.csmingredients.com



FRESH TRENDS

in

FROZEN

CONFECTIONERY



While consumers may be more budget-conscious during a financial squeeze, there are strategic ways for bakeries to utilise frozen confectionery products to draw more attention and potentially increase sales.

The convenience and consistent quality of our frozen confectionery range provides an ideal opportunity to position your business for success in challenging economic times. Emphasise affordability while adapting your shopfront to appeal to emerging consumer preferences and trends, can position bakeries for success in challenging economic times.

Trending Flavours Spring 2024

Fruity Delights

Blueberry

Pineapple

Strawberry

Raspberry

Apple



Super Sweet Treats

Honey

Biscoff

White Chocolate

Peanut
Praline

Vanilla

Caramel



BAKO Top Picks

88312



BAKO White Chocolate & Raspberry Cookie Puck
90x55g

93036



BAKO Vanilla Slice
24x100g

52040



Raspberry Duo Cheesecake Dots
x36

81780



Pfalzgraf Apple Almond Slice
20ptn

88290



Baker & Baker Caramel Shortcake Traybake
20ptn

82728



Delifrance Biscoff Filled Muffin
24x110g



Market Insights

Out-of-Home Dining

So far, 2024 has seen a continued YoY decline in participation and visit frequency in the Out of Home food market as the cost of living crisis sees the public restricting non-essential spending.

Inflation is obviously a big contributor, however there are multiple positive factors that are also driving up the average spend per visit by over 40%¹:

- Declining use of takeaway delivery services as increased costs and fees emphasise the value of outlet dining experiences
- Rising perception of Eating Out as more of an important occasion for celebration and indulgence
- Dinner and Lunch purchases increasing at the expense of brunch/snacking, leading to more substantial orders

Retail

In the Retail Sector, higher than average price increases of over 12% in the frozen dessert aisle is causing shoppers to ditch their favourite home-freezer treats.²

1: Lumina Snapshot, 4w YoY, w/e 21st Jan 24

2: Kantar WPO, Last 52w, w/e 21st Jan 24

Bakeries are well placed to capitalise on current market trends, especially through confectionery offerings.

Visually appealing, trendy & affordable confectionery options address the needs of increased lunchtime business, where customers are willing to indulge.

Talk to your Sales Manager for more info on Frozen Confectionery available from BAKO

Other
flavours
available:



Lemon
81600



Triple
Chocolate
81601

Filled Muffins

Salted Caramel Filled
Muffin 24x115g
93981

Other
flavours
available:



Custard
94103



Cocoa &
Hazelnut
94102

Filled Doughnuts

Fruits of the Forest Filled
Doughnut 36x90g
93980

Thaw and Serve Confectionery

**BAKO
SELECT**
Finish

Ring Doughnuts

48x50g
88250

Serving suggestion
Supplied undecorated

Finger Doughnuts

56x50g
88249

Serving suggestion
Supplied undecorated

Filled Cookies

Chocolate Filled
Cookie

100x80g
88315

Other
flavours
available:



Salted Caramel
88316

**BAKO
SELECT***Finish*

Thaw, Finish & Serve

Cakes for Finishing

Range of easy-to-use Thaw, Finish & Serve Cakes, available in four delicious varieties. The convenient, consistent starting point for your own uniquely finished cake creations.

Supplied undecorated



**88325 Vanilla
Sponge with Vanilla
Frosting
24x97g**



**88324 Chocolate
Sponge with Salted
Caramel Frosting
24x97g**



**88327 Ginger Loaf
Cake with Speculoos
Frosting
18x87g**



**88326 Chocolate
Bar Cake
30x92g**

AVAILABLE FOR PRE-ORDER
Speak to your BAKO Sales Manager for more details



**50142 Dobla White
Chocolate Buttercup
32mm
x302**



**50141 Dobla White
Chocolate Pink Butterfly
35x30x15mm
x120**



**50140 Dobla
Chocolate Flamingo
40x35mm
x152**



**24045 Truly
Glimmer Blossom
100s & 1000s
1kg**



**24046 Truly Glimmer
Flowers
800g**



**35632 Callebaut
Milk Chocolate
Shavings
2.5kg**



**35633 Callebaut
White Chocolate
Shavings
2.5kg**



Decorate
to Suit Any
Season

Quality you can rely on

SINCE  1926

Wrights

QUALITY WHOLESOME FOOD
SINCE 1926

Assorted Frozen Baked Cream Cakes

x15 2.6kg
BAKO Code: 80109

- 3 x Chocolate Éclair 85g
- 3 x Finger Doughnut 111g
- 3 x Fruit Scone 139g
- 3 x Apple Turnover 153g
- 3 x Black Forest Muffin 111g





Rachel Charlton, Owner/Operator of Riverview Bakery

Meet The Bakers

RIVERVIEW BAKERY

Recently we met with Rachel Charlton and her Team at the Riverview Bakery; a hidden gem located on the river Derwent in Blackhall Mill, southwest of Newcastle. With a varied food offering and a particular focus on quality baked goods, Rachel has relied on BAKO as primary supplier for 35 years, now working closely with Sales Manager, Peter Matthews to source all the ingredients that go into the finished product pictured here.

Riverview is a great example of how, despite the more rural setting, the British Bakery still has the power to be a local community hub as well as drawing plenty of custom from further afield through an active social media presence.

Meet the Bakers spoke with Rachel Charlton about her journey so far and the ambitions for Riverview

MTB: *Could you give us a brief outline of how you came to own Riverview and what kind of bakery it is?*

RC: I started off working in London when I was 16, working at The Savoy, and then, when I was 18, I started working for City Cuisine, in Newcastle, as a pastry chef. Then, aged 20, I started my first business, a wholesale patisserie, supplying cakes and desserts right across the Northeast and I haven't looked back since!

I then moved into retail in 2017 and now I have the one shop, Riverview, which fortunately is very busy and successful. We were too busy to keep up the wholesale operation, so we became entirely retail just over six years ago.

We are a full bakery shop, selling bread, pies, cakes and more. We have a beautiful seating area, inside and outside, for up to 100 customers, and we offer a full breakfast, lunch and afternoon tea menu, with opening hours from 7am to 5pm.

We are in a rural setting, and due to the location, we don't get passing trade, but people travel from all over to visit us here.

MTB: *How is business today and what are the main difficulties you currently face?*

RC: Business is really good. We are busy year-round but also produce seasonal ranges which draw the crowds, such as Summer Sundaes & Smoothies, and we go all out with in-store decoration.

We do have some recruitment issues, like other bakeries in the industry, and good pastry chefs are very hard to find, so in the main, we train our own.

Costs are also an issue as the price of everything has gone up, but because we make everything from scratch, we haven't been affected by serious price increases, which we are grateful for.



MTB: *Given your experience, what advice would you give to aspiring bakers starting out today?*

RC: For me it's all about the skill level. Bakers need to be skilled in pastry and baking to get ahead, and to be able to train their own new recruits.



It's not just Riverview's product range that adapts to the seasons, they also go all in on festive decoration

MTB: What are your best selling bakes?

RC: We are fortunate that everything in this shop sells well, particularly the dessert lines. At any one time we have 70 lines, so there is a huge choice, and they all sell well.

Some of the products we will always have for sale, due to their lasting popularity, include old favourites like chocolate eclairs and strawberry tarts. I regularly invent new things like our fully loaded cookies, and the trifle cheesecake, for example.



I am a big BAKO fan... I wouldn't ever consider going anywhere else.

MTB: How does the business engage with social media?

RC: When I first started the business, I didn't have a website and I didn't believe that I needed social media.

But now, everything has moved on. If I post something on Facebook, it is often seen by over 100,000 people some of them do come to our shop because of what they have seen on social media, which I never thought that would happen! I only have Facebook currently but watch this space - Instagram and even TikTok could be in our future!

When I invent something new and post it on my Facebook page it will often go viral and will draw customers new and old into our shop. The most recent examples of this were the trifle cheesecakes and the peach melba topped cheesecakes. Both went viral, and customers came into the shop asking specifically for these products. We sold out in hours!

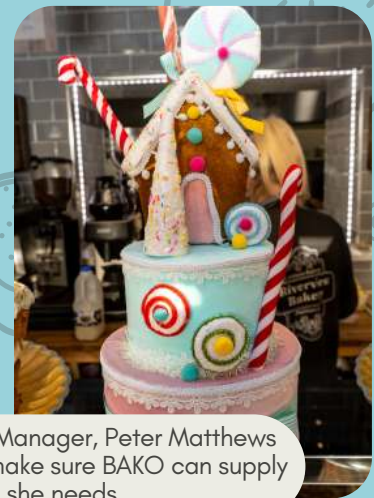
Recently, my inspiration for new products has come from TikTok. I spot recipes I like and then I'll add my own interpretation to them, to make them even more unique. There are so many great ideas on TikTok, I would highly recommend other bakers to give it a try!

MTB: How do you find the partnership with BAKO?

RC: I love it! I am a big BAKO fan. I really love my BAKO rep Peter; he is just brilliant, and I can contact him day or night. He is always on hand to answer any queries I have. I wouldn't ever consider going anywhere else.



Rachel and BAKO Sales Manager, Peter Matthews work together closely to make sure BAKO can supply everything she needs



@riverviewbakery



Riverview Bakery Blackhall Mill



Riverview Customer Feedback

"Great value, lovely food and desserts to die for!" - Matt

"Hidden gem with a varied menu and fabulous selection of cakes" - Janet

"WOW ...OMG...this is the best bakery ever! Whopping great pieces of cake, and the hardest thing to do was which one to choose!" - Brian

"This is the best cafe in the Northeast! The baked goods are second to none with a selection of delicious pies and pasties. The cakes and pastries are wonderful - favourites are the rhubarb cheesecake and giant custard slice." - Jackie



MTB: What can you tell us about your team structure?

RC: I am the only director and I have 29 staff. I have a combination of full-time and part-time workers, and all the team are local people.

I also really love to give young people the chance to gain insight into the baking industry, so I have several young team members who work at weekends and during the school holidays.





'THE' PASTY MAKERS

BAKO Code: 84236
18x130g



£1.90
per Tart

Raspberry Meringue Tartlet

BAKO Code: 84235
18x130g



£1.90
per Tart

Passion Fruit & Coconut
Meringue Tartlet

NOW
AVAILABLE

BAKO Code: 84234
18x130g



£1.70
per Tart

Lemon Meringue Tartlet

At Proper Cornish we are delighted to bring to the UK market a range of authentic French Patisserie Desserts.

All recipes are created using top-quality and tasty ingredients to provide mouth-watering convenient desserts.

130g x 18 per case

MADE IN FRANCE WITH
TRADITIONAL FRENCH KNOW-HOW.





Celebrating 60 years of
BAKO 
Established 1964



LALLEMAND

PROUDLY SUPPORTING OUR BAKO
COLLEAGUES IN THEIR 60TH YEAR

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

£80.00

plus VAT
per person

Business Day only

£95.00

plus VAT
per person

Awards Dinner only

£165.00

plus VAT
per person

Business Day and
Awards Dinner

**EARLY
BIRD
OFFER**

£150.00

plus VAT
per person

Business Day and Awards Dinner if you
book before 29th February 2024

**EARLY
BIRD
OFFER**

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 is 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

For more information or to confirm your booking, Visit our website

www.craftbakersassociation.co.uk

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.



CALLEBAUT®

BELGIUM 1911

BORN ORIGINAL

FIND YOUR ORIGINAL
CHOCOLATE

33009 Milk Chocolate Couverture 2.5kg

33010 54% Dark Chocolate Couverture 2.5kg

33119 White Chocolate Couverture 2.5kg

35592 Ruby Chocolate Couverture 2.5kg

35594 Gold Chocolate Couverture 2.5kg



64% OF
CONSUMERS
FIND CHOCOLATE
FLAVOURS
APPEALING IN
DESSERTS*



SCAN FOR THE
FULL RECIPE

[THISISCHOC.COM](https://thisischoc.com)

HOT CROSS MUFFINS

Made with Callebaut's original 811 Dark Chocolate, these Hot Cross Muffins are a must-have for Spring. Topped with a milk chocolate ganache using our signature 823 Milk Chocolate and finished with Callebaut Gold Callets for a unique recipe that is sure to delight.

Create your own

EASTER CHICK CAKES

**BAKO
SELECT**

Ingredients

BAKO Chocolate Crème
Cake Mix - 1kg
Egg - 350g
Oil - 300g
Water - 225g

BAKO Code

22102
94045
12019

For Finishing

BAKO Strawberry Jam
Dawn Vanilla Frosting
BAKO Sugarpaste
BAKO Lemon Colour Flavour

30471
49933
91214
51179

Yields x2 6" Round Cakes

Method

- Place the chocolate crème cake mix into a mixing bowl fitted with a beater.
- Combine all the liquids and add over 1 minute on speed 1.
- Scrape down & mix for 3 minutes on speed 2
- Deposit batter evenly between 4 x 6" round cake tins - giving a yield of 2 finished cakes.
- Bake at 170c for 30 - 35 minutes, until set and golden brown
- Allow to cool
- Sandwich two cakes together with jam and frosting
- Colour sugarpaste with yellow colouring
- Cover / decorate your cakes as desired.

A SMARTER WAY TO BAKE PREMIUM BREADS



The premium lunch consumer

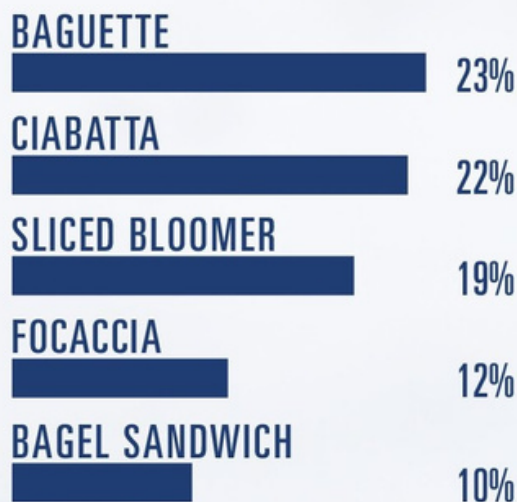
With consumers willing to splash out on smaller indulgences, there's more opportunity for premium bakery products. Bakeries can do this cost effectively by consolidating ingredients and simplifying processes.

It's a balancing act to offer a range of breads that will entice customers whilst keeping inventory and processes consolidated.

The consumer looking for something more at lunch times can't be overlooked. With the cost of living on the rise, people look to smaller indulgences for a mood boost. When we asked consumers what they would typically buy as their 'main' as part of a lunchtime meal deal, 28% said a classic sandwich while 26% said they would spring for a premium sandwich*.

Premium sandwiches typically require premium breads that deviate from the classic sliced loaf. We followed up by asking consumers what they look for when purchasing a premium sandwich.

WHEN PURCHASING A PREMIUM SANDWICH, WHAT BREADS DO YOU PREFER?*



Thins 5%, Pitta 5%, Non of the above 5%*

It's time to bake smart

Bakels has been coming up with solutions to help small and large bakeries bake smarter. This centres around versatile premixes that can be used to bake multiple products. Such as, **Bakels Multiseed Bread Concentrate** for breads and savoury and **Bakels Multimix Cake Base** for sweet bakery.

We have spoken before about the Multiseed Bread concentrate containing **four wholesome grains**, being a valuable 'source of dietary fibre' and how it can be used to bake many products from focaccia and baguettes to scones, biscuits and hot cross buns.

The Bakels Bakers have been taking it further by making multiple breads using just one batch of dough. This can be ideal for smaller bakeries that want to make smaller volumes of several breads. While larger and industrial bakeries can benefit from its simplification of ingredients and process.

All types of bakeries benefit from the Bakels powder improver found in Bakels Multiseed Bread Concentrate. Its excellent ingredient and process tolerance ensures a quality bake every time.

**Bakels Country Oven
Multiseed Bread
Concentrate**

**60559
16kg**

ONE DOUGH, FIVE BREADS

The **One Dough, Five Bread Recipe** was developed by the Bakels Bakers to provide even more versatility from Bakels Multiseed Bread Concentrate.

The dough is made of:

- Wheat flour
- Country Oven® Multiseed Bread Concentrate
- Yeast
- Water

With the addition of extra water and some altering of mixing, proofing and baking times, this dough is able to produce:

**CLASSIC SLICED LOAVES
CIABATTAS - FOCACCIA
BAGUETTES - BLOOMERS**

You can find the recipe for this dough by scanning the QR code below.



BAKELS

BAKERY INGREDIENTS SINCE 1904



'THE' PASTY MAKERS

NOW AVAILABLE



50p
per Macaron

£35
per Case
of 70

**BAKO CODE: 84237
70x15g**

Product	Weight per Unit	Units per Tray	Trays per Case
Mixed Macarons Classic Selection Chocolate, Salted Caramel, Pistachio, Raspberry, Vanilla	15g	35	2

MADE IN FRANCE WITH
TRADITIONAL FRENCH KNOW-HOW.



At Proper Cornish we are delighted
to bring to the UK market a range of
authentic French Macarons.
All recipes are created using top-quality and
tasty ingredients to provide
mouth-watering convenient desserts.



Celebrating 60 years of
BAKO 
Established 1964



PROUDLY SUPPORTING
OUR BAKO COLLEAGUES
IN THEIR 60TH YEAR

PUKKA

**£4.00
OFF**

VEGAN PASTRY

FROM THE BAKERS OF
THE NO.1 PIE BRAND*



**144 layers
of Golden
Puff Pastry**

**Perfect for
Sweet or
Savoury dishes**

Product Code	Description	Weight	Promo
81039	PRE-SHEETED PASTRY ROLLS	2 X 10kg	£4.00 OFF

ORDER NOW FROM



*The key ingredient to the food industry'®



macphie



Serving suggestion
Macphie Complete Pancake and Waffle Mix
with Macphie Luxury Caramel Filling

Add a little bit of luxury to your bakes

Luxury Caramel is a rich, smooth, chewy traditional caramel. It can be used for layering, filling and topping.

Ideal for caramel shortbread, millionaire shortbread, caramel cups, caramel apple tarts, doughnuts and traybake lines.

Can be warmed over a bain-marie directly in the pail, or by decanting into a heat proof bowl.

Warm until the caramel loosens to suit spreading, flooding, piping or injection application uses.

Sets back after cooling allowing you to slice with a warmed knife or ultrasound cutter.

Luxury Caramel Filling product code: 38344
12.5kg



Scan the QR code
to find out more
about this product



For more information, get in touch on **0800 085 9800** or at **customer.service@macphie.com**

simply clever food
macphie.com

    /macphieuk



52040
Raspberry Duo
Cheesecake Dots
x36

NEW **DOTS® DUO
CHEESECAKE**

Enjoy our fully enrobed white chocolate Dots®, that is filled with both cream cheese and raspberry jam for the perfect combination and topped with red candy stripes.



51239
x36
DOTS® PLAIN RING

**WELCOME TO
DOTS® WORLD**

NEW DELICIOUS DOTS® AVAILABLE NOW

WWW.EUROPASTRY.COM
© DOTS.ORIGINAL



DOTS® STRAW BERRY
52035
x36



DOTS® ON THE ROCK
52026
x36



**DOTS® WITH
LOTUS BISCOFF®** **NEW**

This exciting new Dots® is filled with a caramelized biscuit cream and topped with a white chocolate coating that has been sprinkled in even more caramelized biscuit

52036
Caramelised
Biscuit Dots
x36

DONUTS

50 % MIX



VEGAN DONUT

BAKO product code: 77129

EASY TO USE:
JUST ADD YEAST, WATER AND FLOUR



25 KG BAG



GLOBAL YEAST DONUT CONC.

BAKO product code: 49071



RECIPE FOR DONUTS

USING VEGAN DONUT OR GLOBAL YEAST DONUT CONC.

**ORDER TODAY
2£ OFF PER BAG**



ireks.bakingcrew



IREKS

www.ireks.co.uk



Croissant 70g x 60
Code 20205

RTB

Croissant 90g x 50
Code 20207

RTB



Pain au Chocolat 75g x 70
Code 20202

RTB



Pain aux Raisins 110g x 60
Code 20203

RTB

RTB ALL THESE PRODUCTS ARE READY TO BAKE

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SIMPLY SCOOP & BAKE

Our Baker & Baker frozen cookie dough is a versatile alternative to cookie pucks for creating delicious cookies

EASY TO HANDLE • DELIVERED FROZEN IN A PAIL • SCOOP & BAKE REQUIRED AMOUNT ONLY • SHELF LIFE 4 WEEKS REFRIGERATED

Plain cookie dough with choc chips

10% OFF

Chocolate cookie dough with white choc chips

4 simple steps to perfect cookies!

1



DEFROST

Defrost cookie dough in the refrigerator overnight

2



SCOOP

Scoop required amount & deposit on a lined baking tray, leaving enough space for the cookies to spread

3



BAKING

Deck oven at 175°C for 13-15 minutes or Convection oven 160°C for 12-14 minutes
Guideline only for 50g dough will vary by cookie size

4



FRESHLY BAKED!

Cool for 45 minutes & your freshly baked cookies are ready to delight your customers!

NO SCOOP?
try rolling dough into sausage shape and chopping into pieces instead

Code: 80818 - B&B Choc Chip Cookie Dough - 5kg pail | Code: 80819 - B&B White Choc Chip Cookie Dough - 5kg pail


Baker & Baker
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Get it right every time with our resilient cake mixes
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Now available in plain, chocolate, lemon & caramel

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Plain Crème Cake Mix 44437
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This year's competition will culminate in an exciting live judging event and awards presentation at the UK Food & Drink Shows, NEC Birmingham, on Tuesday 30 April 2024.

Share your loaf now at

britainsbestloaf.co.uk

DEADLINE

Monday 18 March 2024

Entry Enquiries

For more information on the entry stage, please contact:
Rebecca George | Rebecca.George@wrbm.com

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:

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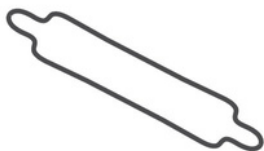
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