

IN THE *Mix*

FOOD INDUSTRY INSIGHTS & OFFERS



Page 4

BAKO is 60 this year!

Celebrations begin with a chance for you to win in our Prize Draw.



Page 8

Vegan Value

Opportunities for big plant-based savings including **20% Off** Bridor Viennoiserie

WELCOME

TO IN THE MIX

Dear Customer,

Happy New Year! We kick off our 60th Anniversary year by delving into the tantalizing world of wholesome indulgence in this special Veganuary 2024 edition of In The Mix.

Embarking on a new year filled with opportunities for nourishing choices, we are thrilled to present an array of delectable vegan delights that redefine the boundaries of plant-based baking. As the demand for cruelty-free, sustainable options continues to rise, we are committed to empowering UK bakers with the finest vegan ingredients and products. A decade since Veganuary began, we celebrate the artistry of crafting mouthwatering treats without compromise, showcasing the innovation and dedication that have gone into creating a lineup of vegan bakery delights that cater to the evolving tastes and preferences of today's discerning consumers.

As usual, there are plenty of opportunities to save! Flip to the next page to learn about our January BAKO Select 60th Birthday Prize Draw, where you could be in with a chance to win BAKO account credit with every purchase within our selected range of frozen savouries. Of course, there are also big savings to be had on top quality sweet and savoury plant-based products from Wrights, Proper Cornish, Ireks, Baker & Baker and Bridor.

There is plenty more in the mix this month, from useful recipes and articles to another edition of our popular "Meet The Bakers" feature; this time we visit the boldly vegan-centric, *A.Pastry Shop* in Glasgow.

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

Feb	The BIG BAKO Birthday Quiz
Mar	Easter Customer Giveaway
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!

WISHING BAKO A HAPPY 60th BIRTHDAY

from
Bakels



Celebrating 60 years of
BAKO



 **BAKELS**

BAKERY INGREDIENTS SINCE 1904

www.britishbakels.co.uk

01869 356400



Happy New Year!

Where would we be without you, our customers? Certainly not celebrating the start of our 60th year as The Key Ingredient to the Food Industry.

To say thank you, we are giving away **£60 in account credit to 60 lucky customers**. To be in with a chance of winning, simply add 1 of these 10 BAKO Select Frozen Savoury products to any order placed this January to earn one entry into our Prize Draw.

The more different products you buy across the range, the more entries you will get!

60th



Traditional Pasty



84098

24x280g

84099

30x216g



Steak Pie

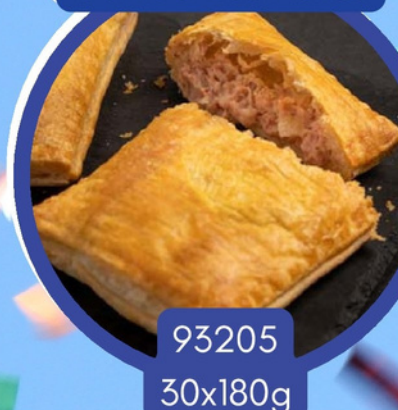


94137

32x190g



Corned Beef Slice



93205

30x180g



Katsu Chicken
Curry Slice



93207

30x180g



Max. 10
entries per
customer

Valid only on these selected products.

Earn x1 entry per unique product code ordered (excluding different pack sizes of Sausage Roll & Traditional Pasty, maximum of one entry awarded for each product group).

Maximum of x10 entries per customer.

Limited to one prize per customer.

All entries will go into a customer prize draw.

Entries awarded to customer purchases between 01.01.24-31.01.24.

Birthday Prize Draw

**BAKO
SELECT**



Chicken &
Mushroom Slice



94037
24x200g



Bacon & Cheese
Turnover



94013
30x148g



Sausage Roll



80613 80614 80615
72x5" 66x6" 48x8"



Sausage & Bean
Breakfast Slice



93208
30x180g



Chip Shop Chicken
Curry Slice



93206
30x180g



Vegan Red Thai
Slice



93170
36x175g

10% Off



Celebrating 60 years of
BAKO

Established 1964

The rise of VEGANUARY



Veganuary is a month-long challenge where people pledge to eat only plant-based foods during January to educate people about the benefits of a vegan lifestyle.

Introduced in 2014, Jane Land and Matthew Glover created Veganuary to help achieve a world without animal farms and slaughterhouses – a world where food production doesn't decimate forests, pollute rivers and oceans, exacerbate climate change and drive wild animal populations to extinction.

Their views are reflected in participants too. According to a participant survey by the Veganuary team in 2022, almost half (44%) said animals were their number one motivation for trying the vegan diet, followed by personal health (21%) and the environment (19%). Other reasons included for a change/challenge/curiosity (7%), global health (5%) and for a friend/partner/family member (2%).

Ten years later, Veganuary is continuing to grow in popularity

Back in 2014, committed vegans only accounted for 0.25% of the population. It's hardly surprising though that vegans and vegetarians are predicted to make up a quarter of the country's consumers by 2025, with flexitarians – or semi-vegetarians – making up just under half of the British population (according to Sainsbury's 'Future of Food Report').

In fact, in 2022 a record-breaking number of participants signed up for Veganuary, with over 629,000 signing up to their website to take part.

According to Statista, 36% of participants say they will continue with a vegan diet after Veganuary (stats from 2022). The number one reason people decided to stay vegan is that they learned more about veganism (25%), followed by it being easier than expected (20%) and improved health (20%).

How can the Veganuary movement help inspire the baking community?

Demand for vegan baked goods has long been rising at an exponential rate, and while savoury vegan goods have been flying off the shelves, the vegan cake market has taken a little while to catch up.

But with innovations in factors like mouthfeel, ingenious new ingredients lines and renewed interest in sustainability, the vegan bakery market is set to explode – just look at the popularity of the Greggs vegan sausage roll!

Many bakeries and eateries have introduced vegan baked goods with great success, and in response, bakery ingredients manufacturers have invested further to develop ever-more ingenious solutions to capturing that important mouthfeel and texture.

To stock up on vegan essentials for Veganuary and beyond, give us a call on 0808 196 2344 or head over to www.bako.co.uk



VEGAN AND VEGETARIAN PRODUCTS

FOR JANUARY

10%
OFF



VEGAN PASTY
84216 20x283g



84214 VEGAN ROLL 50x 129g



84211 CHEESE AND ONION PASTY 20x 283g



84212 VEGETABLE PASTY 20x 283g

VEGANUARY 2024 IS SET TO BE BIGGER THAN EVER...
SAVE BIG & ENSURE YOUR PRODUCT RANGE CATERS TO EVERYONE WITH PROPER CORNISH!

THE VEGAN RANGE

DISCOVER OUR RANGE OF INDULGENT, TASTY
AND VEGAN VIENNESE PASTRIES!



20374 VEGAN CROISSANT 70 G RTB
20375 VEGAN PAIN AU CHOCOLAT 80 G RTB

20% Off

DELICIOUS Vegan PASTRIES

INSPIRED BY THE BAKERY CULTURES OF THE WORLD, DISCOVER
OUR RANGE OF DELICIOUS, ORIGINAL AND VEGAN VIENNESE PASTRIES!



DANISH CROWNS



**20362 VEGAN CHERRY AND
FLAX SEED CROWN 90 G**

A delicious cherry centre with a very fruity taste, associated with a crunchy brown flax seed topping for a very colourful and indulgent crown.

**20361 VEGAN ORANGE AND
HAZELNUT CROWN 90 G**

An orange-flavoured crown with a delicately caramelised taste thanks to its brown sugar, and crunchy hazelnut topping.

**20360 VEGAN VANILLA AND
HAZELNUT CROWN 90 G**

The combination of a creamy vanilla filling, brown sugar and a hazelnut topping for an indulgent crown with a unique texture.

THE RASPBERRY-FILLED
CROISSANT



A generous croissant with a creamy and indulgent raspberry centre and a lovely puff pastry for a light and airy texture and a pretty pink sugar topping.

- Bridor Premium Margarine
- French wheat flour
- Bridor Clean Label



20289 VEGAN RASPBERRY-FILLED CROISSANT 90 G



SHARE
THE BAKERY CULTURES
OF THE WORLD

FRESH TRENDS

in

FROZEN

SAVOURIES



Let's take a down-to-earth look at some of the reasons UK Bakers are benefiting from the positive consumer preference trends we see in the Frozen Savoury category.

Convenience in a Busy World

In a world that values efficiency, the increasing use of frozen savory products in bakeries comes as no surprise. The convenience of having prepared savory options on hand is proving to be **a practical solution** for bakeries looking to streamline operations, manage skill shortages and cater to the fast-paced lifestyles of their customers.

Year-round Quality Assurance

Contrary to past perceptions, frozen no longer equates to compromising on flavor and mouthfeel. Thanks to advancements in freezing technologies and production methods, frozen savory products now boast **consistently commendable textures and flavors**, maintaining customer satisfaction and challenging the notion that fresh is always superior.

Diversifying Menus with Ease:

BAKO and our suppliers are constantly developing new additions to our range of frozen savory products, allowing bakeries to adapt to **seasonal** and consumer preference **trends** and easily cater to **dietary restricted** customers. This flexibility enables establishments to offer a variety of limited edition, seasonal and free-from options, adapting to the ever-changing public tastes.

Strategic Cost Management:

In an era where bakers are focused on financial prudence, frozen savory products offer several advantages. Buying in bulk, extended shelf life, and minimising wastage and labour expenses all contribute to **cost efficiencies**, providing bakeries with the tools to navigate economic uncertainties without compromising quality.



Consumer Preference Insights

The UK Bakery Sector turnover is forecast **3% growth** over next 2 years, with out-of-home **hot snacking and lunch** related products continuing to offer the **largest opportunities**.^{1, 2, 3}

UK hot-food-to-go turnover is growing faster than other bakery categories year-on-year:³

- **Slices & Pasties: +20%**
- **Rolls & Bites: +16%**
- **Pies: +9%**

BAKO customers are seeing a significant, double digit Frozen Savoury growth trend too, outpacing growth in traditional bakery categories.

Increasing consumer demand is reflected in growth figures from the Retail Sector, with volume and average price growth in Frozen Bakery products up **+5%** and **+9%** respectively over the 12 weeks prior to October 2023,⁴

1: Lumina Intelligence Eating and Drinking Out Panel, 13WE 26/06/2022 and 13WE 25/06/2023

2: Lumina Intelligence, May 2023

3: Mealtrak MAT 52 weeks ending 4th September 2023

4: Kantar Category Gold 29th Oct 23





PLANT-BASED

Cater to all diners for less with new vegan Whirl!

Our **liquid butter alternatives** can reduce costs in your kitchen. All our Whirl products are now plant-based, so you only need to use one great product across your entire menu.

Whirl is...

- ✓ Up to **75% cheaper** than butter!
- ✓ **Vegan certified**
- ✓ **82% lower in fat** than butter
- ✓ **Versatile** - use in all courses for all diners!
- ✓ **Tasty** - with a rich buttery flavour



Whirl Butter Alternative
12104
3x4ltr



Cost



Plant-based



Multi-Menu
Use



Taste



VEGAN



VEGETARIAN



GLUTEN
FREE

Get in touch to find out more: giveitawhirl.co.uk

AAK
Foodservice

Create your own

Vegan Lemon Cake

Ingredients

BAKO Code

BAKO Self Raising Flour - 1.1kg	94067
BAKO Granulated Sugar - 800g	35613
BAKO Baking Powder - 18g	10021
BAKO Rapeseed Oil - 400g	12019
HPP Lemon juice - 50g	53127
Water - 640g	
BAKO Lemon Colour Flavour - 15g	51179

For Finishing

BAKO Icing Sugar	35615
HPP Lemon Juice	53127

Yields 8 loaves

(deposit weight dependant)

Method

- Blend flour, baking powder and sugar in a mixing bowl fitted with a beater
- Stream in liquids
- Mix to a smooth batter for roughly 3 minutes middle speed
- Deposit into loaf cake tins at approximately 350 - 400g each, depending on size of tin
- Bake at 170c for approximately 40 minutes
- Once baked and cooled, mix icing sugar and lemon juice together and drizzle over cake.

10%
OFF

pure taste
without
compromise

vegan muffins &
doughnuts for your
enjoyment



Code	Product Description	Case Size
82645	Dark Chocolate Muffins	110g x 36
82646	Fruity Blueberry Muffins	110g x 36
81861	Pink Velvet Doughnuts	55g x 48




Baker & Baker
— WE ARE AMERICAN BAKERY —

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Explore the range of cake mixes
and concentrates, 5th Avenue® icing range,
frostings, finishings and fillings at **BAKO**





Agne Petroseviciute, Artisan Baker, Restaurant & Cafe Consultant and Owner of A.Pastry Shop

Meet The Bakers

A.PASTRY SHOP

For this special Veganuary edition of Meet The Bakers, we bring you to Glasgow's trendy Southside, a community home to many artisanal bakeries, including the vegan and vegetarian friendly, A.Pastry Shop. Keep reading to find out more about their beloved pastry creations and gain insight into the strategy behind their success.



Meet the Bakers spoke with Agne Petroseviciute about her journey as owner of A.Pastry Shop

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

AP: I am the founder of 'A.Pastry Shop', a small neighbourhood bakery in Cathcart, in the Southside of Glasgow. I have four staff members, two full-time bakers and two part-time baristas.

We specialise in making outstanding vegan and vegetarian pastries and cakes.

I have been making pastry for over 17 years, working in various bakeries and restaurants in Lithuania, Sweden, Denmark, Edinburgh and finally in Glasgow and I have always dreamt of opening my own bakery.

When Covid hit in 2020, like many others I was furloughed from my job. As always, I baked my way through adversity and started selling pastries from my flat and I soon went from having a few neighbours collect pastry boxes at my door, to supplying cafes across the Southside. The business grew so much I was able to move into my own space after just over a year and A.Pastry Shop was born. My dream had come true!

Since opening in 2021, we have baked thousands of croissants, buns, empire biscuits, and cakes for our local community and we have also become suppliers to over fifteen small cafes in Glasgow, operating seven days a week!

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

AP: Since I moved to Scotland in 2009, one of the most positive changes in our industry is that people increasingly appreciate how baking is a craft and is something to be valued. In turn we feel more valued as bakers than we have before. No one is in this job for the money, but we all do feel a sense of pride in what we are doing, and the appreciation we are shown, by our customers means so much to us.

A negative change is how much the price of ingredients have increased since I started out in the industry and even though people do appreciate baking as a craft, there is still a limit to how much we can charge our customers. People are not going to pay £5 for a pastry, no matter how much they appreciate what we do.



A.Pastry's customers are drawn in not just by amazing plant-based treats but by appreciation of their craft



A.Pastry Shop Customer Feedback

"I am an absolute fan of their croissants (both savoury and sweet ones). They have a great selection of vegan, dairy free, gluten free options so very inclusive. Their seasonal produce is also great!" -Ruth

"An excellent & extensive daily selection of yummy fresh pastries with many vegan/veg options. Loved my cardamom buns and apple strudel!" - Adomas

MTB: Tell us about your product range

AP: We are a vegan and vegetarian bakery. We do still make some traditional bakes like Victoria Sponges etc, but 80% of our products are vegan.

We sell the classics including Empire Biscuits, Cinnamon Buns, Plain and Fruit Scones, Brownies and much more! Some of our popular bakes are our amazing Blueberry and Yoghurt Scones that customers absolutely love, and our vegan Brownies are popular, especially our new Caramel and Pretzel Brownies.

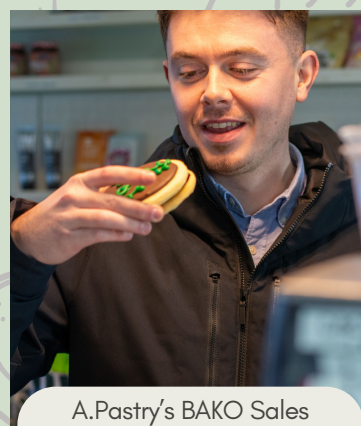
Customers can order and buy birthday cakes online and in store and we offer outside catering for small and large functions, including sandwiches, vegan sausage rolls, cookies, biscuits and more.

MTB: What would you say is your Signature Bake?

AP: Our bestselling bakes are our Cinnamon Buns, and they are by far the most popular product we sell. They have a lovely buttery flavour, and for the glaze we use a real vanilla paste from London. This elevates the humble Cinnamon Bun to another level!

Our scrumptious, melt in the mouth vegan Empire Biscuit is also a good seller and is made with BAKO Plant-Based butter from BAKO. We have the classic Empire with raspberry jam, and then we have special options including the lemon meringue Empire - filled with lemon curd and topped with icing and vegan marshmallows.

We are now working on a vegan shortbread recipe that we hope to launch in January, for Veganuary. We will have a classic recipe and then additional options including chamomile shortbread and white chocolate shortbread.



A.Pastry's BAKO Sales Manager, Lawrie

MTB: How do you feel about the state of the industry today from a baker's perspective?

AP: Right now, it is an up-hill battle. I knew that running my own bakery was going to be hard work. When I was managing bakeries, I saw the amazing work my bosses put into every day but I did not realise quite how hard it actually is; in particular with the issues with prices that we are all facing.

The cost of our ingredients has shot up by 100% - a bag of sugar, that cost us £14.52 a year ago, is now setting us back £28.40 - and our energy bills, staffing and rent have also increased.

We always knew the first few years of our business would be the toughest, but these extra challenges have pushed our beloved bakery to the brink on more than one occasion. Several local bakeries and cafes in the area have been forced to close recently. This both saddened and shocked us as we don't see them as competitors, but rather as part of the vibrant and caring Southside community.

MTB: What are some strategies you have in mind to overcome upcoming challenges?

AP: The cost-of-living crisis is the main issue affecting everybody. I am nervous about January, February and March, when people are feeling the effect of Christmas spending. Business is going to be extremely tough for all bakers then.

I am planning to offer more delivered vegan bakes, to be distributed across the UK, to help us to get through the lean months ahead, and I will be doing even more marketing, in particular on social media.

MTB: How do you find the partnership with BAKO?

AP: I really like the products that BAKO offer, I have a great delivery man, he is really friendly, and the people who take care of my account are amazing.

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

AP: If a baker is starting out today my advice would be to travel around and work in different bakeries. Be curious, see what other people are baking, and find out what really happens behind the scenes.

I would also emphasise that social media is very important. We started putting more time and money into social media, and we have a dedicated member of the team running all of our social media platforms. Since we invested in this resource, we have seen some really great results.



Plant based bliss

From veggie lovers to those looking to incorporate more plant based foods in to their diet, our delicious vegan range will satisfy everyone. Packed full of flavour and brimming with moreish fillings, all encased with our signature golden pastry. Try one today!

Vegan Pasty

Glazed puff pastry in a traditional pasty format, filled with savoury soya mince, potato, carrot, swede and onion.

30x226g
82485

Vegan 6" Sausage Roll

Seasoned sausage meat style protein encased in a glazed puff pastry.

66x122g
82481

Vegan Peppered Steak Slice

Glazed puff pastry, sprinkled with cracked black pepper and filled with beef style protein pieces in a rich peppered onion gravy.

36x179g
82482





PROUDLY SUPPORTING
OUR BAKO COLLEAGUES IN
THEIR 60TH YEAR



**BAKO
SELECT**

Create your own Sticky Toffee Cake

Ingredients

BAKO Code

BAKO Caramel Cake Mix - 1kg	22123
BAKO Whole Liquid Egg - 350g	94045
BAKO Rapeseed Oil - 300g	12019
Water - 225g	
Dates - 250g	31344

For Finishing

BAKO Caramel Fudgeice	39463
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Method

- Soak the dates in boiling water (225g)
- Allow water and date mixture to cool fully
- Add all ingredients to the mixing bowl with a beater attachment
- Mix for 1 minute on slow speed
- Scrape down
- Mix for a further 3 minutes on middle speed
- Deposit into two 7x12" tray bake foils / baking sheet or multiply the recipe by three for an 18x30" tray
- Bake at 180c for approximately 35 minutes
- Once baked and cooled, slice into squares / fingers and drizzle with heated caramel icing

**Save £ and avoid
sticky situations...**

**15%
Discount
in
January**

12584

Blue Centrefeed Roll x6

Serving suggestion

New & Improved Brownie Mix

Rich, indulgently chocolatey brownies are a breeze to make with our simple Brownie Mix. With a little water and vegetable oil, our Brownie Mix is ready to go wherever your imagination leads.

For extra tempting chocolate brownies, simply top your treats with Macphie:

- 5th Avenue® Icing range
- Frosting range
- Chocolate Chip Cookie Dough
- Flapjack Mix
- Sweet Snow®

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New Brownie Mix product code: 44439

Blondie Mix product code: 44438

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

NEW Blondie Mix

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macphie.com

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**BAKO
SELECT**

Create

BAKO Milk Chocolate Chunks

8mm x 8mm x 6mm

Ideal size for muffins and cookies and suitable for a wide range of applications. Bake stable and made with high quality cocoa producing a great chocolate flavour.

33561

10kg

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100 % MIX

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12.5 KG BAG

VEGAN



RECIPE FOR VEGAN RED VELVET CAKE

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77113 VEGAN CAKE MIX
77130 CHOCOLATE VEGAN CAKE MIX

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£2 OFF PER BAG



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Karen Dear
Chief Executive Officer

OUR 2024 MISSION

Producing high quality bakery products is understandably the focus for the busy men and women working hard in their businesses, but for us at the Craft Bakers Association, it is those bakers who are our priority. Being able to represent them and provide support when it is needed is a privilege.

I am in the fortunate position of having been involved in various roles with the CBA before my appointment as Chief Executive Officer, which has given me a fantastic insight into the industry and the challenges our members face.

As we look ahead to 2024, we are working on our strategy to ensure the association remains fit for purpose and relevant to all craft bakers. To that end, we are delighted to continue our longstanding and **close partnership with BAKO**, working together to achieve our joint mission; helping BAKO customers and the whole industry thrive.

Not only do we provide health and food safety and trading standards support through our **Primary Authority scheme** – backed by Horsham District Council – but we are also on hand to offer HR and employment law advice, which is invaluable to our members, some of whom have small teams and don't have the luxury of in-house resource.

CBA

CRAFT BAKERS ASSOCIATION

Supporting | Connecting | Influencing

But our remit goes far beyond that. We provide a platform for members to talk to each other, to be able to network and discuss concerns with their peers who will recognise their pain points and be able to provide moral, if not practical, support.

Additionally, we advocate for small businesses by lobbying the Government and raising awareness about the challenges they face.

In 2024 we will be **extending our benefits** to include succession planning, sustainability support and more. We will also be unveiling our new-look Thirteen magazine.

One key date for everyone's diary is our **2024 Business Day**, to be held on Wednesday, June 5 at the Hilton Wembley where we will have a larger competition area and exhibition space following the success of our inaugural event this year. We look forward to seeing everyone there.

Join the CBA today
craftbakersassociation.co.uk

CBA Benefits Members Value Most

- Legislation lobbying
- Health and foods safety advice
- Human resources support
- Employment law support
- Climate change levy agreement
- Tribunal and tax investigation insurance
- Chip and pin solutions
- Peer to peer support
- "13" Member Magazine
- Breakdown cover
- Access to the CBA's energy consultants
- Business insurance advice
- Bakery intelligence
- Members services directory
- Online training through the "MY CBA" portal

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

Mill Road, Littleburn Industrial Estate,
Langley Moor, Durham, DH7 8HR
T: 01913 780088

● WIMBLEDON

1-4 Merton Industrial Park,
Lee Road, London,
SW19 3XX
T: 02084 170540

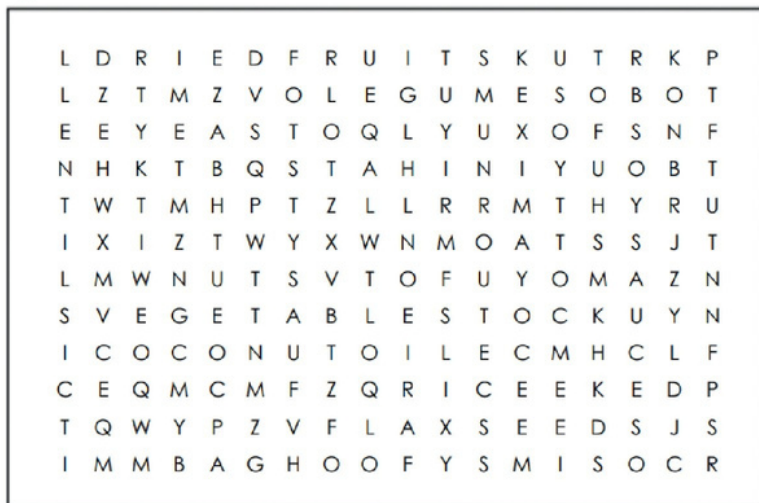
● PRESTON

74 Roman Way Industrial Estate
Longridge Road, Preston,
Lancashire, PR2 5BE
T: 01772 664300

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puzzling BREAK



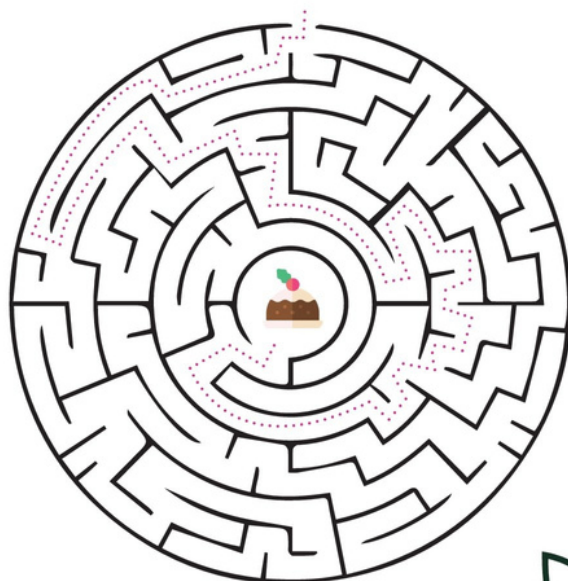
Find the following words in the puzzle.
Words are hidden → ↓ and ↘.

COCONUT OIL
DRIED FRUITS
FLAX SEEDS
LEGUMES
LENTILS
MISO

NUTS
OATS
RICE
SOY SAUCE
TAHINI
TOFU

VEGETABLE STOCK
YEAST

LAST PUZZLE ANSWERS



MORE PUZZLES IN NEXT MONTH'S EDITION

— IN THE —
Mix

FOOD INDUSTRY INSIGHTS & OFFERS