

# — IN THE — *Mix*

FOOD INDUSTRY INSIGHTS & OFFERS



Page 4



**From Oven to Online**  
How Digital Solutions can keep your Bakery Business Thriving

Page 12



**Baking a Difference**  
Meet the team at Penrith's Bake4Eden, where traditional bakery skills deliver more to the community than quality treats



# WELCOME

TO IN THE MIX

Dear Customer,

As we step into February, it's time to gear up for one of the year's most exciting seasonal sales opportunities: Valentine's Day. This romantic occasion inspires customers to indulge in sweet treats and heartfelt gifts, making it the perfect time to offer your love-struck customers with limited-time seasonal treats. From decadent desserts like the thaw & serve Strawberry Heart Doughnuts from Baker & Baker, to beautifully decorated custom cakes, we're here to provide you with everything you need to make the most of this love-filled season. Check out our guide to optimising your approach to the first big event in the 2025 baking calendar (pg 8).

In this edition, we're not just celebrating love - we're also helping you save! Check out our exclusive promotions on Frozen Confectionery & Viennoiserie from Wrights, Europastry, BAKO Select, Bridor and more. Boost your margins while keeping your shelves stocked with readily available customer favourites. Whether it's cookies, doughnuts or croissants; our range offers both quality and convenience at unbeatable prices.

Inside, you'll also find a scratch recipe for Bakewell Loaf Cakes, tips for making the most of digital tools and strategies in the modern high-street landscape (pg 4) and learn about the inspiring story and delicious creations of Bake4Eden in Penrith (pg 12).

Let's make this February a month to remember - for your customers and your bottom line!

With warmest regards,



EDITOR  
*Peter*

**BAKO** 

'The key ingredient to the food industry'®





**69% of consumers**  
are likely to buy a Danish Pastry  
with visible fruit pieces\*



Rhubarb,  
Madagascan  
Vanilla  
Custard &  
Meringue

Apple &  
Cinnamon  
Custard

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Bakewell

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**CASE SIZE:** 36 pastries (12 of each)

**Stock our Signature Fruit Danish Selection and unlock our insight-led drinks pairing guide to drive your sales.**



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**91% of consumers would purchase one of these pastries in a cafe or coffee shop\***

**Consumers will pay £1.02 more for one of these pastries in a cafe or coffee shop\***

\*Opeepi, SBS Signature Fruit Danish Selection - May 2024



# THE RISE OF DIGITAL INNOVATION IN BAKERIES

**In today's fast-paced world, bakeries are blending tradition with technology in order to stand out. From boosting your online presence to leveraging data-driven tools, embracing digital innovation can help your business rise like the perfect loaf! Let's break down how you can harness the power of digital tools to make your bakery stand out...**

## Boost Your Digital Presence

Social media is perfect for showcasing your mouthwatering creations. Post high-quality images, share behind-the-scenes baking moments, and engage with your audience to build a loyal community. Don't forget to keep your Google profile up-to-date and make sure your website is attractive, easy to navigate, and mobile-friendly. These small steps will help your customers find and fall in love with your bakery.

## Embrace E-Commerce

Selling online isn't just for big brands. Many bakeries are successfully expanding their reach with e-commerce. Expand your reach by offering online ordering, partnering with delivery platforms and subscription boxes. E-commerce makes it easy for customers to enjoy your treats anytime, anywhere!

## Use Data to Your Advantage

Data might sound intimidating, but it's a game-changer for small businesses. By investing in simple digital tools, you can gain insights to improve efficiency and customer satisfaction. You can track inventory, analyse sales, and understand customer preferences which helps to reduce waste, tailor your offerings, and improve efficiency.

## Stay Ahead with Automation

Digital tools don't just enhance the customer experience, they can streamline your operations too. Automated systems like point-of-sale (POS) software, email marketing tools, and payroll platforms free up your time, so you can focus on what you do best: baking!

Digital innovation isn't about replacing the heart and soul of your bakery; it's about enhancing it. By combining your passion for baking with the power of technology, you can create a future-ready business that's as efficient as it is delicious.

So, dust off your digital apron and get ready to rise to the occasion!







“All croissants are manufactured in France, and inspired by the traditional know-how of French artisans. Bridor aims for excellence, offering clients top-quality products.”

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2025

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Code 20209

**RTB**

**Croissant 70g x 60**  
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our user guide  
«Croissant in Every Shape»

**RTP**

**Croissant 80g x 150**  
Code 20358

**RTB**

**Croissant 90g x 50**  
Code 20207

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OF THE WORLD





# BAKO Dried Fruit

Turkish Sultanas  
31116 12.5kg

Turkish Raisins  
31282 12.5kg

Glace Cherries Whole &  
94054 10kg

Glace Cherries Halves  
94055 10kg



*Quality you can rely on*



*Create your own*

**Cherry Bakewell  
Loaf Cakes**



**Method**

- Whisk together egg and sugar for 10 minutes on top speed
- Gently fold in ground almonds, almond flavour, and flour
- Fold in melted butter (not too hot)
- Fold in cherries
- Deposit into loaf cake tins at 350g each
- Sprinkle with flaked almonds @ 10g per loaf
- Bake at 180c for approximately 45 minutes
- Finish as desired

**The above recipe will yield 4 loaf cakes.**

**Ingredients**

	<b>BAKO Code</b>
BAKO Self Raising Flour - 300g	94067
BAKO Granulated Sugar - 250g	35613
BAKO Liquid Pasteurised Egg - 400g	94045
BAKO Ground Almonds - 160g	28025
Butter (melted) - 300g	
BAKO Bitter Almond Flavour - 40g	51238
BAKO Glace Cherries Whole & Broken - 120g	94054
BAKO Flaked Almonds - 40g	28038



# LOVE AT FIRST BITE

**Valentine's Day is the perfect opportunity for bakeries to spread love through their creations. As customers look for the perfect way to express their love, your bakery can become their go-to destination. Here's how to infuse creativity, charm, and profitability into your Valentine's Day offerings...**

## **Heart-Shaped Everything**

Turn classic bakes into Valentine's Day sensations with heart-shaped cutters or moulds. Think cookies, cakes, and even savoury pastries with a romantic twist.

## **Luxury Chocolate Treats**

Offer decadent chocolate creations like truffles, chocolate-dipped strawberries, or a chocolate fondue kit. Packaging them in elegant boxes can add premium appeal.

## **Personalised Bakes**

Allow your customers to add custom messages to cookies or cakes. Phrases like "Be Mine" or "Love You" turn a treat into a keepsake.

## **Pre-Order Campaigns**

Encourage early orders for popular items with an exclusive discount or a free gift (like a small pack of heart-shaped cookies) as an incentive.

## **Collaborations with Local Businesses**

Partner with florists, jewellers, or boutique shops to cross-promote each other's products in Valentine's Day bundles.

Valentine's Day isn't just the most romantic day of the year - it's an opportunity for your bakery to be part of your customers' most cherished moments. With thoughtful planning, irresistible treats, and a touch of romance, you can turn this month into one of sweet success. Love is in the air, and it smells like freshly baked cookies!

Get stocked up on everything you'll need to make this Valentine's Day extra special, by giving us a call on 0808 196 2344 to place your order, or head online at [www.bako.co.uk](http://www.bako.co.uk)



# share the love

this **valentines** and **mother's day** with our delicious  
**Heart** shaped doughnut

Limited  
Edition

 **SUITABLE FOR  
VEGANS**

'Delicious soft heart  
shaped doughnut with  
a pink strawberry  
flavoured icing and  
white sugar strands'

  
serving suggestion

Code	Product Description	Case Size
82745	B&B Heart Doughnut	52g x 48

  
**Baker & Baker**

— WE ARE AMERICAN BAKERY —



**BAKO  
SELECT**

*Finish*

# BAKO Cakes for Finishing

Explore the 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

*Quality you can rely on*

Simply thaw, decorate and serve.  
Perfect for peak Seasonal periods

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OFF**

During  
February 2025



Chocolate Sponge with  
Salted Caramel Frosting

24x97g  
88324



Chocolate Bar  
Cake

30x92g  
88326



Vanilla Sponge with  
Vanilla Frosting

24x97g  
88325



Ginger Loaf Cake with  
Speculoos Frosting

18x87g  
88327



Serving Suggestions



# BAKO Colours & Flavours

Heat-stable liquid Flavourings & Colour Flavours.  
Formulated specifically for use in baking & patisserie.

## Flavourings

Vanilla	51029	1kg
Natural Lemon	51052	1kg
Rum	51090	1kg
Bitter Almond	51238	1kg
Bunspice	51033	1kg

## Colour Flavours

Chocolate	51240	1kg
Coffee	51550	1kg
Lemon	51179	1kg
Raspberry	51219	1kg

*Quality you can rely on*



# Meet The Bakers

## BAKE4EDEN



4Eden CEO Jacqui Taylor and BAKO Sales Manager, Sue Pearson

This month we travel to picturesque Penrith, in Cumbria's Eden Valley, to meet the inspirational Jacqui Taylor to learn about the unique synergy between traditional bakery techniques and community support that is Bake4Eden. The bakery is part of the local charity, 4Eden, providing coaching & support services & opportunities throughout the Eden Valley, specialising in learning disability, neurodiversity and additional learning needs.

**Meet the Bakers spoke with Jacqui Taylor to find out more about Bake4Eden's admirable mission, business strategy and, of course, delicious baked creations.**

*MTB: Can you give me an overview of your bakery and guiding ethos?*

*JT: We are Bake4EDEN, where small-batch baking meets a greater purpose. Our bakery intertwines flavours, textures, and colours with passion, learning, and pride. We're more than just a bakery; we're a community hub that combines traditional baking with opportunities for skill-building, apprenticeships, and sustainable employment for young people.*

*As part of the 4Eden charity, we empower individuals with learning disabilities, and neurodiversity to gain confidence and experience in a supportive environment. Is it so rewarding when you share your love of baking with others who want to learn, create and produce fabulous products that customers come back for.*

*MTB: What sort of products do you offer you customers?*

*JT: Our bakery offers a delicious range of traditional and artisan products, including brownies, amazing almond slices, apple pies, homemade savoury pies, sausage rolls, and our 'famous' Flipping Fantastic Mars slice. We also specialise in traybakes of various sizes, catering to individuals, parties, and events. Everything we bake is rooted in home-cooked flavours and made with love.*



Matthew & Abbie Rose show off the final results of their hard work and training

*MTB: Why did you decide to open Bake4Eden?*

*JT: I became a baker because I've always had a passion for food and creating something that brings people together. From my teenage years, I knew catering was something I wanted to do, and baking felt like a natural fit. Later, I realised it could be so much more than just a job—it could be a way to teach, inspire, and empower others. Baking allows me to share my love for traditional methods while enabling individuals with learning disabilities and neurodiversity the opportunities to learn skills and gain confidence. For me, it's about making a difference through something I truly love.*

*Bake4EDEN was born out of both necessity and opportunity. When the baking space we relied on for our café was sold, we saw a chance to not only continue providing food for our café and shop but also expand our learning and employment programs. We envisioned a space where baking could inspire confidence, teach life skills, and create meaningful work opportunities. The bakery became the perfect blend of community impact and traditional craft.*

*MTB: How is business today?*

*JT: Business is challenging but rewarding. Post-COVID, footfall on the high street has decreased, and finding skilled bakers who can also mentor our daily baker trainees has been difficult. However, we're adapting by focusing on new offerings like frozen pies, creating our own sourdough and building awareness of our unique mission. Despite the challenges, we're committed to growing Bake4EDEN and continuing to support our community.*



Bake4Eden's traditionally made sourdough, brownies and sausage rolls

**"We are passionate about doing meaningful activities that encourage each person to be a valued part of their community; build up their skills, interact with each other and achieve independence in as many parts of their daily lives as they aspire to."**



MTB: *What are some of your stand-out bakes that customers love?*

JT: The apple pie is undoubtedly our signature bake. Its traditional, home-cooked appeal embodies everything Bake4EDEN stands for: quality, heart, and a connection to the traditional. Our Ginger and Anzac biscuits are customer favourites too- the ginger biscuits from an old recipe and our Anzac's with a story keeps people coming back for more. Additionally, we are offering our unbaked frozen pies, which offer convenience without compromising on quality, are quickly gaining popularity.

MTB: *Do you have any product launches or new offerings planned for 2025?*

JT: Yes! We're excited to launch the Moreish Mint Slice, a creative and sustainable dessert that uses waste mint fudge from the Penrith Toffee Shop and broken home-made digestive biscuits from our kitchen. It's a wonderful example of turning potential waste into something delightful. This Easter, the Moreish Mint Slice will join our lineup, offering customers a sweet treat with a meaningful story—all proceeds directly supporting our charity's work.

MTB: *How much do you use social media and has it proved to be a good promotion tool?*

JT: We primarily use Facebook, which has been a fantastic tool for connecting with our community. Posting photos of fresh bakes, like our traybakes or apple crumbles, drives immediate interest and foot traffic. While we've yet to explore TikTok, we know its potential to reach younger audiences and are considering expanding into that space.



Bake4Eden's BAKO Sales Manager Sue samples the latest addition to the range- the Moreish Mint Slice.



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

JT: Sue, our BAKO rep, provides invaluable support, helping us source products and offering advice tailored to our needs. Being a member of BAKO connects us with high-quality resources and ensures we can maintain the standards that Bake4EDEN is known for.

MTB: *What challenges and opportunities do you see for the bakery industry currently and looking to the future?*

JT: One of the key challenges is adapting to changing consumer habits, such as increased awareness of health and the desire for less-processed foods. However, this also presents an opportunity for bakeries like ours, which focus on artisan, small-batch baking. I believe the industry will see a resurgence of traditional methods and a shift toward quality over quantity. Convenience is another area of growth; our frozen pies, are a step in that direction.

MTB: *What advice would you give to bakers starting up today?*

JT: Stick to traditional methods and focus on quality over quantity. Understand your customers' needs, and start small, building up as demand grows. Above all, bake with passion. When you put your heart into your work, it shows in the final product, and customers will notice..

## Bake4Eden Customer Feedback

"Lovely bakery offering their delicious handmade cakes, including amazing tiffin's, the BEST Millionaires Shortbread you've ever had, and an Almond Slice as good as my grandma's!" - Sam

"The best bakery in Penrith!"  
- Christine

"I got one of each pie as they all looked that good we were spoilt for choice. They were delicious and the pastry was perfect!" - Melanie



facebook.com/4EDENbakery



@bake\_4eden



# New Year Savings up to 10% off this Month

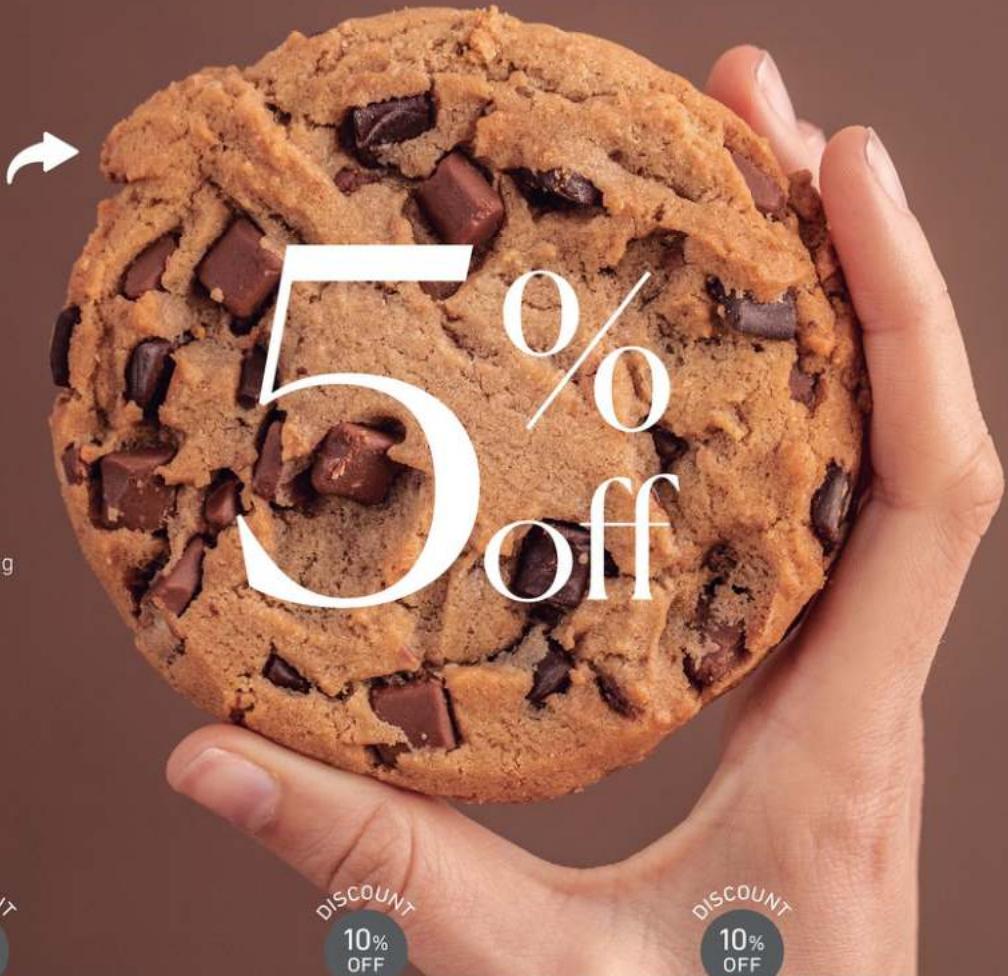
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40 u / 107g 56261



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24 u / 80g 32202



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36 u / 76g 52036



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## Dots Plain Ring

The classic Dots with the same flavour and softness. Hand-made appearance and it comes plain to decorate and fill as you please.

72 u / 44g 51239







**New**  
Improved  
Recipe

**49067**  
Dawn Plain Crème Cake  
Mix  
12.5kg

**49066**  
Dawn Chocolate Crème  
Cake Mix  
12.5kg



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## New Improved Crème Cake Bases

All of our Crème Cake Bases are easy-to-use, perfect for today's busy baker. These versatile cake bases are ideal for everything from loaf cakes and sheet cakes to cupcakes and muffins. They deliver consistent results every time, even for less experienced staff. Designed to hold inclusions and blend seamlessly with other Dawn ingredients, their possibilities are limitless!

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Description	Pack format
FROZEN DAIRY CREAM FINGER DOUGHNUTS	12 x 111g





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**Apple & Almond 81780**

**Cherry & Rhubarb 81791**

**Chocolate & Coconut 82675**

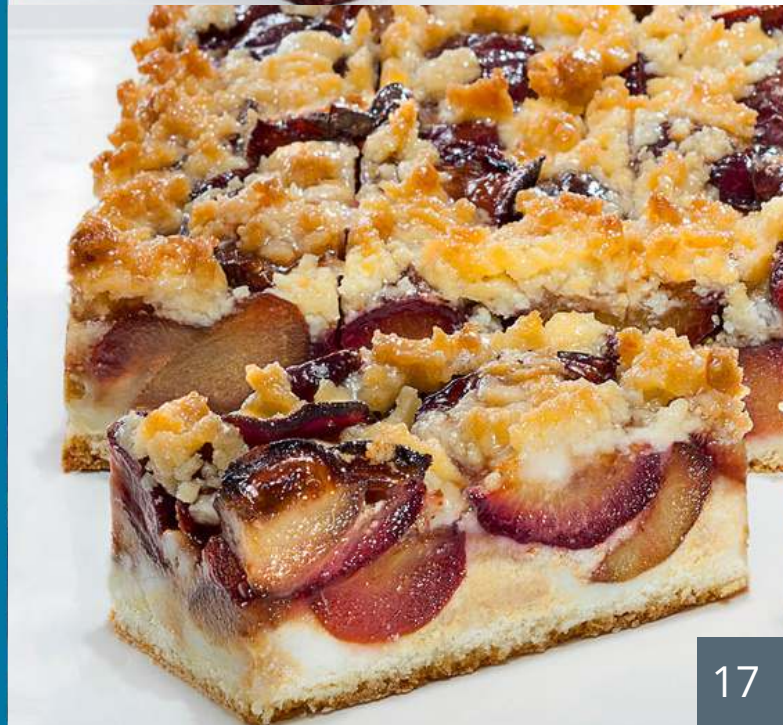
**Plum Butter Crumble 82676**

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Code	Product Description	Size
88256	B&B Supreme Milk Choc	90 x 50g
88265	B&B Supreme Double Choc	90 x 50g
81052	B&B Supreme White Choc	90 x 50g



Simply take a quantity of frozen cookie pucks



Spread out evenly on a lined baking tray



Bake from frozen in less than 15 mins



Serve for delicious freshly baked cookies

Simply bake your cookie pucks from frozen





# Taste the World with Macphie

Consumers are seeking cultural variety with their food, allowing them to be transported to countries across the world, and be immersed in new cultures in an economic and tasty way.

With the exceptional versatility of Macphie products, you have the perfect foundation to blend flavours from diverse cuisines into exciting new creations. By doing so, you can elevate your menu, attract adventurous customers, and boost sales by offering a true taste of global exploration.

For example, by combining Macphie Crème Cake Mixes with Mactop Extra, you can easily craft a Latin American-inspired tres leches cake. Customise it with global flavour twists, such as the indulgent richness of a Black Forest infusion, to surprise and delight your customers.

And that's just the beginning - the adaptability of our Crème Cake Mixes unlocks endless possibilities for creating a wide range of innovative sweet treats.



Scan the QR code for more inspiration...

**simply clever food**  
macphie.com

    /macphieuk

## Featured Product:

Mactop® Extra

44089 (10L)

44127 (12x1)

Plain Crème Cake Mix

44437





# NON-FOOD Essentials



## Catering Disposables



White Paper Napkins  
30cm | 5000 pack

12592

White Newscap Paper  
Offcuts | x480 Sheets

41026

HDPE Counter Sheets  
450x700mm | x1000

40471

Greaseproof Paper  
20x30" | x480 Sheets

41157

Silicone Vegetable Parchment

18x30" | x1 Ream

41011

20x30" | x1 Ream

41018

Visit our website, [www.bako.co.uk](http://www.bako.co.uk), to view our full Product Guide, speak to your Account Manager or call us on **0808 196 2344** for more info



# 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

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Longridge Road, Preston,  
Lancashire, PR2 5BE  
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# puzzling BREAK



## WORD PUZZLE

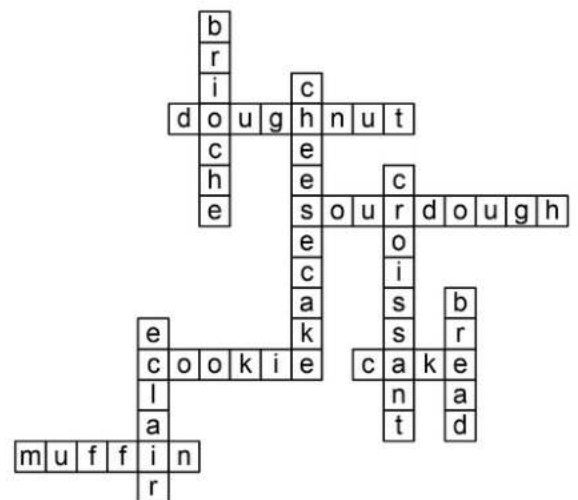
How many words can you make out of  
VALENTINE'S DAY?



- 1 \_\_\_\_\_ 13 \_\_\_\_\_
- 2 \_\_\_\_\_ 14 \_\_\_\_\_
- 3 \_\_\_\_\_ 15 \_\_\_\_\_
- 4 \_\_\_\_\_ 16 \_\_\_\_\_
- 5 \_\_\_\_\_ 17 \_\_\_\_\_
- 6 \_\_\_\_\_ 18 \_\_\_\_\_
- 7 \_\_\_\_\_ 19 \_\_\_\_\_
- 8 \_\_\_\_\_ 20 \_\_\_\_\_
- 9 \_\_\_\_\_ 21 \_\_\_\_\_
- 10 \_\_\_\_\_ 22 \_\_\_\_\_
- 11 \_\_\_\_\_ 23 \_\_\_\_\_
- 12 \_\_\_\_\_ 24 \_\_\_\_\_



## LAST PUZZLE ANSWERS



MORE PUZZLES IN NEXT MONTH'S EDITION



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— IN THE —  
*Mix*

FOOD INDUSTRY INSIGHTS & OFFERS