

— IN THE —
Mix

FOOD INDUSTRY INSIGHTS & OFFERS



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Baking into 2025

A look at the key trend predictions shaping the bakery industry this year



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Veganuary Meet The Baker

We meet with Sean Coughlan at Coughlan's Bakery, Crawley to learn about their uniquely plant-based offering and more!

WELCOME

TO IN THE MIX

Dear Customer,

Happy New Year! As we ring in a fresh start, this issue is all about setting the stage for success in the year ahead. From forecasting 2025's key bakery trends to showcasing innovative products with industry-beating discounts, we're here to help you kick off on the right foot.

Whether you're looking to refresh your plant-based offerings for Veganuary 2025 or explore new market opportunities, this edition is packed with fresh-baked insights to inspire and inform. Flip through to discover discounts on products from Ireks, Puratos and Bakels too.

Reflect on the uniquely plant-based story of Coughlan's Bakery in our Meet The Baker feature, this month featuring a very special celebrity cameo and brighten up your January offering with a delicious Banana Muffin recipe from our Technical Baker Claire.

We also take this opportunity to review 2024, a very special year for BAKO as we celebrated our 60th year as the Key Ingredient to the Food Industry. A massive thankyou to all our customers, suppliers and partners that helped in raising money for Dementia UK.

Let's make this year another truly exceptional one for UK Bakery!

With warmest regards,



EDITOR
Peter

BAKO 

'The key ingredient to the food industry'®

Celebrating 60 Years of Baking Excellence:

A Look Back at BAKO's Diamond Anniversary Year

This year, BAKO proudly celebrated a milestone 60 years of serving the UK's baking industry. Since 1964, we've been the trusted partner of bakers across the nation, delivering high-quality ingredients, innovative solutions, and steadfast support. To mark our diamond anniversary, we embarked on a year-long celebration filled with creativity, connection, and purpose. From competitions showcasing the incredible talent within the baking community to a monumental charity challenge, 2024 has been an unforgettable journey. Here's a look back at the highlights of this special year.

Baking Creativity Takes Centre Stage

Our Big BAKO 60th Birthday Cake Competition invited bakers to create cakes that celebrated BAKO's legacy. The creativity and craftsmanship on display were awe-inspiring, reinforcing the extraordinary talent within the baking community.

At the Craft Bakers and Scottish Bakers Conference, we proudly celebrated alongside industry colleagues, showcasing stunning 60th-anniversary cakes to mark our incredible milestone. Events like these highlight the vibrant connections that make our industry so special as well as inspiring us to continue supporting the next generation of bakers.

Supporting a Worthy Cause

Giving back has always been at the heart of BAKO. This year, we launched a limited-edition raspberry trifle slice, with 60p from every case sold donated to our charity partner, Dementia UK. Thanks to the support of our customers, this initiative raised significant funds to help families affected by dementia receive the care and guidance they need.

Reflecting on the milestone year, BAKO CEO Michael Tully said: "Celebrating 60 years has been about more than marking our achievements—it's been a chance to give back to the community that has supported us for six decades. From fostering creativity to raising funds for Dementia UK, this year has been a true celebration of what makes the baking industry so extraordinary. Here's to continuing this journey together for many years to come!"

Scaling New Heights for Charity

The centrepiece of our anniversary celebrations was the Mount Kilimanjaro Challenge. A team of BAKO employees undertook this six-day trek to Africa's highest peak, Uhuru Peak, to raise as much money as possible for Dementia UK. Months of preparation paid off as the team reached the summit, proudly unfurling a banner commemorating 60 years of BAKO. The funds raised will support Dementia UK in providing vital care to families across the UK, making this a truly meaningful tribute to our diamond anniversary.

Looking to the Future

As we reflect on the past 60 years, we are filled with gratitude for the customers, suppliers, and partners who have been part of our journey. This milestone year has been a celebration of community, creativity, and collaboration—everything that makes BAKO a cornerstone of the baking industry.

We look forward to continuing to serve and support bakers across the UK, delivering quality products and innovative solutions for many more years to come. Thank you for being part of our story. Here's to the next 60 years of baking excellence!





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TOP BAKING TRENDS FOR 2025

The bakery industry is rising to meet evolving consumer preferences in 2025, blending innovation with health-conscious choices.

Here's a snapshot of the trends shaping the year...

Baked with Benefits

Health is on the menu with baked goods fortified with prebiotics, probiotics, and fibre-rich ingredients like whole grains. These products cater to customers seeking both gut health and holistic wellness.

Sourdough Evolution

Sourdough's timeless appeal is taking new forms. Bakers are incorporating it into unexpected creations like enriched brioche or savoury twists featuring ingredients like kimchi. With its natural fermentation process, it offers health benefits - making it a perfect choice for wellness-focused consumers.

Flex Your Tastebuds

Flexitarian baking is a great offering for bakeries because it caters to the growing demand for balanced and inclusive dietary options. By blending plant-based recipes with occasional traditional ingredients like eggs or dairy, bakeries can appeal to a broader audience, including health-conscious consumers and those exploring sustainable food choices.

Taste the 'Local' Difference

Consumers are increasingly drawn to shopping local, especially when it comes to baked goods. Shopping at local bakeries isn't just about the products; it's about the experience. Customers enjoy discovering creative, one-of-a-kind items they can't find in larger chain stores. Local bakeries can offer a distinctiveness that stands out in a crowded market.

Personalisation Perfection

Customers love bespoke creations. Think 'design-your-own' cupcakes, cakes, or cookies. By positioning your bakery as a provider of tailored, interactive, and locally inspired baked goods, you'll capture the attention of today's experience-focused customers while building lasting brand loyalty.

Stay ahead by embracing these trends, ensuring your bakery offers both innovation and authenticity to keep your customers coming back for more!

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Encased in our signature golden pastry, the moreish, plant-based filling of our vegan sausage roll is packed full of flavour. Perfect for veggie lovers or those looking to incorporate more plant based foods into their diet, this delicious modern classic is sure to satisfy.



Sean Coughlan & BAKO Regional Sales Manager Julie Bainbridge

Meet The Bakers

COUGHLANS BAKERY

To celebrate Veganuary 2025, who better for us to meet up with than Croydon based Sean Coughlan? The 3rd generation owner of Coughlans Bakery, Sean's success is driven by Coughlans core values of sustainable practice, product innovation and baking their way into customer's hearts using only the best, freshest ingredients. We travelled to the most recent addition to their 31 strong bakery chain in Crawley, started up following a suggestion from a local fan of their plant-based bakes... read on to discover the full story of Coughlans and the unlikely celebrity partnership that's making headlines!

Meet the Bakers spoke with Sean about his family business, the current state of the Bakery industry and their unique approach to plant-based products that keeps customers coming back for more.

MTB: Can you give me an overview of your bakery's history and why you got into the business?

SC: We've been in the bakery business for 87 years, and I'm proud to say that Coughlan's is still a family-run bakery. My grandad started the bakery back in 1937, and since then, our passion for creating high-quality baked goods has passed down through three generations. My two sisters and I now work in the business, across our 31 shops, from our main bakery in Croydon, where we've been baking since 1971.

Growing up, I always knew I wanted to be part of this. I started working in the bakery at 14, and when I was 17, I went to the Northwest for training with members from the BCA. After two and a half years, I returned with new ideas to help grow our family business, and it's been my life ever since.

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

SC: We specialise in classic bakery lines, but over the years, we've made them our own, especially by focusing on plant-based products. About 95% of our entire range is plant-based now, and it's been an incredible journey. This shift started on a personal note—when my daughter, who just turned 10, was diagnosed with lactose intolerance as a baby. I wanted to make sure she could enjoy our treats, and so I began exploring plant-based options. That was ten years ago, and at that time, it wasn't mainstream. But it was clear that there was a market for delicious, plant-based bakery items.

MTB: What are some distinctive Coughlans best sellers?

SC: Today, we're known for our doughnuts, Danish pastries, and croissants, and our best-sellers are our jam doughnuts and sausage rolls. People can't even tell they're plant-based! We've changed nearly all our recipes, but if anything, they taste even better now.

Our menu is always evolving, with new products and seasonal lines. Last year, we collaborated with Romesh Ranganathan to create the "Ranga Yum Yum," with a portion of proceeds going to the CALM charity. That one was a hit, and it was fun to be able to do something that also gave back. Then there's "Dave," our cinnamon-yum-yum-croissant hybrid, named by our social media followers. We love having fun with our menu and involving our community in it!



Sean and Mr. Ranganathan recently announced that Romesh is set to become a part-owner and even part-time shop worker at the Crawley bakery!

Romesh announced the deepening partnership via his Instagram, saying, "It is something that I've wanted to get involved with for a long, long time." Along with his wife, Leesa, Romesh became a huge fan of Coughlan's vegan bakes and even inspired the foundation of Coughlans Maidenblower location.



The iconic Ranga Yum Yum, devised in collaboration with funnyman and Crawley local, Romesh Ranganathan!

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

SC: We wouldn't be here today without social media. I run our Instagram myself, and it's been a fantastic way to connect with our customers and share what we're doing. We've got over ten and a half thousand followers, mostly local, loyal customers, which feels amazing. I use it to announce new products and seasonal items, and it's become a direct line to our community. Social media can't reach everyone, but it's a powerful tool for engaging with our customers.



Sean & the Coughlans Maidenblower team outside their shopfront in Crawley

MTB: How is business today?

SC: Business today is a mix of progress and challenges. Our shops are doing well, especially as we've refocused on retail after COVID, but it hasn't been easy. We're facing steep energy and ingredient costs, and the High Street just isn't as lively or affluent as it used to be, which affects foot traffic and sales. Every year seems to bring something unpredictable, and right now, it's harder than it was even during COVID.

Despite the challenges, we're committed to what makes us unique: quality products, fresh ingredients, and sustainable practices that keep us aligned with customer values. We're hopeful for the future, but we're also cautious and adapting as we go.

MTB: What challenges and opportunities can you see in the near future for highstreet bakeries like Coughlans?

SC: If you'd asked me pre-COVID, I'd probably have had a clear vision of where the industry was heading, but now, it feels like every year brings a new surprise.

Still, we're committed to what matters to us—fresh, high-quality ingredients, minimal packaging, and sustainable practices. Almost all our packaging is recycled, and we've built partnerships with five local homeless charities to donate surplus food, ensuring that nothing goes to waste. Anything leftover goes to a company called Bio Collectors, who turn it into fuel.

Looking at the future of the bakery industry is challenging in these times. With rising costs and the unpredictability of the market, it's hard to predict what's next. But as long as we stick to our values—using the best ingredients, minimising our carbon footprint, and continuing to innovate—I'm hopeful we'll keep growing. And I know that with the support of our community and partners, we'll face whatever comes our way.

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

SC: For anyone starting out in the bakery industry, I'd say buckle up for a bumpy ride. I love this industry; it's my passion, but it's hard work. It's 24/7, and you need to find your niche to stand out. For us, plant-based products have been that niche, and it's been a game-changer for us.



From classic sweet and savoury bakes to Coughlan's own innovative creations- almost all are plant-based as standard.

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

SC: Our partnership with Bako is a big part of our business. My dad was on the board and our relationship with them goes back decades. They've been a reliable partner in helping us source high-quality ingredients. It's a partnership we value deeply and hope to continue for many more years.

Coughlans Bakery Customer Feedback

"Lovely bakery with lots of vegan cakes, biscuits and treats, all delicious as I got nearly a sample of everything on display! The freshly baked bread is really good too, as their filled pasties. It's the kind of place one always comes back to when in town centre" - Javier

"I absolutely love this place. The staff are so friendly, the food is delicious and a lot of vegan options." - Izzie

"Been a few times since it opened...ridiculously delicious! Top notch bakery, fantastic staff and the 4 for 3 deal is always hard to say no to! Highlight so far: Cinnamon Twisted Donut 10/10!" - James



Freshly baked Coughlans products. From the eye-catching Emoji Cookies to classic Jam doughnuts



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Create your own

Banana Muffins

Ingredients

| | |
|---|-------|
| BAKO Plain Crème Cake Mix - 1kg | 22103 |
| BAKO Liquid Pasteurised Egg - 350g | 94045 |
| BAKO Rapeseed Oil - 300g | 12019 |
| Water - 225g | |
| x2 Medium sized bananas (brown if possible) | |

Finishing

| | | |
|---------|-------------------------------|-------|
| Iced | BAKO White Fondant Icing | 35137 |
| | Flaverco Yellow Colour Powder | 51002 |
| Crumble | <i>or</i> | |
| | BAKO Plain Flour | 94066 |
| | BAKO Caster Sugar | 35614 |
| | BAKO Margarine | 94088 |



Method

- Place the 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.
- Chop bananas into small chunks and fold in over 1 minute on 1st speed
- Deposit batter into muffins at approximately 120g depending on size of tins.
- If using crumble, sprinkle each muffin with crumble mix
- Bake at approximately 180c for 35 - 40 minutes or until bake is set and lightly golden brown.
- Allow to cool.
- If using icing, spin cooled muffins with heated / melted fondant

Yields around 16 muffins depending on deposit weight.



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12.5kg

49508
Dawn Chocolate Crème
Cake Concentrate
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In recent years, matcha has crossed cultural boundaries to gain worldwide popularity. Once famous for its vibrant beverages, this versatile ingredient is now making waves in all kinds of culinary creations.

It's striking green colour is visually appealing, which is one of the reasons it is all over social media platforms such as TikTok and Instagram.

Despite originally trending due to its success in beverages, matcha has found its way into a variety of food concoctions due to its extreme versatility.

Millionaire shortbread, the classic sweet treat known for its layers of shortbread, gooey caramel, and rich

chocolate, continues to attract new twists and variations. By adding matcha powder to the **Macphie Shortbread Mix**, and topping with **Macphie Luxury Caramel Filling** and a layer of chocolate, you can transform the classic into an eye-catching, vibrant treat.

Product Codes:

Shortbread Mix - 44242





Luxury Caramel Filling - 44416



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Chocolatiers, bakery, dairy.*

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| 82745 | B&B Heart Doughnut | 52g x 48 |


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Create your own

Black Forest Mini-Gateaux



Ingredients

**BAKO
Code**

Base

| | |
|--|-------|
| BAKO Chocolate Crème Cake Mix - 1kg | 22102 |
| BAKO Whole Liquid Pasteurised Egg - 350g | 94045 |
| BAKO Rapeseed Oil - 300g | 12019 |
| Water - 225g | |

Decoration / Filling

| | |
|-----------------------------------|-------|
| BAKO Dark Cherry Fruit Filling | 82721 |
| BAKO Whip | 22617 |
| Callebaut Milk Chocolate Shavings | 35632 |



Method

- Place the 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 into 3" cheesecake rings at roughly 120g each, giving a yield of 15 mini gateaux.
- Bake at around 180c (160c fan) for approximately 35 - 40 mins
- Once cool, split in half and fill with BAKO whip and cherry pie filling
- Decorate with bulbs of BAKO Whip & Chocolate Shavings

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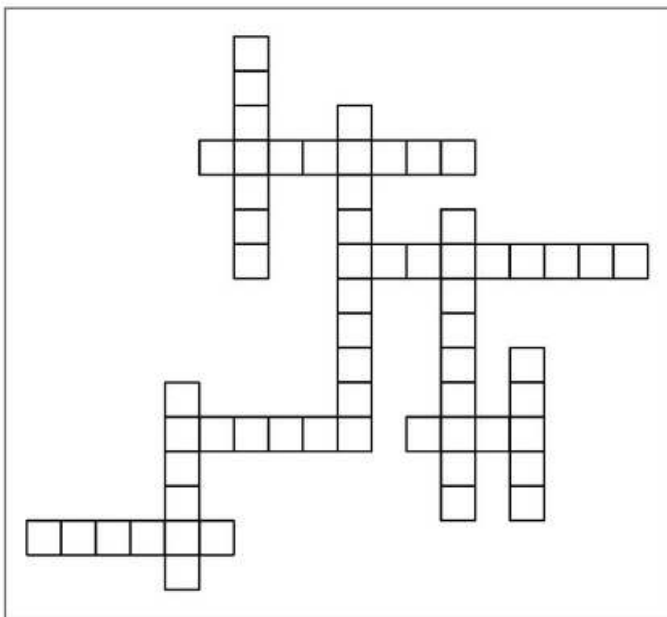
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Muffin

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Doughnut
Cheesecake

Croissant
Sourdough

LAST PUZZLE ANSWERS

1. December and January both have 31 days. How many months have 28? All of them.
2. There are five candy canes, and you take away two. How many do you have? Two, because you took away two.
3. I'm covered with eyes and can often be found at Christmas dinner. What am I? A potato.
4. I can travel all around the world just like Santa without ever leaving my corner. What am I? A stamp.
5. You can catch me but not throw me. I'm most popular in winter. What am I? A cold.
6. I am a ball that does not bounce. What am I? A snowball.
7. What has many rings but no fingers and can be heard but never seen? Jingle bells.
8. What do you get if you cross a Christmas tree with an apple? A pineapple.

MORE PUZZLES IN NEXT MONTH'S EDITION

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| Sprink | 6 x 665g aerosol cans | 60690 | 132040 |

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