

IN THE *Mix*

FOOD INDUSTRY INSIGHTS & OFFERS



From pg 3

BAKO Festive Savings

Enjoy discounts on Xmas favourites from Dawn, Bakels, CSM and more.



Page 6

Well done Team BAKO!

The wanderers have returned! Learn about their incredible fundraising Kilimanjaro hike in support of Dementia UK

WELCOME

TO IN THE MIX

Dear Customer,

As we head into the busy festive season, we're focusing on helping you gear up for one of the most crucial times of the year. From unmissable discounts from top suppliers to market insights and recipes to inspire, this issue is packed with everything you need to stay ahead of the competition and satisfy customer demand. Whether you're stocking up on seasonal ingredients or looking for inspiration to drive sales, we've got you covered!

In this jam-packed pre-Christmas edition you'll find a heap of hefty discounts on seasonal favourites from brands such as Bridor, CSM, Dawn, Baker & Baker and, of course, BAKO Select. Keep reading to discover a handpicked selection of Festive essentials, from our jolly selection of edible decorations, thaw & serve themed doughnuts to mincemeat and gingerbread men.

That's not all! Join us in Blackpool as we Meet The Bakers, gaining crucial insights from the success story that is Laines Bakery, celebrating their 40th year. Learn about the practical benefits of different sugar applications, brought to you by the experts at Ragus, check out the excitingly different new Carob Cake Mix launch from IREKS, and find an informative breakdown of recent activity in the Dairy Market from our Senior Commodity Manager, Julia.

A big congratulations is in order for our BAKO 60th Anniversary Kilimanjaro Expedition Team; Ian, Jo, Lucy and Marta! Their herculean efforts, raising money for Dementia UK, cannot be understated- don't forget you still have time to donate to this worthy cause. Turn to our report on page 6 to hear about their experiences and take in some amazing views from the epic ascent.

See you next time!



EDITOR

Peter

 Celebrating 60 years of
BAKO
Established 1964

**BAKO
SELECT**

Finish

**10%
OFF**

During November
2024



Festive Slice

**Spread Holiday Cheer
with every Slice**

A Festive Slice with a seasoned chicken filling with sausage, bacon and cranberries, in light puff pastry with sage and onion stuffing crumb.

Product Code: 84189

36 x 175g

Frozen - Unbaked

Quality you can rely on

Christmas 2024

Celebrating 60 years of
BAKO
Established 1964

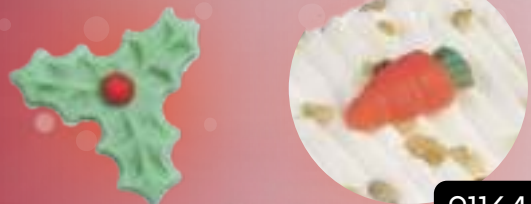
Edible Decorations

92385	Culpitt Holly & Berry 20mm	x250
92383	Culpitt Christmas Penguins 25mm	x200
92388	Culpitt Light Green Holly & Berry 24mm	x370
91164	Culpitt Sweet Melt Carrot 25mm	x260
92748	Culpitt Santa Heads 35mm	x196
92387	Culpitt Christmas Friend 25mm	x200
92897	Culpitt Gingerbread Plaques 75x163mm	x72



92385

92383



92388

91164



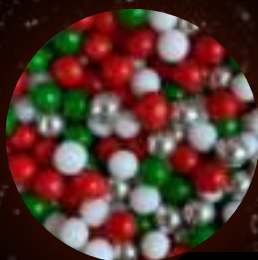
92748

92387

24087	Truly Twinkle Polished Pearls	1kg
24088	Truly Merry Berry Sprinkletti	1kg
24089	Truly Mulled Wine Sprinkletti	1kg
24090	Truly Glimmer Christmas Trees	800g



92897



24087



24088



24089



24090

get festive!

Celebrate Christmas with a seasonal
Cocoa Creme filled doughnut



Code	Product	Pack
81844	Christmas Ring Doughnut	48 x 74g


Baker & Baker

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The Climb of a Lifetime

MOUNT KILIMANJARO



A team of BAKO trekkers have successfully reached the summit of Mount Kilimanjaro! The culmination of our year-long 60th Anniversary celebrations, this amazing achievement also serves to raise funds for Dementia UK, with the aim of collecting a generous donation for the charity.

The BAKO Kilimanjaro Challenge exemplifies the company's commitment to making a meaningful difference in the community while commemorating six decades of success.



**CONGRATULATIONS
TEAM BAKO!**



The BAKO team, comprising (L-R above) Ian Best, Marta Skomoroko, Joanna Walaszczyk and Lucy John began their journey from Nale Moru Village, following a challenging route that took them through maize and potato fields, rainforests, and ultimately to the snow-capped summit of Kilimanjaro. After a gruelling seven days of trekking more than 100 km, Lucy, Joanna and Marta proudly stood at the "Roof of Africa". Unfortunately, Ian, after suffering from low oxygen levels at the final stage, made the decision to stay back for his safety.

BAKO CEO, Michael Tully, expressed his pride in the team's remarkable achievement: "Reaching the summit of Kilimanjaro is an extraordinary accomplishment, and we are incredibly proud of Lucy, Joanna, Marta, and Ian for their dedication and resilience. Their efforts are a true reflection of the spirit of BAKO—pushing boundaries while supporting an important cause like Dementia UK. We couldn't have asked for a more fitting way to celebrate our 60th anniversary."



While the altitude, cold, and unpredictable weather made the ascent particularly challenging, the team's strong camaraderie and support from local guides helped them persevere.



"The altitude really took a toll on me during the summit night, but the support from the team was incredible and I even managed to enjoy the cold nights better than expected. This trek was life-changing—it's sparked a passion for more challenges and exploration."



Marta Skomoroko
BAKO Specification Technologist

"The toughest part was the climb to the summit, but the beauty of the scenery—especially waking up to the sunrise each morning—made it all worthwhile. Reaching the top was the best part, and I'd love to do it again!"



Lucy John
BAKO Stock Controller

"The toughest part was dealing with the headaches and dizziness from the high altitude, but the contrast between the barren landscape up high and the lush rainforest below was awe-inspiring. This trek has been enlightening and joyful, pushing me out of my comfort zone."



Ian Best
BAKO Supply Chain Manager

"I'll never forget brushing my teeth under a sky full of stars and the Milky Way. It was an eye-opening experience that I'm still processing, and while I said I'd never do something like this again, the friendships, culture, and the mental detox made it all worthwhile. I'm already missing it and can't wait for my next adventure."



Joanna Walaszczyk
BAKO Assistant Management Accountant

The BAKO Kilimanjaro Challenge has already raised significant funds for Dementia UK, but there is still time to support BAKO's fundraising efforts as we strive to raise as much money as possible for this inspirational charity.

"We are grateful for the incredible support so far but our journey isn't over yet—helping Dementia UK means so much to us, and we hope everyone will join us in making a difference." - CEO Michael Tully



Please help us reach our £60,000 total fundraising goal by scanning the Just Giving QR code



Create your own Red Velvet Brownies



Ingredients

		BAKO Code
Macphie Red Velvet Cake Mix	1kg	40056
BAKO Liquid Egg	340g	94045
BAKO Rapeseed Oil	280g	12019
Water	210ml	
BAKO Caster Sugar	270g	35614
BAKO Milk Chocolate Chunks	270g	33561

To Finish

BAKO Dark Chocolate Fudgeice	39468
Macphie Sweet Snow	44258
Dawn Milk Chocolate Flake Bar	52025

Yields x3 Tray Bakes

Method

- Add the egg, oil and water to your red velvet cake mix into a machine bowl fitted with a beater over 1 minute on 1st speed
- Scrape down
- Mix for a further 3 minutes on middle speed
- Return mixer to 1st speed and over 1 minute, add the sugar
- Fold in chocolate chunks
- Deposit into baking sheets as desired
- Bake at 180c for approximately 30 - 40 minutes.
- Once baked and cooled, top with BAKO dark chocolate fudgeice
- Decorate as desired





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OFF**



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Available in two on-trend flavours, **Black Forest** and **Spiced Gingerbread**, our frostings are delicious, creamy and decadent both in taste and texture. Perfect to fill festive donuts, finish seasonal cupcakes or quickly layer celebration cakes - a cost effective way to create incremental sales during the busy Christmas period.

- All natural flavours and colours
- Holds form and shape for total reliability
- Freeze-thaw stable

Don't miss out – order today whilst stocks last.

Dawn® Limited Edition Frostings		
52806	Dawn® Spiced Gingerbread Frosting	6kg pail
52808	Dawn® Black Forest Frosting	6kg pail

Offer available from November 1st to December 24th 2024 inclusive - while stocks last. Contact your local representative for more information and to order.

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Your Partner for *bakery success*

Plain Gingerbread Man Biscuits

80638 80x55g
Frozen - Ready to Thaw



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*Supplied undecorated

BAKO Puff Pastry Block

BAKO SELECT
Create

All vegetable puff pastry in slab form. Defrost and pin to desired thickness ready to use for sweet and savoury applications. Controlled lift and light eating.

82760 2x5kg Frozen



BAKO Mincemeat

Sweet and fruity mincemeat. Gluten-free and Nut-free.

33522 12.5kg Ambient

 europastry®

81842

Christmas Tree & Star Dots

Tree Dots with green icing and berry flavouring.
Star Dots with red icing and praline filling.

36u / 65g



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with joy, love, and sweet holiday treats!



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12104

Whirl Butter Alternative 3x4ltr

12105

Whirl Unsalted 3x4ltr



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IREKS
MOIST
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EASY TO USE

12.5 KG BAG

PALM OIL-FREE



WITH
CAROB
PULP FLOUR



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ORDER TODAY

BAKO product code: 77003

BAKO Nuts

**BAKO
SELECT**

Ingredient

Walnut Halves

Walnut halves with outer skin in place. Colour variation from light to dark brown. Ready to eat or for further processing.

28065 3.5kg

Flaked Almonds

Blanched Flaked Almonds. Shelled, cleaned and sliced into a thin flake. Ready to eat or for further processing.

28038 12.5kg

28040 3.5kg



*Serving Suggestion

**BAKO
SELECT**

Ingredient

94128

BAKO Seeds

Sunflower Seeds 94101 2.5kg

Dehulled Sunflower Seeds

Poppy Seeds 94104 3kg

Whole Blue Poppy Seeds

Caraway Seeds 94105 2kg

Whole Caraway Seeds,
Heat Treated



CHRISTMAS CRACKERS!

This season we're offering you great price savings on some of your favourite mixes and finishes.

With this superb range of indulgent products, creating tempting winter goodies couldn't be easier. Bake, dip, coat and frost your way to an irresistible Christmas range!

- £4 off** Dawn® Dark Devils Genoese Cake Base
- £4 off** Dawn® Crème Cake Base: Chocolate or Plain
- £3 off** Dawn® Frostings: Chocolate or Vanilla
- £3 off** Royal Steensma Souplesse Flexible Coatings: Milk, Dark or Neutral

Dawn® Cake Bases		
81744	Dawn® Dark Devils Genoese Cake Base	12.5kg bag
49924	Dawn® Crème Cake Base - Chocolate	12.5kg bag
49923	Dawn® Crème Cake Base - Plain	12.5kg bag
Dawn® Frostings		
49933	Dawn® Vanilla Frosting	6kg pail
49860	Dawn® Chocolate Frosting	6kg pail
Royal Steensma Souplesse Coatings		
52802	Royal Steensma Souplesse - Dark	3kg tub
49801	Royal Steensma Souplesse - Milk	3kg tub
52800	Royal Steensma Souplesse - Neutral	3kg tub

Offer available from November 1st to December 24th 2024 inclusive - while stocks last. Contact your local representative for more information and to order.

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Meet The Bakers

LAINES BAKERY

Laines is a small, traditional bakery, deeply rooted in the community of Central Blackpool. Having scaled back on the considerable wholesale side of the business, Rob and Sally have gained perspective on work-life balance and the benefits of focusing on meeting the needs of the modern customer.

Meet the Bakers spoke with Rob Laines about a lifetime defined by bakery and the story of Laines' continued success.

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

RL: My parents bought Laines Bakery back in 1984. That's why we wanted to do something special this year—we just celebrated our 40th anniversary!

My parents were already in the bakery business. My grandfather owned a big family bakery in Salford, which involved quite a few of my uncles and aunts. My parents decided to branch out on their own and opened our bakery in Blackpool.

I started working in the bakery when I was still at school, coming in after classes and on weekends. After I finished at Blackpool Bakery College, I joined full-time and have been here ever since.

Sally, my wife, and I met in 1987. At that time, she had another job but would help with the accounts and deliveries whenever she could.

MTB: How have you marked the impressive milestone of 40 years in business?

RL: For our 40th anniversary, we wanted to do something special to engage with our community, so we launched a fun Facebook campaign managed by our daughter. We handed out little thank-you cards with cake candles attached and invited customers to take pictures of the candles stuck in one of our pies or cakes.

People really got into it and shared some fantastic photos, even getting their pets involved! We received so many lovely messages and heartfelt stories from long-time customers. To reward everyone's creativity, we offered a one-of-a-kind cheesecake as a prize for the best photo. It was such a heartwarming experience seeing everyone come together to celebrate with us—it truly felt like a big family event.



L/R Nic Taylor, Kerry Rigg, Sally Laine, Rob Laine and Debbie Whitworth



As selection of social posts from Laines customers joining in with 40th Anniversary Celebrations

A few years ago, we had a fire that forced us to close temporarily, which was a real turning point. After we reopened, we took a step back and reorganised everything. I was working crazy hours back then, so we reduced our operating days and hours. Now, we're open from Wednesday to Saturday, which has worked out much better. I come in on Mondays to handle orders and other administrative tasks, while the staff comes in on Tuesdays to prep for the week. This new schedule has really improved the work-life balance, and things are going well for the shop.

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

RL: We're known for our traditional offerings like Eccles cakes, Chorley cakes, and a variety of pies and sandwiches. Our barmcakes are especially popular and tend to sell out quickly. While we don't bake as much bread as we used to, our pies remain a standout. People sometimes call us "the pie shop" because of how well our pies sell. For our 40th anniversary, we even made tote bags with an "I Love Pies" logo and gave away nearly 500 of them!

MTB: Other than your legendary pies, what are some other local favourites and upcoming launches?

RL: Cheesecakes are hugely popular and we've got a lemon meringue cheesecake that customers love, and our new Bakewell cheesecake is flying off the shelves. We also make traditional treats like vanilla slices, Manchester tarts, and fruit slices, which always have steady demand.

This year, we introduced the Bakewell cheesecake for our 40th anniversary, which was a big hit. With Christmas coming up, we're thinking about creating a new pistachio cheesecake and during the festive period, we also invite customers to bring their own bowls, which we fill with our special trifle. People love it because they get to take it home and pretend they've made it themselves!

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

RL: Keeping up with allergens is one of the biggest challenges. You have to stay on your toes and ensure everything is clearly labelled and handled correctly, which is absolutely necessary, but challenging, nonetheless.

There's a renewed appreciation for quality over quantity which represents a big opportunity. After COVID, I think people have started returning to smaller, independent shops like ours. The trend seems to be moving away from cheap supermarket offerings to supporting local bakers who focus on craftsmanship and care.

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

RL: We're very active on social media. My daughter runs the Facebook and Instagram pages while our son has recently set us up on TikTok. They do an amazing job- engaging with our online community and posting regularly which has drawn in lots of new customers. It's really helped us connect with a new audience. Facebook remains our primary platform since many of our customers are on there, but Instagram is growing, and we're seeing more young people come into the shop as a result.

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

RL: It's a tough business with long hours, but for anyone starting out, I would say be prepared to work hard and consider focusing on retail rather than wholesale. Retail offers a better balance, in my experience.

I think social media will continue to grow in importance for bakeries. Those who know how to use it effectively will see real benefits. And I also believe customers are starting to value quality more, so there's a bright future for independent bakers who can offer something unique.



BAKO Trade Marketing Executive, Peter Green meeting with the Laines and enjoying a cheeky sample of their latest launch.

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

RL: It's been very good. They're reliable and better than some of our other suppliers. We've been really happy with their service.

Laines Bakery Customer Feedback

"This place is amazing! I've been coming here since the early 1990s, and the taste has stayed consistent throughout. The pies have buttery, flavoursome pastry with delicious fillings, and the cakes are heavenly. My favourites are the oversized éclairs." - Keith

"I had my wedding cake made here in 2004. It's incredible that the bakery is still thriving despite all the challenges. Great cakes, bread, and staff. There's always a queue out the door because it's that good!" - Yvonne

"Laines is a shop of joy with a delicious selection of goodies. I wish I could eat everything! The lemon meringue cheesecake and the pies are fantastic. The staff went above and beyond when I visited. It's a 10 out of 10 from me.."

- Paul



Freshly baked Laines products. From the innovative Bakewell Cheesecake to traditional Chorley Cakes



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**BAKO
SELECT**

Finish

**BAKO Chip
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Curry Slice**

30x180g
93206

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spicy Katsu Curry Sauce
wrapped in puff pastry.

Frozen - Unbaked

Freshness on Demand...

Ready when you are

**BAKO Katsu
Chicken Curry
Slice**

30x180g
93207

Chicken breast meat in a
spicy Katsu Curry Sauce
wrapped in puff pastry.

Frozen - Unbaked

Quality you can rely on

We share
your passion



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Cake Mix
Chocolate
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Product	BAKO Code	Pack Size
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Chocolate Crème Cake Mix	22563	12.5kg

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DISAPPOINTING MILK PRODUCTION STUNTS BUTTER INDUSTRY

New records have been set for UK butter prices, but what's next for dairy?

Butter prices in the UK and Ireland have surged to record highs in recent months, with availability becoming increasingly scarce. A key factor driving this trend is the cost of milk. On average, it takes 25 litres of milk to produce just one kilogram of butter, making milk prices the most significant determinant of butter pricing.

September typically marks a period of naturally low milk production and high demand for butter, as large manufacturers stock up for the festive season. This year, the industry has been hit particularly hard following a weaker-than-expected Spring Flush, the time of year when milk production reaches its peak. With this year's flush falling short, the outlook for milk availability in the months ahead remains tight.

Looking forward, Spring Flush success is highly dependent on the ending stocks from the previous season. As it stands, this year's ending stocks are expected to be nearly depleted, setting the stage for another disappointing Spring Flush in the coming year. This, coupled with other economic pressures, is likely to keep butter prices elevated.



Farmers are also grappling with high input costs, often referred to as the "3 F's" - feed, fertiliser, and fuel. Rising inflation and increasing interest rates have further discouraged investment in the farming sector, pushing milk prices higher. In turn, this has a knock-on effect on butter prices, which are likely to remain elevated compared to the levels seen over the past five to ten years.

Additionally, regulatory changes could impact the market in the longer term. The European Union Deforestation Regulation (EUDR) and the UK Forest Risk Commodity Regulation (UKFRC) will affect supply chains, as dairy products indirectly fall under their scope due to the soy used in animal feed. The new traceability requirements for soy could further strain supply and contribute to sustained higher prices in the dairy sector.



Article written by
Julia H-D

Senior Commodity Manager
for BAKO Group

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Sugar as a functional ingredient for Festive Season baking

As the holiday season approaches and you are seeking inspiration for which festive treats will feature in your baking schedules, here are some hints about how pure sugars can help you enhance the quality and distinctive taste, texture, and appearance of your pastries, cakes, flapjacks, breads and biscuits. Brought to you by Ragus.

Essential texture and mouthfeel

Texture and mouthfeel, which we describe in endless ways such as watery, firm, crunchy, creamy and chewy, defines our eating experience. The chewiness or crispiness of a biscuit can depend on the sugar used within it. Sugars with larger crystals, such as the ones in demerara sugar, for example, produce a crispier biscuit. Alternatively, using brown sugar in a festive bake adds moisture, making it chewier than a light-coloured sugar. This is because brown sugar contains molasses, which absorbs water more readily than white sugar, so the dough absorbs more water.

Adding colour and moistness to Christmas treats

For intensely dark flavours and colours, like in Christmas pudding or plum pudding, add black treacle to darken the colour and add a more bitter sweetness and moisture. Often made in advance of the December holiday, festive cakes and biscuits would otherwise dry out without the moisture retained by sugar ingredients. Similarly, dark soft brown sugar, a unique blend of molasses and white crystalline table sugar, adds colour to denser baked goods, such as the fruit cakes used for Christmas cake.

More than a sweetener

Sugars add a range of sweet flavours to your baking, but it also plays many other fundamental roles too. Without it, for example, many biscuits wouldn't be biscuits at all: their structure, texture, mouthfeel and appearance may rely largely on sugar. The darker colours found in biscuits, cakes and some breads can be the result of using black treacle or golden syrups. During some baking recipes, sugars can undergo the Maillard reaction, which produces natural polymers called caramelans that create distinctive light caramel through to dark coloured baked goods.

A natural preservative

Finally, the water absorbing, or to use the technical term, 'hygroscopic', nature of sugar also makes it a great natural preservative. Water molecules from doughs and cake mixes bind to the sugar, starving harmful bacteria of the water they need to grow, which in baked goods also makes it a humectant, retaining moisture and slowing the processes that make your pastries, biscuits, cakes, breads and flapjacks go stale.



With 95 years of unique knowledge and experience, Ragus supplies our bakery and confectionery customers with specialised liquid sugars, inverts, golden syrups, molasses and treacles, alongside crystalline sugars such as unrefined sugar, cane muscovado sugar and soft brown sugar.

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Almond Croissant
Code 20286 60x95g



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Nov 2024

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These festive wreath cupcakes are made with Bakels Multimix Cake Base and topped with a disc of Renshaw Just Roll With It White Fondant Icing.

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RENSHAW
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Happy
Birthday



PROUDLY SUPPORTING OUR BAKO
COLLEAGUES IN THEIR 60TH YEAR



Celebrating 60 years of
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We share
your passion



YULETIDE BAKES

FEED YOUR IMAGINATION

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Craigmillar Rich Celebration Cake Mix

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Christmas Treats

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Product Codes

Choutex 12.5kg - 44005

Mactop® Extra 12x1L - 44127

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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!

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Try rolling dough into cookies that are shaping like pucks instead

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

Baker & Baker

— WE ARE AMERICAN BAKERY —

BAKO Raspberry Trifle Slice

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

Thaw, Decorate & Serve

88335 x15

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SELECT**

Finish

Quality you can rely on



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60th
Birthday



Celebrating 60 years of
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puzzling BREAK

CHRISTMAS BAKING WORD SCRAMBLE

Unscramble the letters to solve the puzzle!



ICNME IPES

TRAMCHISS NDUPDIG

EYLU LGO

EANDRBEGGIR



HSCTSARMIAEKC

IRSATCSMH EKISCOO

ENUELCHKB

SREHRYTLFIER



LLTONES

TAENNTPOE



LAST PUZZLE ANSWERS

F	C	B	S	N	H	W	Y	H	E
L	D	A	T	D	U	D	A	B	C
O	F	K	E	G	G	S	P	U	O
U	B	E	S	F	V	A	R	T	C
R	V	W	M	I	L	K	O	T	O
P	Z	Q	B	C	G	J	N	E	A
B	I	C	I	N	G	L	L	R	O
Y	U	R	E	O	S	U	G	A	R
B	R	W	I	U	Q	Y	M	M	U
F	R	D	E	C	O	R	A	T	E

MORE PUZZLES IN NEXT MONTH'S EDITION

BAKO 

'The key ingredient to the food industry' ®

— IN THE —
Mix

FOOD INDUSTRY INSIGHTS & OFFERS