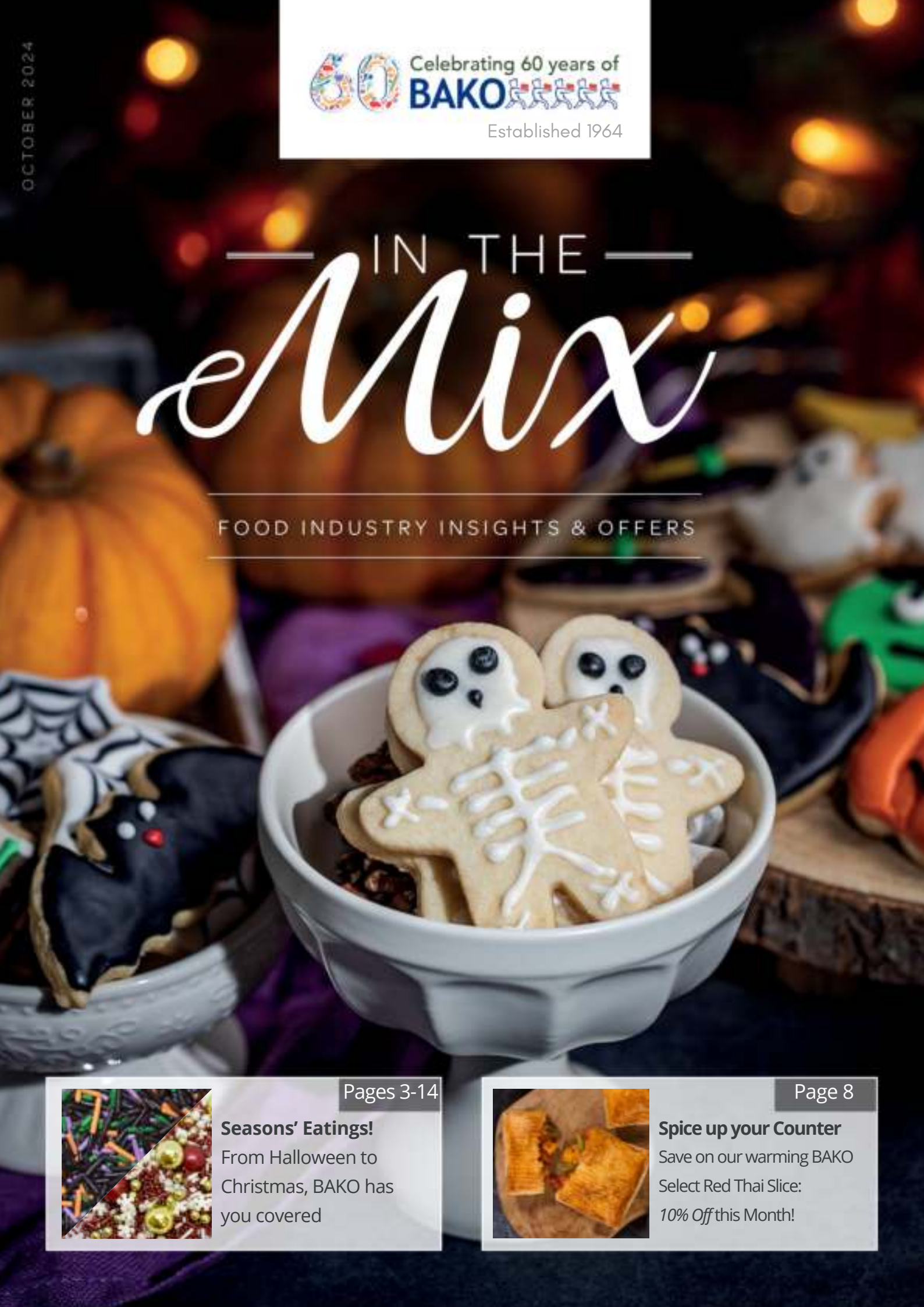


— IN THE — *Mix*

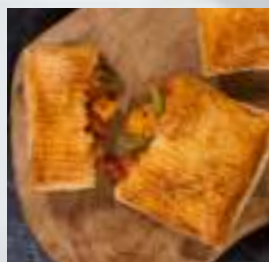
FOOD INDUSTRY INSIGHTS & OFFERS



Pages 3-14

Seasons' Eatings!

From Halloween to Christmas, BAKO has you covered



Page 8

Spice up your Counter

Save on our warming BAKO Select Red Thai Slice: **10% Off** this Month!

WELCOME

TO IN THE MIX

Dear Customer,

October is here, and with it comes the excitement of two of the most festive occasions of the year! As the leaves turn golden and the air becomes crisp, bakers everywhere are preparing for the spooky fun of Halloween, with ghoulishly good treats, themed cakes, and autumnal flavours taking centre stage.

But it doesn't stop there—Christmas is just around the corner! Now is the time to start planning and preparing for the busiest season in the baking calendar. From indulgent festive bakes to classic favourites like mince pies and stollen, we've got everything you need to make the run-up to Christmas truly spectacular.

In this issue, you'll find plenty of inspiration and tips to make the most of both Halloween and the early Christmas rush. Of course there are plenty of opportunities to save too, with special promotions from brands like Bridor, Dawn, Bakels and BAKO Select

As BAKO's 60th year celebrations enters the final stretch, our own intrepid mountaineers are ready to jet off to attempt the Climb of a Lifetime- summiting Mount Kilimanjaro! Show your support by going to page 12 to learn more and donate to our Dementia UK fundraising efforts.

Let's get baking and make October a month to remember!

See you next time!



EDITOR

Peter

Celebrating 60 years of
BAKO
Established 1964

Be sure to check out our In the Mix magazine each month for further details and how to get involved in our 60th activities- you could be one of our lucky Birthday winners!

Month Details of what's happening

Nov

Golden Ticket

Dec

BAKO officially turns 60!

Halloween 2024

EDIBLE DECORATIONS

- 24080** Truly Halloween Glimmer Shapes
- 24081** Truly Halloween Strands
- 24082** Truly Halloween Matt 100's & 1000's
- 24083** Truly Wicked Polished Pearls 4mm
- 24084** Truly Wizard Sprinkletti with Choco Balls

- 800g
- 1kg
- 1kg
- 1kg
- 1kg

**Upgrade your Bakes
for the Halloween
Season**



24080



24081



24082



24083



24084



92371

- 92371** Culpitts Assorted Halloween Sugar Pippings 25mm x250
- 92374** Culpitts Black Sugar Bats 37mm x450
- 92377** Culpitts Halloween Jumper Sugarettes 60x70mm x80
- 92372** Culpitts Spooky Halloween Sugarettes 30mm x256
- 92373** Culpitts Halloween Button Sugar Pippings 25mm x240

92374



92377

92372

92373

THAW & SERVE CONFECTIONERY

- 82696** Baker & Baker Cocoa Creme Filled Halloween Ring Doughnut **48x74g**



TRICK OR TREAT THE ULTIMATE GUIDE TO HALLOWEEN BAKING

As Halloween 2024 creeps around the corner, bakeries have a golden opportunity to stand out with creative, spooky, and delicious treats. This year's trends blend eerie elegance, nostalgia, and sustainability, making it easy for bakeries to captivate their customers and increase sales.

Here's a look at the hottest Halloween baking trends and how they can benefit your bakery and your customers!

Black Velvet Elegance

Bakeries can add an element of dark sophistication with black velvet cakes and cupcakes. Using black cocoa powder to create rich, black layers, these cakes are not only visually striking but also irresistibly delicious.

Horror Film-Themed Treats

Nostalgia is big in 2024, and horror film-inspired treats are an exciting way to tap into that trend. Imagine selling Freddy Krueger claw cupcakes, Beetlejuice brownies or Frankenstein cake pops. Offering these themed goodies can attract customers who are planning Halloween movie marathons or fans of classic horror flicks.

Spiderweb Drip Cakes

Spiderweb drip cakes combine the ever-popular drip cake trend with Halloween vibes. Bakeries can offer customised cakes with chocolate or caramel drips and intricate spiderweb designs. These cakes are perfect for parties, and customers will appreciate the balance between visual appeal and delicious flavour.

Sustainable and Plant-Based Treats

Eco-conscious consumers are increasingly seeking sustainable and plant-based options. Bakeries can meet this demand with zero-waste recipes and plant-based ingredients. Vegan pumpkin spice cookies, gluten-free brownies, and dairy-free cakes are just a few options that will satisfy your health-conscious and environmentally aware customers.

Classic Treats with a Spooky Twist

Halloween 2024 presents an exciting opportunity for bakeries to get creative, deliver unforgettable customer experiences, and enhance their product offerings. From eerie elegance to playful monsters, there's something for every bakery and every customer!

By incorporating these Halloween baking trends, bakeries can attract new customers, increase engagement, cater to eco-conscious consumers whilst boosting sales.

At Bako, we're here to help you get into the Halloween spirit, so explore our range of high-quality ingredients, that are perfect for bringing these spooky treats to life by giving us a call on 0808 196 2344 or heading online at www.bako.co.uk



SPOOKTACULAR IDEAS

TRICKS 'N TREATS

The spooky season can bring some significant sales increases, if you know how to make it count. Luckily, you don't need to be a wizard to make a wide range of tempting Halloween treats with minimum ingredients and effort. All you need is a multi-use mix from Macphie. It works like magic!

To make these Halloween loaded brownies you will need Macphie Brownie Mix (44439), Chocolate Frosting (44455), Vanilla Frosting (44457), Shortbread Mix (44242) & 5th Avenue® White Icing (44408)

simply clever food

Facebook Instagram Twitter /macphieuk

macphie.com

For the full recipe & more spooktacular ideas scan the QR code



Happy
Halloween



SHOCKINGLY GOOD SAVINGS!

This autumn we're giving you some ghoulishly good deals on your favourite seasonal mixes and finishes

With these popular and versatile products you can make a range of Halloween goodies to delight your customers.

£4 off Dawn® Prairie Vanilla and Dark Devils Chocolate Cookie Bases

£4 off Dawn® Plain and Chocolate Extra Moist Muffin Bases

£2 off Dawn® Orange Frosting

£2 off NEW Royal Steensma Souplesse Orange Flexible Coating

Cookie Mixes

49920	Dawn® Prairie Vanilla Cookie Base	12.5kg
49921	Dawn® Dark Devils Chocolate Cookie Base	12.5kg

Muffin Mixes

49960	Dawn® Extra Moist Muffin Mix - Plain	12.5kg
49961	Dawn® Extra Moist Muffin Mix - Chocolate	12.5kg

Frostings and Coatings

49000	Dawn® Orange Frosting	6kg
52801	Royal Steensma Souplesse - Orange	3kg

Offer available from 1st September to 31st October inclusive, and while stocks last. Contact your local representative for more information and to order.

Visit dawnfoods.com/uk or call 01386 760843

/dawnfoodsuk /dawn-foods-europe-ameap



Your Partner for
bakery success

Great Cakes
start with
BAKELS MULTIMIX

60698 12.5kg

£4

OFF PER BAG



Bakels Multimix Cake Base produced amazing cupcakes for these frightfully good Halloween treats.

Also checkout Renshaw 'Just Roll With It' Fondant Icing, available in over 20 colours available

*Not eligible to be used in conjunction with existing offers/existing support pricing.
Offer is valid on stock delivered between 1/10/2024 and 31/10/2024. Only while stocks last.*

GET YOUR FREE
MULTIMIX
RECIPE GUIDE



RENSHAW
JUST
**ROLL
WITH IT**



Vegan Red Thai Slice

Butternut squash , green beans, onions, carrots & red peppers, cooked & seasoned with Thai spices, wrapped in puff pastry.

Product Code: 93170

36 x 175g Frozen - unbaked

**10%
OFF**

**During October
2024**

Offer your customers the perfectly spiced, warming slice as we head into the colder months.

Quality you can rely on

Create your own

BAKO SELECT

Sticky Marmalade Loaf Cakes

Ingredients

		BAKO Code
BAKO Plain Creme Cake Mix	1kg	22103
BAKO Liquid Egg	350g	94045
BAKO Rapeseed Oil	300g	12019
Water	50ml	
Marmalade	250g	
Rind of x1 Orange	aprox 10g	

To Finish

Marmalade as desired
Peel of x1 Orange
Juice of x2 Oranges (used for rind and peel)

Yields x6 350g Loaf Cakes

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
- Fold in marmalade and orange rind over 1 minute on 1st speed
- Deposit into loaf cakes as desired / approx. 350g
- Bake at 170c for approximately 40 - 45 minutes or until cake is set
- On removal from the oven, whilst cakes are still warm, drizzle the juice from the two oranges evenly over all the cakes
- Allow to cool.
- Brush with heated marmalade and decorate with orange rind

BAKO Marzipan

An almond paste made using a blend of sweet and bitter almonds, with added humectant and preservative. Neutral Marzipan is perfect for covering cake, create decorative models or as an added layer underneath icing.

Golden Marzipan

38131 4x2.5kg

Neutral Marzipan

38132 4x2.5kg

Quality you can rely on

BAKO Spices

Ground Ginger

Ground, Dried & Heat
Treated Ginger.

94107 2kg

Ground Nutmeg

Ground, Dried & Steam
Treated Nutmeg

94128 2.5kg

Golden Cinnamon

Ground, Dried & Heat
Treated Cassia Ginger.

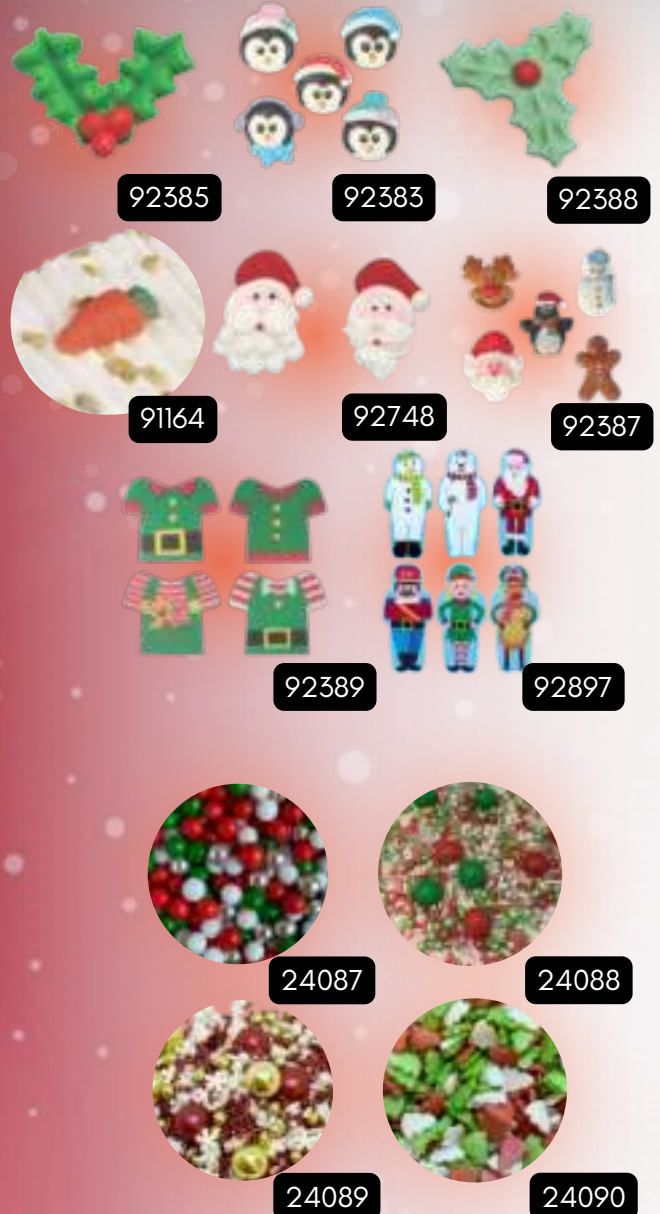
94129 2kg



Christmas 2024

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
92389	Culpitt Elf Jacket Plaques 60mm	x160
92897	Culpitt Gingerbread Plaques 75x163mm	x72
24087	Truly Twinkle Polished Pearls	1kg
24088	Truly Merry Berry Sprinkletti	1kg
24089	Truly Mulled Wine Sprinkletti & Choco Balls	1kg
24090	Truly Glimmer Christmas Trees	800g



Frozen Confectionery



81842
Mixed Box of Christmas
Tree & Hazelnut Filled
Star DOTS Doughnuts
32x65g



81844
Baker & Baker Creamy
Cocoa Filled Christmas
Ring Doughnut
48x74g



81858
Unbaked Shallow
Mince Pie
189x67g

The Climb of a Lifetime



As part of our celebrations of BAKO's 60th year as the Key Ingredient to the Food Industry, we are undertaking an incredible team challenge - to take on the summit of **Mount Kilimanjaro**, with the goal of raising £60,000 for our charity partner Dementia UK!

We can now reveal our intrepid team of four - Marta Skomoroko, Ian Best, Joanna Walaszczyk & Lucy John (pictured) - who are set to jet take on a challenging Mount Kilimanjaro trek **this month**, led by the Kilimanjaro Climbing Company.

"Speaking on behalf of the team, we can't wait to get going and are all feeling incredibly proud and excited to be taking on such a challenge in support of this incredible charity."

Marta Skomoroko
BAKO Specification Technologist

GOOD LUCK TEAM BAKO!



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



Celebrating 60 years of
BAKO

Established 1964

BRIDOR



Bun'n'Roll
Code 20222 50x85g

"...it's
never too
early for a
Christmas
treat"



Almond Croissant
Code 20286 60x95g



Scan me to discover our
Bun'n'Roll use guide

SHARE
THE BAKERY CULTURES
OF THE WORLD

**20%
OFF**
October 2024

**BAKO
SELECT**

Create

*Order your
Mincemeat
Today*



**33522 BAKO Select Mincemeat
12.5kg**

Quality you can rely on



Silbury

PROUDLY SUPPORTING OUR BAKO COLLEAGUES IN THEIR 60TH YEAR



Celebrating 60 years of
BAKO 

Established 1964



Mally and Lesley- the heart and soul of McCalls

Meet The Bakers

MCCALLS BAKERS & CONFECTIONERS

This month, Meet The Bakers travels to Carlisle to speak with Mally McCall, finding out more about the continued success of this family-run local favourite as they mark their 40th year in business.

We met with baker and longstanding BAKO customer Malcolm 'Mally' McCall and the team, accompanied by their BAKO Area Sales Manager, Sue Pearson.

MTB: How did it all begin for McCalls?

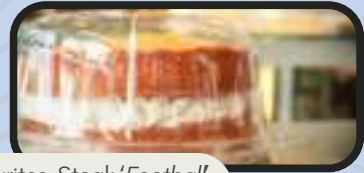
MM: The bakery has been a part of my life for as long as I can remember. My mother, Gillian, started the business back in 1984. She had worked for another bakery as both a baker and confectioner, and when the opportunity came up for her to take over a small shop in a residential area of Carlisle, she seized it. That's where our story began, and we've been rooted here ever since.

The bakery was her passion and I joined her the same year she opened the doors, along with my wife, Lesley. We had just gotten married on September 1st, 1984. We came back from our honeymoon, and by October 1st, we were both fully committed to working at the bakery. It wasn't just a business—it became the heart of our family. My Mother ran the business until 1998 and over the years our son joined us, and even my Auntie works alongside us. It's a true family operation.

MTB: Can you summarise what products you offer to McCalls customers

MM: Our product range is quite broad, and we've adapted it over the years to meet changing tastes. We make everything from bread rolls and cream cakes to sausage rolls and gingerbread. Some of our more indulgent offerings include Nutella cheesecakes, lemon cakes, and a Mars Bar cake that's become a bit of a local favourite.

Our pies are probably the stars of the show. The steak pie, in particular, is a best-seller. People come into the shop specifically asking for what they call "the football pies" because they've tasted them at the Carlisle FC matches. It's a good feeling to know our pies are part of that game-day experience for so many fans.



McCall's local favourites, Steak 'Football' Pies and indulgent Lemon Cakes

MTB: Can you give us an overview of your business?

MM: We're located in a residential part of Carlisle, not far from the town centre, which means we serve a tight-knit community. The bakery has two sides: the shop, which is busy, and our wholesale operations. Wholesale is a big part of our business.

Every day, we do 20 deliveries all around Carlisle. Our products are sent to local cafes, sandwich bars, village shops, fish and chip shops, and even to Carlisle FC. Match days are especially exciting for us because we supply the football club with pies, pasties, and sausage rolls. It's not uncommon for the three of us bakers—myself, my son Mark, and one other baker—to make thousands of pies on a single day.

The pandemic was a turning point for us. While many other businesses were forced to close, we stayed open throughout. We became a lifeline for our community, and people appreciated that. We also gained a lot of new customers who have stayed loyal to us even as things returned to normal. We expanded our delivery services to meet the needs of the local area. The result was that our customer base grew significantly, and business has only gotten stronger since then.

We've now got a team of ten people across both the shop and wholesale side. It's a small but dedicated group, and everyone pitches in. We're early risers, with a 3 a.m. start six days a week.



The McCalls Team and BAKO Area Sales Manager, Sue Pearson

MTB: What major challenges is your bakery currently facing?

MM: Like any business in this sector, we've had our challenges in recent years. Rising costs, especially for electricity, gas, and food ingredients, have been tough to navigate. We've had to raise our prices twice, but even so, many of our customers tell us we're still not charging enough. That's nice to hear, but I'm always cautious. I don't want to push our prices too high and risk losing customers.

Despite these challenges, I'd say we're in a fortunate position. Business is good, and our loyal customers have stuck by us through thick and thin. In many ways, we're busier now than we've ever been, and I think a lot of that comes down to the relationships we've built over the years.

MTB: What do you think the near future has in store for bakers like you?

MM: It's going to be tough, there's no denying that. Bakeries like ours have to be mindful of rising costs, especially for dry ingredients like flour. If prices keep going up, it's going to put a strain on the entire industry. That said, there will always be demand for quality baked goods, especially from places like ours that are part of the community.

I think the key to survival is adapting, just like we have over the years. For example, while we still bake bread, we've found that people are more likely to buy their loaves from supermarkets these days. So, we've expanded our range of cakes and pies to meet demand for products that can't be easily found elsewhere. You have to evolve to stay relevant.

MTB: Do you have any special plans for your 40th anniversary?

MM: This October marks 40 years in business, which is an incredible milestone for us. We're planning to celebrate with our customers by putting some special items on sale in the shop, although we won't be offering 1980s prices! It's a big moment for us, and we want to give back to the people who have supported us all these years.



McCall's current
BAKO Sales Manager,
Sue Pearson

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

MM: We've had a long-standing partnership with BAKO for over 20 years. They've always been reliable, and the customer service has been excellent. We used to work closely with Cath, our representative, who retired last year. She was fantastic to deal with, always going above and beyond to help us out—even though we never actually met face-to-face. It was one of those relationships where you could just tell the other person cared. Everyone at BAKO has been friendly and helpful, and that's why we've stuck with them for so long.

McCall's Bakery Customer Feedback

"This shop is a traditional baker which makes very nice pies and cakes, always fresh and definitely tasty. The steak pie is my favourite. I'd certainly recommend it." - Paul

"We live in Whitby and my dad's a lorry driver and every time he passes Carlisle, he always buys about 6 trifles to bring home with him they are amazing 100% recommend this bakery." - Jacob

"Has to be the best bakers in Carlisle by far. Great sandwiches cakes and pies. Always a selection." - Jon-Paul

MTB: What recent product launches have caused a stir?

MM: We recently introduced a steak and cheese pie as a one-off, but it's been such a hit that we're seriously considering bringing it back. It's exciting to see that kind of enthusiasm for something new, and it keeps us motivated to keep experimenting with our range.



**BAKO
SELECT**

Finish

Frozen Savoury Slices

**BAKO
Chip Shop
Chicken Curry
Slice**
30x180g
93206

**BAKO
Breakfast
Slice**
30x180g
93208

**Freshness on
Demand...
Ready when
you are**

**BAKO Katsu
Chicken Curry
Slice**
30x180g
93207

Quality you can rely on

IREKS CORN BREAD MIX

50% MIX EASY TO USE 12.5 KG BAG VEGAN CLEAN LABEL



COMING SOON
NEW
PACKAGING DESIGN
across the IREKS product range

BAKO product codes:
IREKS CORN BREAD-MIX: 77049
IREKS CORN BREAD-TOPPING: 77056

ORDER TODAY
£ 2 off per bag
IREKS CORN BREAD-MIX



**NEW &
IMPROVED**

Satin Crème Cake Lemon & Toffee

Satin Crème 81534 Cake Toffee

A gentle mix of **creamy, buttery & burnt sugar** notes for the most authentic and delicious toffee taste.

- Increased overall content of toffee pieces for better taste and visual appeal.
- Improved volume at start and end of life.
- Consistent soft creamy texture.



12.5kg recyclable bags



81531 Satin Crème Cake Lemon

Develops irresistably **soft, moist,** tender cakes bursting with a **natural lemon flavour.** Perfect for making lemon drizzle or any other zesty cake.

- Maintains great freshness and quality over 14 days ambient shelf life.
- Maintains quality authentic and natural Lemon taste over product shelf life.
- Can be enhanced with different inclusions, fillings, flavour concentrations and toppings.



12.5kg recyclable bags



Scan for more
info on the
Satin range or
[click here](#)

www.puratos.co.uk


puratos
Food Innovation for Good

BAKO Raspberry Trifle Slice

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

Thaw, Decorate & Serve

88335 x15

**BAKO
SELECT**

Finish

Quality you can rely on



*Supplied undecorated

60th
Birthday



**LIMITED
EDITION**

Celebrating 60 years of
BAKO  Established 1964




BAKER & BAKER

dedicated to delight

Celebrate

with our **diverse** range
of **muffins, doughnuts,**
cookies and **traybakes!**



BAKER & BAKER

PROUDLY SUPPORTING OUR BAKO
COLLEAGUES IN THEIR 60TH YEAR

 Celebrating 60 years of
BAKO 

IREKS BREAD MIXES

		Usage based on flour	Packaging	BAKO Product code		
	IREKS CHIA BREAD MIX Mix for the production of speciality baked goods with Chia (Salvia hispanica) seeds	50 %	12.5 kg	77060		
	SPELT & HONEY Mix for the production of rustic spelt morning goods and bread with oilseeds, coarsely ground lupin seeds and honey	100 %	25 kg	77036		
	IREKS CORN BREAD MIX Mix for the production of maize baked goods	50 %	12.5 kg	77049		
	IREKS MULTISEED BREAD MIX Mix for the production of multiseed bread and rolls	50 %	12.5 kg 25 kg	77063 77118		
	SINGLUPLUS Mix for the production of gluten-free bread, rich in dietary fibre, low in fat, without the addition of egg and milk	100 %	12.5 kg	77057		

ASK YOUR BAKO SALES MANAGER FOR MORE INFO ON THE FULL RANGE OF IREKS PRODUCTS

BAKO Multiseed Bread Concentrate

A concentrate with a blend of seeds and cereals for making healthy and great tasting bread or rolls.

62003 16kg

Quality you can rely on



***Serving Suggestion**

- **Natural colouring from blended malts**
- **Great tasting authentic malt flavour**
- **Includes sunflower seeds, linseed, pumpkin seeds**

For further information speak to your BAKO Sales Representative

Cookie Heaven

Take your cookies to the next level using **Baker & Baker Supreme Cookie pucks**.
Simply bake from frozen then decorate to **create unique loaded** cookies

10%
OFF

SIMPLY
decorate with
chocolate &
confectionary

WHITE
CHOC
COOKIES

DOUBLE
CHOC
COOKIES

MILK
CHOC
COOKIES

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


Baker & Baker

— WE ARE AMERICAN BAKERY —

NON-FOOD *Essentials*

BAKO 
'The key ingredient to the food industry' ®

As the Key Ingredient to the Food Industry, BAKO aim to be your one-stop-shop for all things Bakery, including a comprehensive range of non-food bakery essentials.

Add Catering Disposables, Cleaning & Hygiene Products, Packaging and more into your next BAKO order

TULIP CASES

QTY

40123	Tulip Case Black	150
40126	Tulip Case Red	150
40478	Tulip Case Orange	150



BUN CASES

QTY

40116	Buncase Chocolate Brown	360
40121	Buncase Silver	500
40122	Buncase Gold	500



Visit our website, 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

PRESTON

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

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Puzzling BREAK

BAKING A CAKE WORDSEARCH

Find the following words in the puzzle.
Words are hidden down and across.



EGGS
APRON
BUTTER

ICING
DECORATE
BAKE
SUGAR

FLOUR
COCOA
MILK

LAST PUZZLE ANSWERS

KPCCAUE	CUPCAKE
EDARCOTE	DECORATE
OCISOKE	COOKIES
ALPSUTA	SPATULA
IWNRESBO	BROWNIES
LRFOU	FLOUR
GURSA	SUGAR
IIGCN	ICING
ACESK	CAKES
KGSIHNWI	WHISKING
UTBTRE	BUTTER
COKNGIO	COOKING

MORE PUZZLES IN NEXT MONTH'S EDITION

BAKO 

'The key ingredient to the food industry' ®

— IN THE —
Mix

FOOD INDUSTRY INSIGHTS & OFFERS