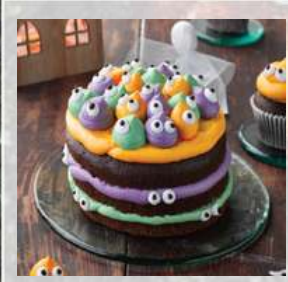


IN THE

Mix

FOOD INDUSTRY INSIGHTS & OFFERS



Page 3

Shockingly Good Savings
 Up to £4 off on a selection of Dawn mixes and finishes - perfect for Halloween



Page 14

NEW for September!
 Irresistible Pastries : Ready to bake Signature Fruit Danish Selection from Schulstad

WELCOME

TO IN THE MIX

Dear Customer,

As the crisp autumn air begins to settle, September marks an exciting transition for bakers and food businesses across the UK. This month, we're not just celebrating the changing seasons but the approach of one of bakery's peak periods; Halloween!

With its spooky charm, and a little help from BAKO, Halloween offers endless opportunities to get creative in the bakery. From eerie edible decorations to ghoulishly good treats, this issue is packed with products and inspiration to help you prepare to conjure up the most spooktacular bakes for your customers. Save big on a specially selected range of mixes and finishes from Dawn, as well as across the range of Renshaw colour fondants, to give your Halloween bakes that extra bite.

Keep reading to discover articles covering the upcoming British Food Fortnight, the "Newstalgia" movement sweeping the desserts world and a look at why Frozen Savouries continue to suit the needs of British bakers and the public, alike, in "Fresh Trends".

This month sees the launch of a new Signature Fruit Danish Selection from Schulstad, the perfect pairing for a hot drink, with an introductory discount and more great value deals you won't want to miss.

See you next time!



EDITOR

Peter



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

Month Details of what's happening

Oct	Golden Ticket
Nov	Golden Ticket
Dec	BAKO officially turns 60!

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*

DISCOVER THE HEART OF BRITISH BAKING...

As British Food Fortnight returns this September, it's the perfect time to celebrate the rich tapestry of flavours, traditions, and local produce that make up the heart of British cuisine!

This year, we invite you to explore the culinary heritage of the British Isles by focusing on one of its most beloved traditions - baking! From the rolling hills of Yorkshire to the rugged coasts of Cornwall, every region has its own unique take on classic bakes that have been passed down through generations. Let's take a closer look at four regional favourites and the stories behind them...

Scottish Shortbread - Simple, Yet Sophisticated

This delicious biscuit has its roots in medieval Scotland, where it was originally made with leftover bread dough. Over time, it evolved into the buttery, crumbly treat we know and love today.

Shortbread is traditionally made with just three ingredients: flour, sugar, and butter and whether enjoyed plain or with a sprinkle of sugar, shortbread is a testament to the power of simplicity in baking.

Yorkshire Parkin - A Taste of Tradition

Hailing from the heart of Yorkshire, Parkin is a gingerbread-like cake that has been a staple of the region for centuries. Made with oatmeal, treacle, and ginger, this rich and moist cake is traditionally enjoyed on Bonfire Night, bringing warmth to chilly November evenings.

Today, Parkin remains a symbol of Yorkshire's enduring culinary traditions, with each bite offering a taste of history.

Welsh Bara Brith - A Fruity Delight

Bara Brith, meaning 'speckled bread' in Welsh, is a traditional tea bread that has been enjoyed in Wales for generations. This fruity loaf is made with dried fruit soaked in tea, which gives it a moist texture and rich flavour.

Traditionally, it was baked as a special treat for Sundays or family gatherings, served thickly sliced with a generous spread of butter. Today, it remains a cherished part of Welsh culture, enjoyed with a cup of tea or as a sweet snack.

Cornish Saffron Cake - A Golden Tradition

Venturing down to the southwest, we find Cornish saffron cake, a vibrant yeast cake infused with saffron. This delicious treat is a testament to Cornwall's historic trade links, as saffron was once imported from the Mediterranean in exchange for Cornish tin. The result is a unique cake that combines the richness of saffron with the sweetness of currants and sultanas.

Saffron cake is traditionally baked for special occasions, such as weddings and feasts, and is often served with clotted cream.



Get Baking and Celebrate!

As British Food Fortnight unfolds, we encourage you to embrace the spirit of the event by trying your hand at one of these regional favourites. There's a bake for all of your customers to enjoy...

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



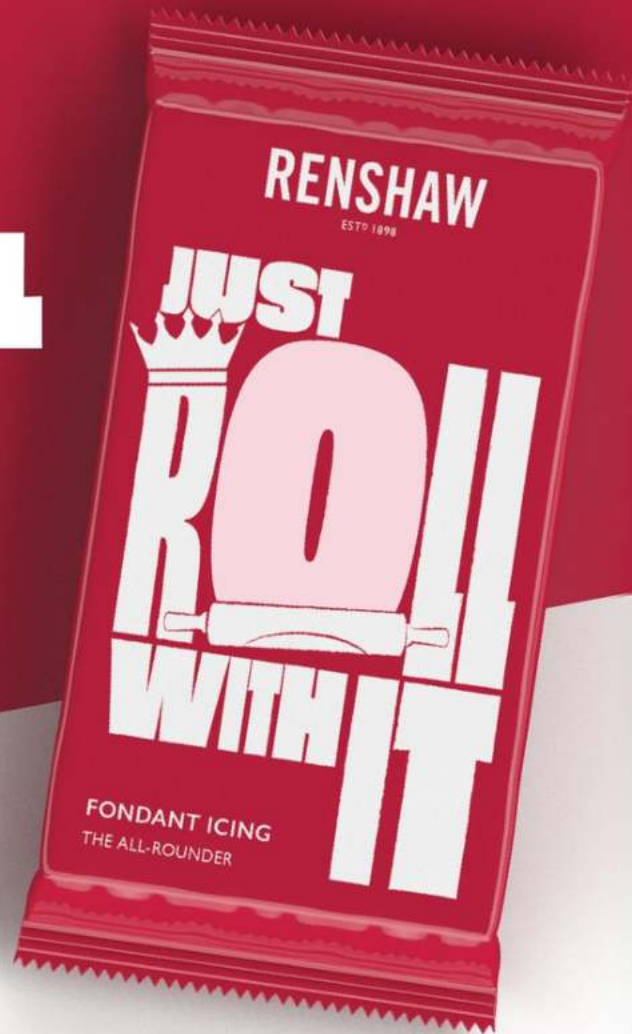
£5 OFF!

PER CASE

OF

JUST ROLL WITH IT

Fondant Icing



Just Roll With It Fondant Icing Colour Range
12x250g cases

- | | | |
|------------------|---------------|---------------|
| Turquoise | Peach Blush | Duck Egg Blue |
| Navy Blue | Pastel Green | Deep Purple |
| Tiger Orange | Lincoln Green | Dark Brown |
| Teddy Bear Brown | Jet Black | Baby Pink |
| Ruby Red | Grey | Baby Blue |
| Poppy Red | Fuschia Pink | Atlantic Blue |
| Pink | Emerald Green | Yellow |

Offer only valid only for 12x250g cases of 'Just Roll With It Fondant Icing Colours'.
Not eligible to be used in conjunction with existing offers/existing support pricing.
Offer is valid on stock delivered between 1/9/2024 and 30/9/2024. Only while stocks last.

RENSHAW
ESTD 1898
by Bakels

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

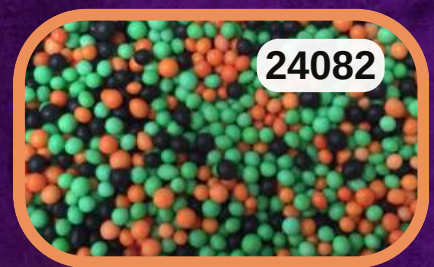
**Upgrade your
bakes for the
Halloween Season**



24080



24081



24082



24083



24084



92371

- 92371** Culpitts Assorted Halloween Sugar Pipings 25mm
- 92374** Culpitts Black Sugar Bats 37mm
- 92377** Culpitts Halloween Jumper Sugarettes 60x70mm
- 92372** Culpitts Spooky Halloween Sugarettes 30mm
- 92373** Culpitts Halloween Button Sugar Pipings 25mm

- x250
- x450
- x80
- x256
- x240

92374

92377



92372



92373



Celebrating 60 years of
BAKO

Established 1964

**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



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



NEWSTALGIA

& THE GREAT BRITISH DESSERT



We Brits have a deep love for desserts, and the *Newstalgia* trend we've observed in the last year or so has re-imagined how we enjoy these classics.

For something to be deemed *Newstalgic*, it's not enough to have a dessert in its original form, it has to have a modern twist, taken in a new direction or applied to something different.

At Bakels, we recently published a new recipe guide for our Multimix Cake range. We wanted to include some traditional

favourites, here's a few ways we brought them into the 2020s.

NEW FORMATS

One approach was to take what makes one dessert special and apply it to a completely different dessert. We love the zesty notes of a lemon meringue pie and its scorched meringue tips. So we created mini loaf cakes that have a layer of lemon filling and topped with Renshaw BLENDesi mallow. BLENDesi peaks just like a meringue and scorches perfectly.

SIGNATURE MUFFINS

An extension to new formats, we wanted to create some concept muffins. Our Supreme Cherry Bakewell muffins get their almond flavour by mixing Renshaw Renmac into the sponge mix. Bakels Cherry Fruit Filling gives it some juice. Get the Bakewell finish with white fudgice, almond slices and a cherry.

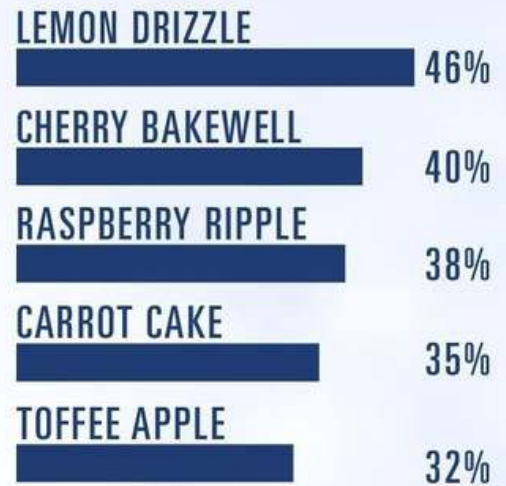
The Toffee Apple muffin features an apple filling, topped with caramel fudgice and a sprinkling of hundreds and thousands.

AMPLIFIED FLAVOURS

The Ultimate Lemon Drizzle Cake is a bold take on the citrus classic. Instead of a subtle hint of lemon, we aimed for a lemon sherbet intensity by adding lemon compound to the cake mix, a lemon cream centre, and a lemon drizzle topping.

For those who prefer more subtle flavours, our raspberry ripple cake allows the sponge cake's flavour to shine through. A bake stable raspberry fruit filling brings some texture & moisture.

WHAT CLASSIC DESSERTS WOULD YOU LIKE TO SEE MADE INTO A MUFFIN?



Source: BAKELS/VYPR 2024

Bakels Complete Multimix 12.5kg 60698



The stickiest toffee pudding base is multimix with treacle. This is then topped with Millionaire's Caramel, Renshaw Caramel Drip ice and fudge chunks.

(Opposite) The Supreme Cherry Bakewell Muffin gets its almond flavour from Renshaw's Renmac, filled with Bakels Cherry Filling and topped with white fudgice and almonds.

**GET OUR FREE
BAKELS MULTIMIX
RECIPE GUIDE**



Just scan the QR code

BAKELS

BAKERY INGREDIENTS SINCE 1904

FRESH TRENDS

in

FROZEN

SAVOURIES



In association with Wrights, we bring you a down-to-earth look at some of the reasons UK Bakers can benefit from the positive consumer preference trends driving growth in the the Frozen Savoury category.

Convenience in a Busy World



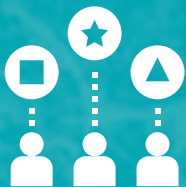
One of the most notable trends is the growing demand for convenience. Consumers are increasingly seeking ready-to-eat or easy-to-prepare meals, driven by busy lifestyles and the need for quick meal solutions. Frozen Savouries, which offer the convenience of longer shelf life without compromising on taste and quality, have benefited from this trend.

Premiumisation and Artisanal Appeal



While convenience is key, there is also a strong appetite for premium and artisan products. Consumers are **willing to pay more** for high-quality frozen savouries that promise superior taste, and unique ingredients. As the public continue to cut back on eat-out and grocery spending, bakeries offer an opportunity for moments of affordable, permissible indulgence.

Diversifying Menus with Ease



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

Strategic Cost Management



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

Market Insights

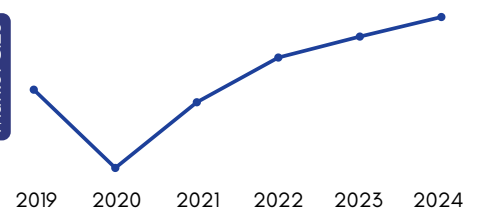
Brought
to you
by

Wrights

Long term, UK Bakeries and other QSR outlets are forecasted to continue driving growth in the Out-of-Home Frozen Savouries category, with a projected 20% Market growth over the decade leading up to 2028.¹

This major shift demonstrates how well both bakers and their customers have embraced modern frozen savoury bakes, a trend that shows no sign of reversing with a 2024 growth rate of 5.6% vs 2019.¹

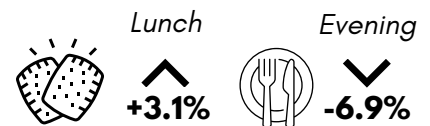
QSR Frozen Savouries Market Size



The significance of this growth is clear in comparison to the poor growth for frozen savouries in Pub and Restaurant sectors, which are struggling to rise back up to pre-Covid levels.

We can also gain insight from recent consumer research on Food-to-go **average spend** for different consumer "missions". The average spend per Snack or Evening purchase have declined, with the public instead **increasing** their average spend on Breakfast and Lunch missions.²

%Change in Avg spend per visit



With 55% of lower income households still reporting reduced spending on eating out and 36% reducing total grocery shop spend too, a temptingly affordable and filling baked savoury treat during the work day is an attractive Out-of-Home option.²

1: IGD Research, Index of Services, ONS, Dec 2023

2: IGD ShopperVista Food-to-go, Q4 2022 - Q4 2023, Base 1,000+ food-to-go customers

Sumptuous Steak Slice

Satisfyingly simple, our Steak Slice is generously filled with tender diced beef in a rich, flavoursome gravy, all wrapped up inside a parcel of our signature golden pastry.

A truly timeless classic that's much-loved amongst all customers, new and old.

Wrights Steak Slice 36x175g

BAKO Code: 84079



Quality Wholesome Food

SPOOKTACULAR HALLOWEEN SPECIALS



Ref. 81841

Blood Orange Cookie

Indulge in our Blood Orange Cookies, generously filled with chocolate chunks and dried cranberries, a delight for any moment.

📦 76g 📦 45 units 🌿 120'



Ref. 81840

Halloween Muffin

Authentic orange cupcake with chocolate chips and white frosting on top.

📦 100g 📦 24 units 🌿 30-40'



Create your own

Halloween Mummy Flapjacks

**BAKO
SELECT**



Ingredients

BAKO Code

BAKO Cake Margarine	1kg	94026
BAKO Demerara Sugar	600g	94068
BAKO Golden Syrup	1.2kg	35300
Rolled Oats	1.8kg	33267

To Finish

BAKO White Chocolate	94145
Flavour Coating	
BAKO Soft Icing	35141

These Halloween flapjacks made with Golden Syrup and coated in White Chocolate make a 'Spooktacular' edition to your counter

- Place margarine, sugar and syrup in a pan and warm on a medium heat until all the sugar is dissolved. Do not boil
- Add to oats in machine bowl and mix on 1st speed until an even looking mass is achieved
- Sheet on to prepared sheet trays (silicone paper lined)
- Spread evenly over the sheet, bake temp 182 °C, time will depend on the type of oven
- Once cold slice into portions of your choice – best cut next day or produce well in advance of requirement and store in stacking trays
- Melt the white chocolate coating to no more than 55°C and use at between 40-45°C
- Fully enrobe all four sides and top with the white chocolate coating
- For a richer, finish enrobe twice
- Use a No.3 tube to pipe the soft icing to create the bandage on the flapjack
- Use soft icing coloured black to pipe small dots for the eyes



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

£2 OFF

During September 2024



Rhubarb,
Madagascan
Vanilla
Custard &
Meringue

Apple &
Cinnamon
Custard

Morello
Cherry &
Almond
Bakewell

STOCK UP TODAY!

CODE: 81100

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.

SCAN ME:



www.schulstadbakerysolutions.co.uk

@Schulstadbakerysolutions_uk

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*

*Opepl, SBS Signature Fruit Danish Selection - May 2024



Lantmännen

PROUDLY SUPPORTING OUR BAKO COLLEAGUES IN THEIR 60TH YEAR



BAKO Puff Pastry

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

Quality you can rely on



BAKO Jam & Lemon Curd

All-purpose bakery jams & curd for mid-filling, top decoration, masking, marbling and injection.

All our NEW BAKO Select Jams are Allergen Free*

*Excludes BAKO Select Lemon Curd

Available in 6 Fruit Varieties

Quality you can rely on



Pack size : 12.5kg Pail

**IMPROVED
RECIPE**

Serving Suggestion:

Pictured marbled through BAKO Select Plain Creme Cake Mix (22103)

**ALL JAMS
ALLERGEN FREE**

Strawberry



11223

Mixed
Fruit



11217

Apricot
Sieved



11222

Raspberry
Seedless



11218

Raspberry



11219

Apple &
Raspberry



11221

Lemon Flavoured
Curd*



11220

*Contains egg



Serving Suggestion:

Pictured in application with BAKO Select Sponge Mix (22063)

**BAKO
SELECT**

Create

*Order your
Mincemeat
Today*



**33522 BAKO Select Mincemeat
12.5kg**

Quality you can rely on

BAKO Dried Fruit

Hand-picked, cleaned, laser and X-ray scanned and then oil dressed, for easy use.

Turkish Sultanas

31116

12.5kg

Turkish Raisins

31282

12.5kg

Quality you can rely on



BAKO Syrups

Black Treacle

A thick viscous sugar syrup containing cane molasses which gives it a special flavour and rich dark colour. Use in traditional recipes like rich fruit cakes and puddings, Parkin, treacle toffee and gingerbread.

35298

7.26kg

35365

25kg

Golden Syrup

A viscous, partially-inverted Golden Syrup with no added flavours or colourants. It has a buttery flavour and golden colour that is ideal for creating cakes, biscuits, puddings, toffee, etc.

35300

7.26kg

35302

25kg





Croissant 70g x 60
Code 20205

RTB

Croissant 90g x 50
Code 20207

RTB



Pain au Chocolat 75g x 70
Code 20202

RTB



Pain aux Raisins 110g x 60
Code 20203

RTB

RTB ALL THESE PRODUCTS ARE READY TO BAKE

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

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



Cleaning Chemicals

Cleenol Virabact Red Sanitiser & Floor Cleaner 2x5ltr	12116
Cleenol Imperial Bacterial Detergent 2x5ltr	12112
Senses Antibacterial Hand Wash 6x500ml	12114
Edenclean Drain Maintainer 2x5ltr	12110
Cleenol Lift Window & Mirror Cleaner 2x5ltr	12113
Cleenol Heavy Duty Foam Oven Cleaner 6x750ml	12111
Cleenol Spray-On Degreaser 6x750ml	12115

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



PASTRY BLOCKS OFFER 10KG BLOCK & 2 X 5KG BLOCKS

FROM THE BAKERS OF THE NO.1 PIE BRAND*

- 👉 144 layers of Golden Puff Pastry
- 👉 Suitable for Small and Large Users
- 👉 Can be used for Sweet or Savoury dishes
- 👉 Vegan Society approved

UP TO
£3 OFF



ORDER YOURS NOW

Product Code	Description	Weight	Promo
81084	10kg PUFF PASTRY BLOCK (VE)	10kg	£3 OFF
81469	2 X 5kg PUFF PASTRY BLOCK (VE)	2 X 5kg	£2 OFF

YUM YUM

DOUGHNUT MIX

RSPO MB

50 % MIX

EASY TO USE

25 KG BAG



recipe for Yum Yums & Doughnuts

ORDER TODAY

BAKO product code: 77068



ireks.bakingcrew


IREKS
www.ireks.co.uk

BAKO Select Bread Flours

**BAKO
SELECT**

Ingredient

BAKO Barehill Flour

White Bread Flour suitable for rustic and handmade breads, rolls and morning goods.

72197

16kg

BAKO Boulsworth Flour

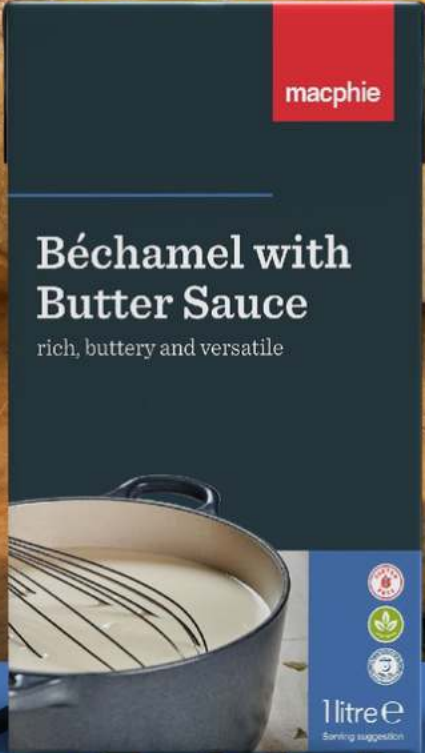
Strong White Bread Flour suitable for long fermented processes, ciabatta, traditional crusty breads and rolls, baguettes and sourdough bread varieties.

72198

16kg

Quality you can rely on





A Béchamel with range rich, buttery and versatile.

Our Béchamel with Butter Sauce is a wonderfully creamy base for bringing a supremely smooth consistency to your savoury dishes. Its silky smoothness provides a buttery bedrock for crafting everything from deliciously rich lasagnes to pie fillings. It even offers an ingenious ambient alternative to mayonnaise for adding a smooth, creamy texture to your sandwiches, wraps and toasties.

Accepting of inclusions, it also produces a variety of on-trend dishes or staple items like creamy soups and savoury dips. This bulletproof sauce delivers consistent results every time, requiring minimum skillset and its designed to work in any bakery or kitchen set up – whether you use a microwave, the hob, kettle, hot-cabinet or Bain-Marie.

Product Code: 44107 (12x1) 44336 (10L)

Regional Availability varies
Check with your local BAKO depot for more details



Scan the QR code to find ideas, recipes and more.

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

simply clever food
macphie.com

    /macphieuk

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 in October, 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



In aid of



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

CONTACT INFORMATION

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Langley Moor, Durham, DH7 8HR
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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 WORD SCRAMBLE

Unscramble the letters to solve the puzzle!

- KPCCAUE _____
- EDARCOTE _____
- OCISOKE _____
- ALPSUTA _____
- IWNRESBO _____
- LRFOU _____
- GURSA _____
- IIGCN _____
- ACESK _____
- KGSIHNWI _____
- UTBTRE _____
- COKNGIO _____

LAST PUZZLE ANSWERS

9	1	2	6	8	7	5	4	3
7	3	8	4	5	9	1	2	6
4	5	6	1	3	2	8	9	7
3	7	5	2	4	1	6	8	9
6	8	9	3	7	5	2	1	4
2	4	1	8	9	6	3	7	5
5	6	4	7	2	8	9	3	1
8	9	3	5	1	4	7	6	2
1	2	7	9	6	3	4	5	8

BAKO 

'The key ingredient to the food industry'®

— IN THE —
Mix

FOOD INDUSTRY INSIGHTS & OFFERS