

BAKELS WORLDWIDE REVIEW

No 173 2022

Bakels Insight
Trend Watch.

News from Bakels

Expansion of premium assortment.
Artisanal bread range: Fermdor® Active.

Spec'tacular

NEW SPREAD & CRUMBLES



VEGAN SUITABLE



Produce spec'tacular doughnuts, cakes, cheesecakes and more with the familiar spiced shortcrust biscuit taste of speculoos this Spring/Summer with Bakels.

NEW Speculoos Spread

- ✓ Ready-to-use
- ✓ Exceptional creamy smooth texture
- ✓ Moreish spiced flavour
- ✓ Versatile application
- ✓ Suitable for Vegan applications
- 📦 5kg pail

NEW Speculoos Crumbles (2-6mm pieces)

- ✓ Ready-to-use
- ✓ Add a crunchy texture to your sweet lines
- ✓ Moreish spiced flavour
- ✓ Versatile application
- ✓ Suitable for Vegan applications
- 📦 10kg carton

For full product information, visit www.britishbakels.co.uk
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Editorial

Dear Reader

The first Bakels Worldwide review was published in the 1950s and there have been several changes to the format since. Now we make two more.

For the first time there will also be a digital version of the main articles in this edition. They can be viewed from our website www.bakels.com.



The second, is to the editor of BWR. After many years in that role, Armin Ulrich, Chairman of the Bakels group, is passing the baton to myself. I joined Bakels in 2001, and following the promotion to CFO beginning 2007, I was appointed CEO beginning 2015. All these years I have always had the pleasure to closely cooperate and work together with Armin Ulrich, who shall continue serving Bakels as Chairman of the Board of Directors of EMU AG (Holding company) and as Chairman of the Board of Trustees of EMU Foundation.

As editor I will seek to ensure the content of BWR is relevant to our customers around the world, bring news of key market trends and new products to meet them.

As markets around the world settle into the next normal, consumer attitudes and way of life has evolved, presenting opportunities for our industry, insights of which we are pleased to share in this issue.

These macro trends include heightened focus on sustainability and the health of our planet, shifting consumer occasions, amplified experiences and plant-based preferences. Topics such as palm oil and hybrid bakery concepts will provide you with an insight into the impact the macro trends are having on bakery and how Bakels can fully support you in developing the right finished goods.

Our market-led approach to product development, which is fuelled by the internal exchange of rich consumer and market data, enables us to work closely with customers in each market, from concept development to product launch.

As well as influencing our ingredient developments, the sustainability theme has led investment in recent new production facilities too. A new carbon-neutral production site and Baking Centre at Bakels Senior in the Netherlands displays another commitment to sustainable business operations.

We are not only driven to invest in and develop ingredient solutions to serve these trends, but also support local academic institutions and causes. This includes training programmes like in New Zealand, designed to fuel the potential and success of tomorrow's aspiring bakers.

Throughout the challenges of the pandemic our colleagues have demonstrated their commitment to serving our customers. As business gradually returns to normal, on your behalf I would like to thank them.

Patrick Gloggner
CEO

Bakels Insight 4–10

News from Bakels 11–14

Bakels People 15

Masthead

Title image: Tart with Lemon Filling by Bakels China.

Bakels Worldwide Review No 173
June 2022

Published by Bakels Nutribake AG
Printed in Switzerland

Social and Cultural changes affecting your bakery in 2022

Social and cultural behaviours are continuously changing after being affected by the pandemic. With a focus on the environment, health and new technology, consumers are expecting fresh and innovative ideas from their bakery goods.

While social and cultural trends can be hard to predict, there are some insights bakers and bakeries alike shouldn't ignore. It is clear that brands across the food industry are already adapting to social and cultural shifts, with bakery brands becoming more than just providers of baked goods.

Cultural dominance of the East

There is a shift in influence where the cultural global dominance of the West is now heavily influenced by the Far East, taking Western consumers on a journey through the food they eat, with sweet flavours including yuzu, matcha, wasabi, ginger, cacao, mochi and halva.

Hybrid Bakeries

Consumers are now looking beyond traditional tastes and seeking new and refreshing creations such as the Croffle – a mix between a croissant and a waffle. The continued popularity of hybrid street markets or food halls depict how consumers are changing aspects of their everyday lives such as where and how they eat.

Bakery brands as part of social activism

Bakery brands are increasingly at the forefront of social justice movements. Hunger and exploitation in food production are being challenged with companies such as **Moonshot Snacks** recognising the harmful effects of food production and proclaiming their use of regenerative family farming.

Think green and embrace lab-grown foods

There is a growing realisation among consumers that everyone needs to have responsibility for their own individual carbon footprint to help prevent the global climate crisis – and food plays an important role in this. This includes the acceptance that lab-produced food can enable consumers to have a safer planet and still eat the baked goods they love.

Using automation in your bakery

With automation in food becoming accepted and welcomed, bakeries can start to reel the benefits of automation too. Many countries are now impressing consumers with innovative new ideas involving technology. Delivery service **Getir** in London offers ultra-fast on-demand delivery, while the **Brooklyn Dumpling Shop** in New York City provides seamless ordering and pickup.



Satisfying evolving diets

Consumers are having an increased interest in health and wellness, with baked goods being adapted to complement this. There is an increased belief that food, diet and eating habits can affect the body's performance, health and longevity. So, consumers are looking for ingredients that will give them a health boost, such as having grains, seeds, and vegetables in bakery products.

The trend for free-from products is clear and consumers are expecting quality from these finished goods too, in particular vegan products. Variety is key to satisfying growing demand and at Bakels, we seek to deliver just that in our ingredients. Whether it is Vegan Meringue offered by Bakels Nutribake in Switzerland or ready-to-use fat-based creams in Belgium, our global selection of ingredients for vegan application is extensive.

Attributes such as fibre are particularly attractive for consumers today, with their associated maintenance of good gut health. Just 9% of adults in the UK consume the recommended daily amount of fibre (30g), leading to initiatives such as 'Action on Fibre' by the Food and Drink Federation to promote fibre intake across the nation.

Bakels speciality bread mixes under the **Country Oven** brand provide bakers with a convenient opportunity to produce bread and rolls which taste great and deliver source of/high fibre claims for the end consumer.

Bakeries becoming sources of wisdom

Bakeries are becoming more relied upon as trusted sources of knowledge for how to optimise consumers' lives. From viral videos on TikTok to the booming MasterClass platform, a single insight or hack can serve to change the way consumers do things on a daily basis and even alter their routines.

Your partner for future change

This year is an exciting year for bakeries, and Bakels are also moving with the times. Our plans include increasing use of responsibly-sourced ingredients such as segregated palm oil and Rainforest Alliance-certified cocoa. Using healthier ingredients is high on our development priorities, striking the balance between indulgence and health.



1 Croffle.
2 Country Oven bread.

Transform your pastries with Bakels palm oil free solutions

Our Group-wide “local for local” approach embraces local specialities and provides bakers with robust tools to craft great-tasting local favourites.

Popular in Scandinavia, the consumption of sweet coffee bread is huge. There is even a special word for “having a break” in Swedish, which means drinking coffee and eating something sweet. The word is “Fika” is so well established that it is used as both a noun and a verb. “Let’s take a fika” is the most uplifting message you can receive from a long-lost friend. The social aspect is as important as the delicious mix of steaming coffee and a sweet pastry.

The things we “fika” most on are braided sweet buns in different varieties and flavours. The Cinnamon Bun (Kanelbulle) is the most common bun found in Scandinavian cafés and in contrast to American varieties which are very sweet and spread with thick frosting, it is a sweet bread dough rolled up with a swirl of sweet cinnamon filling, sprinkled with pearl sugar which does not melt at high temperatures and creates a characteristic look with white dots on top of the bun.

Sweden for example even has a special day for the classic Cinnamon Bun. On 4th October every year, 9 million Cinnamon Buns are sold in Sweden on the official Cinnamon Bun Day alone. That is quite the number for a population of 10 million people.

The topic of pastries would not be the same without mention for the adored Danish pastry. In Denmark, just look for a storefront with a wooden pretzel hanging in front (the Danish sign for a bakery), the varieties are vast and fillings don’t just stop at cream cheese, though in Denmark you can find Danishes filled with fruit jams, chocolates, and

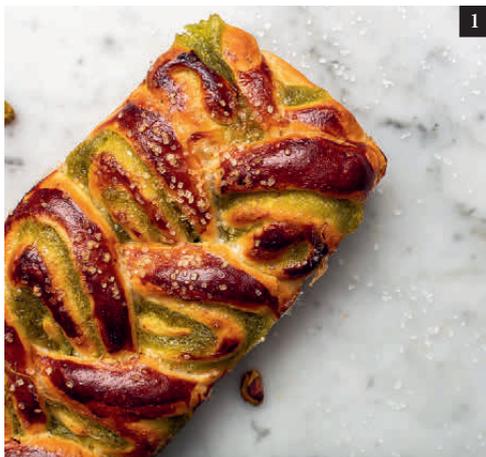
custard fillings. Unlike the single-serving ones normally found in the States, you can get impressively flaky Danishes that could feed a large family for dessert. In Denmark, they’re actually referred to as viennabrød in reference to the Viennese bakers that shared the techniques of laminated pastries with the Danes.

Pastry ingredients which deliver taste and convenience

Our Swedish colleagues in Gothenburg manufacture Remonces – ready-to-use spreadable fillings for both craft and industrial customers, well suited for these types of pastries and deliver a superb taste and visual appeal to pastries. Remonces are sold in large volumes throughout Scandinavia as well as in the Baltics, which is a growing market. Remonces from Bakels are even available in Greece and China.

The most popular products are in the range of Palm Free Remonces, available in many different flavours. The recent new Clean Label range meets the intensifying trend for clean(er) label products. Clean Label is, by its definition, about a short ingredient list with clean recognisable ingredients.

The trend for transparency, focus on health and greater interest in what goes into food has led to consumers checking labels more than ever before and they value ingredients that are sourced from nature, with artificial or chemical ingredients more and more unfavourable. There is also a desire for excluding ingredients that consumers may perceive to be unnecessary, a trend and technical development area Bakels are exploring throughout the ranges.



1 Pastry with Remonce pistage.
2 Remonces.
3 Cinnamon buns.



Trend Watch: Hybrid Bakery Concepts

The experimentation of combining traditional patisserie and bakery classics to create a burst of new flavour and taste, captures the imagination of consumers all over the world. New shapes, combinations of textures and surprising tastes offer any classic bakery product a new lease of life, which resonates with consumers as they appeal to both your culinary and intellectual curiosity.

In today's digital world, your next hybrid idea could be the next viral sensation. Let's take a look at some of the leading creations to inspire your next hybrid concept:

Cronut

A croissant-doughnut made famous by French-American pastry chef Dominique Ansel, the now well-know hybrid was first introduced at Ansel's bakery in New York's Soho neighbourhood in May of 2013 and didn't take long to go-viral across the world. Although the Cronut is much less ubiquitous than its doughnut relative, the pastry has been wildly popular ever since its debut.

Cruffin

The cruffin is an inventive combination of a croissant and muffin, the pastry is made by proofing and baking laminated dough in a muffin mould. Tunes can then be played with a variety of creams, jams, curds or even dried fruits which fill the product. The result is a flaky and crispy delight, shaped into a muffin appearance and bakers can let their imagination run with a variety of variations.

Scuffin

With scone-like dough and a dense, crumbly texture, the scuffin is shaped into a muffin and filled with fruit preserves. For consumers that are indecisive about their breakfast, this hybrid is a quick, convenient way to enjoy two delicious bakery products in one. As well as a delicious taste experience, this novel creation could be an answer to using fruit that was too ripe or not aesthetically pleasing enough. By turning this fruit into purees, it provides a way to reduce food waste, appealing to the 43% of consumers, according to Innova¹, who cited reducing food waste as actions they are taking on the environment.

Morning Bun

This delicious delight is the perfect crossover between a cinnamon bun, a croissant and the sweet Breton cake, Kouign-amman. Taking its place on the menu of Tartine Bakery, situated in the heart of San Francisco, California, morning buns are made from laminated pastry dough that puffs up during baking, resulting in delicious flaky and buttery layers.

Brookie

One of the most indulgent hybrids in this line-up, the brookie is a naughty fusion of cookie and brownie. Having presented the concept on American business reality television show Shark Tank, owner of Los Angeles-based milk + brookies, Jovin English, is one of the pioneers of this hybrid concept and claims it was born out of her craving for something sweet post-breakup!

Townie

Inspired by an increasing appetite for "mash-up" desserts comes the Townie, a mouth-watering creation which hits the sweet spot between a tart and brownie. Popular in premium outlets such as Bea's of Bloomsbury in London, the hybrid provides a tantalising mix of texture, from the crumbly tart shell, to the rich and gooey brownie encased within it.

The continuous quest for the next big thing in bakery leads bakers to push the limits of their imagination and at Bakels, we are no different. Our Marketing teams explore creative hybrid "mash-ups" to inspire bakers across the world. Our latest ideas include Hot Cross S'mores and Hot Cross Doughnut Bites from British Bakels to tap into the Easter season, hugely popular among the nation's consumers.



1



2



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4



5

- 1 Chocolate filled Cronut.
- 2 Cruffin.
- 3 Morning bun.
- 4 Brookie.
- 5 Townie.

Sources: 1: Innova – Macro trends for 2022.

Tapping into Seasonal Interest with Bakels

The COVID-19 pandemic has led many consumers to find comfort in indulgent foods and cakes remain well-positioned to fulfil that need. In particular, seasonal baked goods for occasions such as Christmas, Easter and Mother's Day remain well-suited as their decadent flavours and distinct, seasonal connotations, invoke a nostalgic feeling that remind consumers of happy past holidays.

According to Mintel's Global New Product Database (GNPD), the year to September 2021 saw a marked increase in seasonal launches in Europe, with 17% of cake, pastry and sweet good launches bearing a seasonal claim. The UK was home to much of this activity, with 27% of launches in the same period. Meanwhile, in the US seasonal/limited edition claims were present for 12% of cake, pastry and sweet good launches in 2020, according to Innova.

Nostalgia has been a powerful influence on food innovation throughout the pandemic and Bakels are here to provide both versatile and robust ingredients and inspirational ideas for bakers to offer seasonal ranges.

Recent recipe series include Christmas from British Bakels and Mother's Day by Bakels Brazil, a focus of our applications teams across the Group to inspire bakery customers. Our multi-channel campaigns utilise various digital media, including dedicated landing pages and bolstering of our growing recipe libraries across the local Bakels websites.

Aligned with a boom in tech adoption throughout the pandemic, Bakels responsive websites across the world offer a wide array of product information and recipe ideas. Whether they are searching for ingredients to make specific finished goods, those with required features or recipes according to Bakels ingredients they already have, the platform accommodates the needs of busy bakers.



1



2



3

- 1 Mincemeat & Cherry slice.
2 Chocolate & Ginger Multiseed.
3 Gingerbread Doughnut Men.

Adventure through food: South Africa

With limited international travel opportunities due to the pandemic, consumers have been seeking adventure through food. As well as reaching for familiar global favourites, they are exploring local cuisines from abroad and Bakels are well-positioned to serve this trend.

In the UK for instance, Mintel found that 20% of UK bread buyers would be interested in these foreign cuisines¹ and in the US one-third of consumers looked forward to trying new global foods and/or flavours this year, with 42% seeking spicy foods according to Datassential².

Famous for its great natural beauty and cultural diversity, all of which have made the country a favoured destination for travellers since the legal ending of apartheid in 1994, South Africa is also home to a wide range of foods such as biltong, boerewors, malva pudding and bunny chow, many of which are a hit in food markets across the world.

A mainstay on most South African dinner tables and served cold or at room temperature, Chakalaka is a traditional South African vegetable relish that is usually spicy and commonly served with bread, pap, samp, stews or curries. Chakalaka may have originated in the townships of Johannesburg or on the gold mines surrounding the city of Johannesburg, when Mozambican mineworkers coming off shift cooked tinned produce (tomatoes, beans) with chili to produce a spicy relish with a Portuguese taste to accompany pap.

Like many local food specialities, there are a number of variations of Chakalaka, often dependent on the region or family traditions; for instance, some versions include beans, cabbage and butternut.

Inspired by this popular South African food, South Bakels has introduced an exciting local and proudly South African bread mix based on the flavour of Chakalaka. Like Chakalaka itself can take on a range of different varieties, the bread mix was developed with these same versatile advantages in mind. Bakers have the capability to produce breads like Chakalaka speciality bread, focaccia, potbrood and even pizza, so they too can provide consumers with a traditional flavour in traditional bread products.

The product has a distinctive South African flavour with a difference and is available in a full/complete mix or a 20% premix, according to customer and process requirements.

1 Chakalaka bread.
2 Chakalaka "Pot brood".
3 Chakalaka pizza.



Gluten free: Opportunities and challenges

According to Innova, 61% of global consumers intend to increase spending on their health and wellbeing in the next 12 months¹ and among the 63% who changed their eating habits in the past year, 39% agree that gluten free products are healthier than those with gluten².

Gluten Free Consumption

Gluten is a protein that occurs naturally in barley, oats, rye and wheat and must be avoided by people who have coeliac disease, a severe intolerance to gluten or who are allergic to wheat.

A majority of the population have no reason to avoid gluten or gluten-containing foods. However, a small proportion i.e., people affected by gluten-related disorders, adopting a gluten free diet is recommended, if not essential for their wellbeing. This is those with Coeliac disease for example, a genetic autoimmune disease in which the small bowel is inflamed and made leaky by gluten.

In New Zealand, one in ten people are gluten intolerant⁴ and estimated to be growing at around 7% per year, while Coeliac disease affects around one in one-hundred people in the UK and Europe⁵. Beyond this and driven by many consumers agreeing that gluten free foods are healthier than those with gluten, an increasing percentage of all consumers are adopting a gluten free diet. Brazil (16%), India (15%), Mexico (15%) and China (11%) are all above the global average of 9%.

Processing Considerations and Texture Optimisation

Lack of wheat protein in gluten free formulation brings challenges to gluten free NPD. One of the challenges is dough handling – gluten free dough and batters lack the viscosity or elasticity of the gluten-containing dough, leading to difficulties in processability and machinability.

At Bakels, many of our solutions across the world are designed not only to minimise process changes, but to optimise the textural and sensory attributes associated with gluten-containing bakery goods, optimising volume, crust formation and colour development.

Bake Gluten Free with Bakels

Bakels offer a wide range of convenient gluten free ingredients across northern and southern hemispheres, including in New Zealand, where a range of gluten free retail products are available, positioned under the Gold Label brand and available down the free-from and health-focused aisles, all backed up with consumer-facing communications at www.bakelshomebaking.co.nz. Gluten free developments within retail are also happening in Europe, where Bakels Nutribake in Switzerland produce a range of gluten free sweet and savoury mixes aimed at consumers in convenient small packaging.

Much of Bakels gluten free developments are for business customers, specifically developed according to taste and processing requirements and made easier thanks to investment in tumble mixing production. As well as the ability to incorporate particulates into ingredient blends, customers can be assured of safe production and further strengthens Bakels relationship with global charity Coeliac Society, who are committed to helping people with Coeliac disease across the world.

- 1 Gold Label Gluten free Banana Bread.
2 Gold Label Gluten free Chocolate Brownie.
3 Gold Label Gluten free Chocolate Cake.



Make Insta-worthy Doughnuts

The novel doughnut is experiencing a transformation, with a whole host of extraordinary flavours and formats popping up all over social media and producers wrestling for consumer attention. That leads us to ask, are your doughnuts Insta-worthy?

Did you know that last year one in two doughnut launches globally were with flavours other than the classic flavours? While traditional favourites such as milk chocolate or strawberry feature on 26.3% of global doughnut launches between July 2016 to Jun 2021, there is plenty of opportunity for new and innovative creations within the doughnut category. Innovations have been most prevalent in Europe, which accounted for 31% of total global doughnut launches in 2021, with Asia showing strongest share growth, according to Innova.

One in five consumers globally have chosen more exotic flavours in the past 12 months. The same proportion are also interested in trying new sensory experiences (e.g., aromas, tastes, textures, colours, sensations). This is all proof that consumers are increasingly open to more adventurous varieties and even open to the blurring of lines between categories.

Get it delivered

One of the key themes which prevailed over the course of the pandemic was that of bakeries utilising delivery methods for consumers. The “ghost kitchen” model, the concept of supplying goods from low-cost industrial premises, has multiplied with huge numbers of doughnut producers supplying Insta-worthy doughnuts solely through Instagram. Due to their optimal transportability, doughnuts are ideal for home delivery and allows producers to widen their geographic reach.

Make it Vegan

While doughnuts may never take on the reputation of being healthy, there is a growing interest in vegan doughnuts, which is driving innovation in the category.

Take American brand Dunkin Donuts for instance, 2021 saw the launch of over 40 vegan doughnuts into their range. They are not the only ones – Canadian doughnut brand Donut Monster Hamilton has incorporated the latest flavours into their vegan doughnut range, including blood orange and hibiscus, cherry and almond and dill pickle.

Bakels doughnut solutions

The term “Insta-worthy” is at the heart of our development objectives. Our range has been built with both convenience of application for producers and mouth-watering kerb-appeal for consumers in-mind.

Ongoing campaigns by companies such as British Bakels give local producers the ingredients they need to offer Insta-worthy doughnuts, either through via bricks and mortar or online stores. The range from Bakels gives producers complete solutions: from doughnut concentrates which produce light-eating doughnuts with bold appearance, to ready-to-use fillings and toppings to enhance eating experience and impress in photographs, many of the ingredients are suitable for vegan doughnuts applications.

- 1 Vegan Caramel Yum Yums.
- 2 Raspberry Millionaires Caramel.
- 3 Christmas Doughnut.
- 4 Berlinermix Doughnut.
- 5 Chockex Premium Ruby Doughnuts.



Bakels expand premium assortment with new chocolate additions

The health of the planet is now the number one global issue of concern and research by Innova finds that consumers aged between 18–45 cite one of their top five actions they have taken in the last 12 months to be more environmentally responsible in their food choices and eating habits.

Coupled with the 43% of consumers who believe flavour has become more important in 2021 (up from 36% in 2020), according to Innova, companies around the Group are launching ingredients which cater for each of these consumer preferences.

Chockex, the brand name previously only used by southern hemisphere Bakels companies is now the umbrella brand which includes the range of non-tempering chocolate. Products are being manufactured by Bakels Sweden, Bakels Australia and South Bakels, in a move to build global recognition for the high-quality chocolate products.

Dark, Light, Dark Vegan Palm-free and the stand-out Ruby varieties, which is made from ruby cocoa beans that are selected for its attributes which naturally emphasise the delicious berry flavour and pink colour, are all excellent for decorating sweet goods as a coating or dipping and suitable for a wide scale of production including industrial applications. Balancing sustainability and indulgence is a collective vision as a wider Group, which the Chockex brand represents.

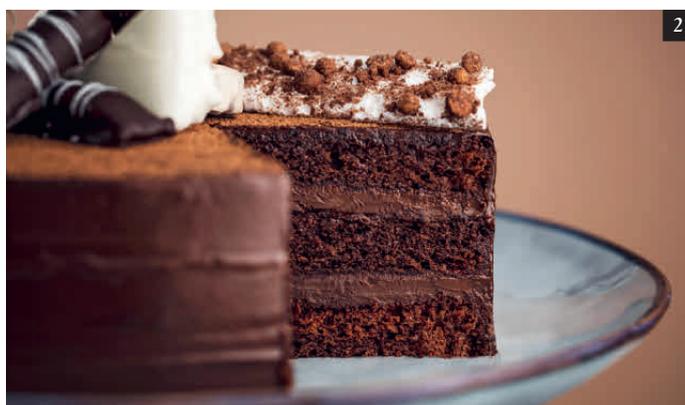
To further enhance Bakels sustainability credentials and meet customer requirements and market needs, only segregated palm oil certified by RSPO is used in Chockex and Truffles by Bakels Sweden. Håkan Hulander, Technical Manager at Bakels Sweden comments:

“The goal is to be top of mind when it comes to this segment. That is why we will continue to improve these ranges and continuously launch new products aligned to the various local and domestic markets we serve.”

The indulgent theme continues into Latin America with the introduction of a range of Ganache products in Brazil. Factors including premiumisation and assorted products are propelling value growth across this region, attributes the new product introductions serve. Although growing from a low base, seasonal/in-out products are increasing in positioning in Brazil, with the Ganache lending themselves perfectly to adapt to different sweet goods throughout the year.

As a flavour which dominates NPD launches between April 2018–March 2021 in the region, milk chocolate is included in the range, which also includes a hazelnut variety and with the full range offering crispy texture advantages for the consumer.

1 Pastry with Rubly Truffle.
2 Cake with Chockex Premium dark.
3 Chockex Premium Range.
4/5 Pastry with Chockex Premium Ruby.



The foundation of your artisanal bread range: Fermdor[®] Active

Around the world, taste is king and nothing delivers this better than products under the Fermdor[®] brand.

As well as an existing and extensive range of convenient dried sourdoughs, the product brand has a new addition – Fermdor[®] Active, and thanks to this, baking bread has never been so easy and efficient. What's more is there is no need for the addition of baker's yeast in the recipe.

The new Fermdor[®] Active, available for bakers around the world, is a powder concentrate with active components to which only flour, salt and water is needed for a wide selection of full-bodied, premium artisanal breads with exceptional texture.

Whichever bread you are producing, one constant remains the same: Quality. Thanks to Fermdor[®] Active, you can now consistently produce breads with the authenticity associated with traditional breads, coupled with the operational benefits of convenience, simplicity and consistency. The product is also suitable for a straight process.

With the durum wheat sourdough it contains, each loaf of bread has a unique flavour that consumers will find hard to resist. The product

features the latest in enzyme technology, which guarantees a satisfying product, without emulsifiers.

Benefits for customers

- Optimum cost and flexibility in application.
- Shorter production period for maximum convenience and simplicity.
- The same perfect result every time.
- Helps when there is a lack of skill in the bakery production and a reliable result is key.
- For bakers wanting to maximise their sales potential with premium-tier breads.

Benefits for consumers

- An excellent eating experience with authentic taste and flavour of a traditional sourdough bread.
- Full-bodied malty flavour.
- The bread gets a nice crust and crumb texture as a complement to the great taste.
- Gives excellent fresh-keeping qualities.

Launched for sale around the world, Fermdor[®] Active provides a convenient solution for bakers serving a diverse range of consumers, but all with the same desire for authentic tasting breads.



New carbon-neutral production Plant and Baking Centre for Bakels Senior

Bakels have invested in a new facility in the Netherlands, including the latest state-of-the-art addition to the global Baking Centre line-up. Due to its continuous growth over recent decades, the origin of the Bakels Group, Bakels Senior, have moved from their previous site where they have been located since 1967.

The move aligns with ambitious growth plans and Bakels' global strategic objective to help customers sell more bakery products by offering them premium class products and services and to provide the Bakels team with a safe and attractive work space.

The new and modern facility for Bakels Senior, the Group's longest established company, is situated in the heart of the town of Zeewolde in the Flevoland province, 2.8 m below sea level and boasts a range of production and customer-focussed areas.

Production capabilities at the new site include double-cone blending capabilities, suitable for a wide range of ingredient manufacturing, along with packing lines, all underpinned with sustainability and flexibility advantages. As a Group continuously investing in future growth, the same goes for Bakels' approach to the environment. The entire site is built with this in mind, with targets set to achieve carbon neutrality.

The fully-equipped Baking Centre provides the perfect setting to welcome customers of any size for innovation days, digital workshops, concept development, customer training and product trials. All underpinned by Bakels' Group mission to "help our customers sell more," the Centre allows Bakels Senior to partner with customers throughout the entire innovation and product launch process.



A modern facility with open and bright rooms means an exceptional hygiene standard throughout, as well as breeding innovation and new ideas both in collaboration with customers and between Bakels colleagues.

With the new facility now operational in Zeewolde, Bakels Senior are well-equipped to take the lead in transforming market trends and challenges into opportunities to support the growth of local Dutch and International customers. The significant investment by the Bakels Group marks yet another commitment to customers around the world to providing a collaborative and supportive approach to product development.

1/2 New facility.



Committed to the next generation

As a Group with a vision for the long term, this collective forward-thinking philosophy is showcased through various local support for the next generation of baking industry professionals. From sponsoring local colleges and universities, to hosting technical workshops at Bakels Baking Centres, the Group are driven to maintain and build relationships with local educational institutions.

Take the Bakels Training School in New Zealand for instance, a dedicated facility which continued its commitment throughout the recent pandemic.

Student numbers on the rise

The Training School has grown from 'zero-to-hero' in just 11 years. Student numbers have increased to 266 in 2021. An increase of over 80% in 15 months, New Zealand Bakels (NZB) have climbed to become New Zealand's national preferred baking training provider as attested by employers including those of large baking businesses who send the local company increasing numbers of students each year.

Sustainable growth

With such growth, the infrastructure has had to expand dramatically to meet both students' needs and stringent educational qualification requirements and documentation. To help, we are pioneering sophisticated software that can handle all registrations, educational progress success and the reporting of qualifications to satisfy the New Zealand Qualifications Authority (NZQA).

Breeding a diverse culture

There is another exciting development within NZB which now sees senior managers and Training School staff attending Te Reo Maori language classes every week. They are already seeing signs of this in email signatures and displaying food safety posters in Te Reo Maori, as well as seeing more Asian and Pacific languages posted. These will eventually find their way into our special recipes and training manuals. NZB are also looking closely at how best they can cater for those with special accessibility, physical needs, different cultural, or gender identities.

There are significant changes currently underway in vocational training in New Zealand, so in order to thrive in this new training climate it is important for NZB to have their own funding channels and to stand independently. It's also important that their special style of training and knowledge, backed by years of baking expertise, be formally recognised for professional qualifications accreditation purposes.

Secrets to success

Firstly it's Bakels' insightful top management belief in saying "yes" to such a venture, and their empowering of the Training School's amazing team, all built on a Group-wide mission to educate and empower the younger generation coming through.

Bakels' bespoke approach to training, with flexible training plans, talented and compassionate tutors with deft support from a smart administration team, all within a specifically supportive and encouraging learning environment, breeds confidence to the baking world.

Bakels know that in offering such educative training opportunities to the community, is a total win-win mix too. Educating others in ways which encourage personal skill, empowerment, and therefore potential



financial independence, that amazing goodwill is created whereby apprentice bakers are most likely to become loyal future customers who go on to help "Bake the World a Better Place."

1 Students with Bakery Training School Tutor, Glenn Callow (on the right).

2 Student with Bakery Training School Tutor, Glenn Callow (on the right).

3 Student.

British Bakels 75 Year Anniversary: 1947 to 2022

British Bakels is 75 years old this year, having been registered as a UK company on 25th February 1947.



Although British Bakels became a manufacturer of margarines, release agents, and other wet products, in 1959, it was not until 1990, 43 years after the business was founded, that the production of powder products commenced in the UK. This was when the new manufacturing unit in Bicester started production.

During the 1950's and 60's many products were introduced which are still in our range today. These include Tincol release agent, Ovalett sponge emulsifier, Actiwhite meringue mix and Hercules baking powder, to name but a few. The 1970's and 80's saw a strong position established in the supply of release agents, and application equipment, to plant bakeries.

However, the real change to British Bakels started in 1986, when land was purchased in Bicester. Powder blending commenced in 1990 and the offices and wet production were relocated from Slough in 1995.

Through continuous investment, most notably the new wet factory in 2004, and the separate distribution centre in 2018, plus much production equipment in between, production has grown from 4,500 tonnes in 1995 to more than 30,000 tonnes today.

Over the years the profile of our customers has changed, reflecting changes in the marketplace. From the beginning, when all sales were to the craft sector to today, where we have a good balance between craft, industrial and instore bakeries, buying both bread and confectionery ingredients. The biggest growth however has been in tailor-made products.

This is fully in line with the Bakels Group mission statement – “We are technically based company whose mission is to help our customers sell (more) bakery products”.

And what of the future?

As ever, some aspects of the business will change, reflecting changes in society. For example, sustainability is a major topic we are all addressing as it has moved from something we have been talking about to something we are doing.

Responsible sourcing, food waste and plant-based solutions form integral parts of our strategy for the future, all of which align with increasing customer expectation for solutions which support the preservation of our environment.

Many of these trends already form part of British Bakels' existing offering, including palm-free caramels, kitting packaging solutions for customers to optimise yield and minimise waste, along with sweet and savoury vegan options for the increasing proportion of the population adopting plant-based lifestyles.

The pandemic has fuelled a rise in consumers making healthier food choices, which will only intensify looking forward. Spanning across the wider food industry, foods which support our general wellbeing in areas such as gut health, the immune system and weight management will all influence our product development priorities.

Tech adoption has increased dramatically in recent years, and with this the way customers search for and buy bakery ingredients. Along with the wider Bakels Group of companies, British Bakels will continue to adapt to these behaviours, using digital communications by means of website resources and social media communications, all with our core mission to help our customers sell (more) bakery products.

While trends and the ingredients we develop will certainly evolve in the future, the core of our business model will not change – We develop products to meet our customer's needs, manufacture them safely and efficiently, and offer technical application support. That's what British Bakels have done for the past 75 years and will continue to do for the next.

Congratulations

We are pleased to recognise the long service of the following employees.

45 Years

Persson Torbjörn, production, Bakels Sweden

40 Years

Demetre Catacouzinos, production, Australian Bakels
Brian Henry, special projects manager, Australian Bakels

35 Years

Eriksson Jonas, warehouse manager, Bakels Sweden
Eddie Khumalo, supervisor Johannesburg, South Bakels
Bafana Mazibuko, supervisor Johannesburg, South Bakels
Peter Ngwenya, supervisor Johannesburg, South Bakels

30 Years

Hans-Peter-Kocher, client advisor, Bakels Nutribake

25 Years

Scott Matthews, maintenance engineer, British Bakels
Terry Spinks, warehouse operative, British Bakels
Ilze le Roux, national human resources manager, South Bakels

20 Years

Stephen Mettrick, powder factory supervisor, Australian Bakels
Andy Nelson, managing director, Australian Bakels
Anh Tran-Thi- Ngoc, powder factory, Australian Bakels
Olsson Mikael, planning & call off, Bakels Sweden
Jason Dickens, powder production operative, British Bakels
Abdul Brown, sales manager Cape Town, South Bakels
Joachim Klosta, chairperson Africa, South Bakels
Americo Michelin, branch maintenance Cape Town, South Bakels

Our companies are only too pleased to help you find the perfect solution for your business.



EUROPE

Bakbel Europe SA, Belgium
Bakels Nutribake AG/Switzerland
Bakels Polska Spzoo/Poland
Bakels Senior NV/Netherlands
Bakels Sweden AB/Sweden
Bakels Switzerland Ltd/Switzerland
Bakels Ukraine Ltd, Ukraine
British Bakels Ltd/England
Deutsche Bakels GmbH
c/o Bakels Senior NV/Netherlands
Finnbakels Oy Ab/Finland
Irish Bakels Ltd/Ireland
Rusky Bakels/Russia
Aromatic Marketing GmbH/Germany
Aromatic Kft/Hungary
Aromatic Polska Spzoo/Poland

AFRICA

Bakels East Africa Ltd/Kenya
Bakels Namibia (Pty) Ltd/Namibia
Bakels Zimbabwe (Pvt) Ltd/Zimbabwe
South Bakels (Pty) Ltd/South Africa

AUSTRALASIA & OCEANIA

Australian Bakels (Pty) Ltd/Australia
Bakels Edible Oils (NZ) Ltd/New Zealand
Bakels (Fiji) Ltd/Fiji Islands
NZ Bakels Ltd/New Zealand

ASIA

Bakels Bangsheng Food Ingredients Co Ltd/China
Bakels China Co Ltd/China
Bakels Dalian Co Ltd/China
Bakels Hongkong Ltd/Hong Kong
Indo Bakels Pvt Ltd/India
PT Bakels Indonesia/Indonesia
Bakels (Malaysia) Sdn Bhd, Malaysia
Bakels Philippines Inc/Philippines
Bakels Singapore (Pte) Ltd/Singapore
Bakels Thailand Co Ltd/Thailand

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