

Sep/Oct 2020 Issue

Feature submission deadline: 24/08/20

Christmas

- ▶ Please provide an example of how you have worked with a baker to achieve Christmas NPD or worked to improve existing products.
- ▶ What different and new ways can bakers incorporate colour and design into both sweet and savoury products to promote Christmas?
- ▶ Do consumers want traditional options or adventurous/modern product angles?
- ▶ Which flavours and themes will feature on this year's Christmas shopping list?

Sourdough & Rye

- ▶ This feature will explore the different flavour profiles, bread and roll formats and marketing that can be used to attract consumers
- ▶ Other topics to be included in the feature will include free-from sourdough and the use of sourdough in products other than bread, such as biscuits and pastries.
- ▶ What makes a truly perfect sourdough loaf? - Who made the best sourdough loaf you've ever tasted and why was it so amazing?
- ▶ What advice do you have for bakers wanting to make their own sourdough for the first time?

Packaging & labelling

- ▶ Where does the bakery industry position itself in the war on plastic? Is it possible? Feasible? Or by using less plastic are we harming the environment in other ways?
- ▶ Give an example of how you are doing your bit to help the environment through your packaging
- ▶ Should bakers focus on plant-based packaging, compostable packaging or try to go packaging-free entirely? What materials can be used as an alternative to plastic and what challenges (and opportunities) do they present?
- ▶ How has 'Natasha's Law' and the introduction of mandatory full ingredients labelling affected the industry, a few years down the line? Does this pose challenges or have we all adapted?
- ▶ What labelling options are available to those who want to prepare and sell their own packaged products?

Thins, Wraps & Pittas

- ▶ How have thins transformed the way in which consumers view brands? Does this category open up international bakery players to provide the UK with products?
- ▶ Please share examples of bakeries you have worked with to improve thins, wraps and pittas products.
- ▶ Which new innovations will change the market next year?

Email your comment, research, trends analysis, images and thoughts for inclusion to alicecooke@bakerybusiness.com

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Nov/Dec 2020 Issue

Feature submission deadline: 19/10/20

Valentine's Day

- ▶ Please give examples of traditional products and alternative products celebrating Valentine's Day. Are there any trends bakers should know about for 2021?
- ▶ Much of the focus on Valentine's Day is around sweet products, but what works for savoury items in terms of ingredients and formats?
- ▶ Valentine's Day is increasingly being marketed as a day of self-love/ loving your friends - how can bakers make the most of this?

Toppings & Fillings

- ▶ Which ingredients do you predict will be the next big trends in toppings and fillings?
- ▶ How can bakers work with existing confectionary brands to release limited edition products or seasonal variants using toppings and fillings? Please give examples.
- ▶ What are the most popular flavours and ingredients now that bakers should be using, both in the healthy and indulgence categories?
- ▶ Fillings in particular have really grown in popularity of late - why do you think this is?

Warewashing

- ▶ What advice would you give to a baker looking buy warewashing equipment? What should they look for - efficiency, price, size, warranties, etc.?
- ▶ How can they ensure its longevity and efficiency?
- ▶ What new technologies are available in this category now?
- ▶ What are the different kinds of warewashing equipment and what are their advantages and drawbacks?
- ▶ Has the need for/lack of floorspace influenced the market?

2020 Products in Review

- ▶ Best in class: Products that really shone in 2020

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