

# BAKELS WORLDWIDE REVIEW

No 174 2023

## **Bakels Insight**

Trends impacting bakery in 2023  
Health vs. indulgence

## **News from Bakels**

New products around the Group  
Home baking expansion  
New Baking Centre opening

# Caramels



*Caramels for every application!*



## MILLIONAIRES CARAMEL MB

Bakels Millionaires Caramel is the perfect, delicious eating filling for making traditional caramel slices, or caramel-filled muffins. An indulgent treat, made with real butter and condensed milk, Millionaires Caramel is the ultimate ingredient to elevate any bakery offering.

 471812: 6kg pail  Milk, soy, sulphites

## DULCE DE LECHE MB

A sweet and creamy concoction, Bakels Dulce de Leche is an indulgent filling for cakes and muffins, and its consistency allows it to be piped as a topping while still holding its shape. It's smooth, soft texture and butterscotch-like flavour make it the perfect bakery ingredient.

 471852: 6kg pail  Milk, soy

**for more information or samples ask your local Bakels company.**

# Editorial

*Dear Reader*

*When you read this edition of Bakels Worldwide Review, we will be well into 2023. With the effects of the global pandemic, supply chain disruption, and significant increases in the costs of raw materials and energy largely behind us, we can look forward to better times..*



We do so in this edition of BWR with articles on market driven new product development and reports on current consumer trends, including this year's fashionable colour! (page 6). All present business development opportunities.

Some consumer trends are lifestyle choices. Many of these can be classified as "planet friendly". We are very mindful of this and are constantly improving the sustainability of our operations, and the resources they consume.

Another trend, and lifestyle choice, is veganism. In page 10 we highlight how we are meeting this.

However, in these difficult economic conditions we will always seek to strike a balance between meeting consumer expectations and delivering value.

We operate in an increasingly global market. Recognising this any product featured in BWR 174 can be made available to all our readers, irrespective of in which country they are based. The new product concepts reported in pages 8, 12 and 14 are examples of this.

We also report in page 13 an important step towards ensuring our key products are produced as near to market as possible – the commissioning of a production line in Australia to manufacture premium fillings and toppings, including the very popular "millionaires caramel". This line is a duplicate of the equipment at British Bakels. Now, instead of relying on exports from Europe, bakers in the southern hemisphere can be supplied from Australia.

It only remains for me to thank all our customers for their support during some difficult years, and to wish them every success for the remainder of 2023.

Patrick Gloggner  
CEO

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## Masthead

Title image: Dulce de leche filling by Australian Bakels.

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# Trends impacting bakery in 2023

*At Bakels, we develop convenient ingredients which align with both global and local consumer preferences. Led by insight, this process enables companies around the group to better serve local needs*

## Global Trends in Bakery 2023

As consumer behaviour continues to evolve in the baking industry through transformative recent years, Bakels global insights supported by Innova Market Insights give bakers the knowledge they need to grow their business.

### The new consumer proposition – Living a balanced life

People are exploring possible ways to live and eat more healthily, balancing enjoyment with the necessities of daily life. Consumers of all ages are placing increased emphasis on feeling safe, well and guarding their resources. This means taking a greater interest in looking after their physical and mental health, as well as their homes and finances.

People are also taking a growing interest in the planet's health and wellbeing. At the same time, people are actively harnessing new technologies in all aspects of their lives. The quest for craftsmanship and authenticity has sparked 52% to seek fresh products, 31% looking for locally produced products, 30% open to products which boost physical health and 30% seeking environmentally friendly goods.

### Elevating the everyday – Inspiring “feel good” moments



Stemming from our intensified focus on mental wellness, consumption of sweet goods has migrated from something invoking guilt, to an outlet to inspire a “feel good” moment and essential to a balanced lifestyle. There is opportunity to adjust portion sizes to maintain the

level of indulgence consumers are craving, with research showing 1 in 2 choose smaller treats they can consume.

### Upgraded experience – Nostalgia & new sensations collide



At Bakels, we track ingredient and flavour trends in bakery, and what's clearest of all is that variety is key and will remain through 2023, the reason that 34 per cent of category consumers consider increasing their cake, pastry and sweet goods consumption.

Younger generations are exploring fresh and innovative ingredients, while also exciting their memories of comfort foods with fresh new flavour experiences. What's old is new again!

Familiar flavours come top (47%) in Innova's research, followed by traditional and nostalgic flavours (37%). Comforting flavours are next (34%), then new, unique and different flavours (26%). Other flavours such as seasonal/limited edition and exotic flavour combinations also feature.



### Rethink value – Evolving priorities

As we settle into the new normal, there are changes in what we value and are prepared to spend our time and money on. Innova Market Insights identifies this as “redefining value” and highlights it as a key trend this year. The shifting economic context in recent



months, as well as being conscious of the planet are all major factors in consumer choices, as people prioritise what matters to them and juggle safeguarding their health and wellbeing.

Although today's shoppers are increasingly exploring money-saving strategies, they still want to enjoy new experiences, so bakers will need to navigate the balance between delivering value while meeting consumer expectations, as for 1 in 2 consumers the cost and value for money have become important when making their food choices.

### Tech-me – The power is transformational

Technology has transformed the entire consumer eating experience. From selection of food choices via QR codes or touch screens, to post-consumption expression via social media channels, there is a digital aspect at every step of the consumption process, which will only accelerate through 2023.



The integration of digital features is as important for manufacturers as bakers. Our digital buying behaviours as consumers overlaps to our working lives, so we expect quick and informative ways to gather information and source ingredients. It's clear that digital technology must be brought into the eating experience to remain relevant in the digital world.

# Combatting food waste with Bakels

*It is estimated that approximately 17% of food produced globally is wasted, according to the UN. Food loss and waste undermine the sustainability of our food systems and all the resources that were used to produce this food is wasted.*

Our food systems cannot be resilient if they are not sustainable, hence the need to focus on solutions to reduce food loss and waste. Aligned with goal number 12 of the UN's sustainability goals, ensure sustainable consumption and production patterns, Bakels have a number of recipe solutions to contribute to this goal.

## Student Slice 1

Hygienically perfect pastry cuttings or unsaleable products of cake, slices, biscuits, roulades filled or unfilled are collected and deep-frozen.

The baker then mixes together with sugar, ground nuts and other ingredients to form a mass. The mixture is baked on shortcrust pastry coated with jam. After cooling, cover with Bakels **Chockex** non-tempering chocolate and portion into slices. Recipe available from [info@bakels.ch](mailto:info@bakels.ch)



## Hot Cross Buns 2

A survey by Too Good to Go, the world's largest surplus food app, in 2021 estimated that over 10.5 m Hot Cross Buns would be wasted that Easter, with just 13% of Brits finding another use for this traditional favourite. While a lot of this is caused by household disposal, one of the new recipes in the campaign aimed to help tackle this unfortunate trend: Hot Cross Bread and Lemon Pudding. The recipe helps bakers make use of end-of-life Hot Cross Buns and transforms them into an alternative Easter line. By using 1–2 days old buns and incorporating Bakels **RTU Lemon Cream Filling**, a new and mouth-watering Easter line is created.



## Go-bananas with South Bakels new Banana Bread Mix 3

Grandma is up against some serious competition with South Bakels' launch of a new signature South African Banana Bread

It is widely believed there are more than 1000 types of bananas in the world. With this comes a lot of surplus bananas and what better way to reduce waste of this popular fruit than to produce banana bread.

Inspired by other banana bread mixes around the world, South Bakels has launched a new **Banana Bread Mix**, but with a South African adjustment. The addition of a hint of cinnamon and banana flavour to further enhance the overall flavour profile, the mix produces banana bread suited to the South African palette.

The mix conveniently produces moist banana bread with shelf life of between 5–7 days and only requires the addition of water, oil and bananas. Best results are achieved by using overripe bananas as they are sweeter, delivering a more assertive flavour to the baked bread.



# Pantone® Colour of the Year 2023: Viva Magenta

*This year, Pantone®, the colour experts, have made Viva Magenta 18-750 its colour of the year.*

*As “an unconventional shade for an unconventional time,” we explore what it means and how products from around the Bakels Group can compliment this 2023 theme.*

The Pantone Colour of the Year selection process is a culmination of macro-level colour trends by the Pantone Colour Institute year-round and manifests in influential industries such as fashion, home interiors and more.

Pantone say Viva Magenta is “brave and fearless, and a pulsating colour whose exuberance promotes a joyous and optimistic celebration.” Rooted in nature descending from the red family and expressive of a new signal of strength, colour psychologists say it “screams sophistication, compassion, and mystery” and encourages experimentation and self-expression.

## The meaning behind Viva Magenta

In our Global Trends in Bakery 2023 on our online Insights blog, we discussed “the new consumer proposition – living a balanced life” and the meaning behind Viva Magenta aligns with a similar sentiment. As we balance digital and physical lives, there is an underlying appreciation and awareness of the natural world and Viva Magenta nods towards our pull on natural colours as the importance of topics such as sustainability, climate change and land protection intensifies.

Fuelled too by a variety of lifestyle trends such as plant-based diets and deeper attention on physical and mental wellbeing as a result of the public health crises, Pantone observed this heightened appreciation and awareness of nature.

The shade of red expands our horizons of authenticity and stems from the mergence of richness, warmth and strength of natural matters with the rich, open outlook of the digital world.

## Colour psychology of Viva Magenta

The red family are powerful colours that celebrate life. Pantone cite Viva Magenta as “a bright, crimson red, which balances boldness with a feeling of fun.” The acceleration of globalisation, sparked by increased tech adoption, has connected us closer with each other and speaks to our desire to take on new challenges and sample the unconventional.

This year’s colour of the year motivates us all to weather the various long-term events facing us and fuels us with both the power and grace we need to stride forward.

1



## Red influence in bakery

Viva Magenta is welcomed into the red family and we take inspiration from its experimental shade, which is inclusive of all and bakery provides a hotbed of possibilities to showcase this palette.

2



Some people feel positively empowered by colour. Others find this by enjoying sweet bakery treats. Our products and recipes offer your customers both at once. As specialists in sweet bakery, we called upon various ingredients from around the Bakels Group to demonstrate their strong visual alignment to this colour family, providing inspiration to bakers around the world.

## Cosmopolitan Doughnut

Bakbel Europe produce a wide range of fruit fillings in Belgium. This includes a range of robust RTU Mocktail fillings under the **Les Fruits** product brand. This deep red variety includes juicy cranberry pieces to align with Cosmopolitan theme.

## Raspberry Caramel Slice

**Raspberry Millionaires Caramel** is free from palm oil, contains a natural flavouring and encompasses all the textural qualities of traditional Millionaires Caramel. This twist on traditional chimes with the unconventional theme inspired by Viva Magenta.

3



**Cherry Popsicle Entremet**

4

Suited to fine patisserie applications, **Apito Strawberry Paste** works well in combination with Neutral Gelo for these delicious Cherry Popsicle Entremets.



**Ruby Almond Biscuit**

5

**Ruby Chockex** is an alternative to regular chocolate, ideal for coating, dipping and more. **Ruby Truffle** is a silky smooth ready-to-use truffle suitable as a topping, filling and decoration. Both are made with the natural Ruby cocoa bean and deliver a vibrant colour punch to any sweet bakery product.



**Double-Happiness Wedding Cake**

6

Producing a first class finish to sweet patisserie products, **Diamond Glitter Glaze** is a high quality cold application glaze which is ready-to-use and suitable for a wide range of pastries and desserts with eye-catching visual appeal.



**Red Velvet**

7

We cannot discuss the beautiful red palette without referencing the American classic, Red Velvet. **Red Velvet Cake Mix** from Bakels Brazil produces an elegant deep red colour and a hint of chocolate flavour, suitable for original cake products and much more, as showcased by our colleagues in China with their Red Velvet Biscotti recipe in the image above.

**Raspberry Lamington**

8

Lamington originated in Queensland in Australia as early as the 1900s and has since inspired bakery assortments around the world. A popular variety is Raspberry Lamington, like that from South Bakels, made with the versatile **Snowball Mix**. Bakers across the world continue to push the boundaries of traditional, so other flavours continue to emerge to delight innovation-hungry consumers.



7

8

# New Product launches

*Introducing a selection of ingredients launched from around the Bakels Group.*

## Fudgy Brownie Mix 1

Instagram and other social platforms are awash with indulgent bakery products suitable for businesses with both shops and online distribution. Doughnuts was a great showcase of this through the pandemic period and another product which continues to grow in space is brownie.

A brand new **Fudgy Brownie Mix** has been introduced by British Bakels, a convenient mix to which water and vegetable oil is added for the production of mouth-watering American-style brownies.

The baked brownies have a rich and moist centre, with a delicious chewiness, coupled with an irresistible cracked top – Just how brownies should be!

The mix enables creative bakers to mix-and-match with various inclusions and toppings to transform their social media platforms and even deliver brownie variety boxes for consumers now accustomed to ordering indulgent treats online.



## High Protein Caramel 2

Bakels continue to innovate in the caramel category and the latest addition to the assortment is **High Protein Caramel**. Suitable for on-the-go bar applications, the caramel is a superb binder for ingredients such as nuts, seeds and granola and helps manufacturers deliver high protein products for consumers seeking convenient nutrition and the one in four actively increasing their protein intake (1).

For the UK market, energy bars are forecasted for a 8.4% CAGR between 2021–26 (2), demonstrating the demand for convenient on-the-go products with functional nutritional claims.



## Good. Better. Butter. New 10% Butter Bread 3

Here's an indulgent sweet bread from South Bakels that's been crafted with a rich and creamy butter taste.

Butter is a must-have in many favorite dishes, be it cookies, cakes, breads, and more. Quintessentially decadent, butter is important for superior flavour and texture.

Now, South Bakels brings that philosophy further to life with the creation of its **10% Butter Bread Mix**. A nostalgic taste sensation which talks to consumers' gravitation to all things comforting and familiar, a popular trend following Covid-19.

This versatile bread mix can be made as a normal sandwich loaf, moreish cocktail rolls, or treats like nostalgic Bread & Butter pudding.

The mix delivers a rich bread with a great butter notes and aroma. It only requires the addition of flour, yeast and water.



## New Gold Label Afghan Mix 4

The Afghan biscuit is a traditionally crispy oval-shaped sweet treat originating from New Zealand and found in many lunch boxes across the nation.

New Zealand Bakels have introduced an extension to their Gold Label consumer with a **Chocolate Afghans Biscuit Mix**. Requiring just the addition of butter, the mix is gluten free and tastes great in combination with **Gold Label Chocolate Icing**.



Data:

(1) Innova Health & Nutrition Survey 2021

(2) Global Data – The UK Bakery & Cereals: Market Assessment & Forecast to 2026



# Explore the delicious range of tasty Truffles and Ganache

*With indulgence still high in consumer priorities, Bakels are aligned to this demand with a series of truffles and ganache products around the Group, offering superb taste advantages to premium sweet products.*

The products can be used as fillings, toppings and creative decorations and built from years of expertise producing others such as compound coatings.

## Varieties to suit diverse tastes

The selection of **Dark Truffles**, a best-seller worldwide, has a rich taste of dark chocolate and available in a variety of versions such as hard and soft, suitable for different applications requirements and climates.

In response to the increasing consumer demand for vegan options, Bakels Sweden for example recently developed a vegan version of the **Dark Truffle** that still has the rich taste of dark chocolate and an equally satisfying texture as their non-vegan counterparts.

Extended varieties in Sweden include white, orange, hazelnut, croquant and on-trend ruby, with its unique pink colour and sweet taste. Fuelled by the increasing appearance of caramel within global sweet bakery launches, Australian Bakels produce Caramel milk flavoured truffles to satisfy demand for this popular brown flavour. Additionally, Ganache is a popular staple in sweet bakery in South America, with Bakels Brazil supporting this with their very own Ganache, ideal for application in layer cakes and more.

## Tailoring truffles to fit customer's unique preferences and requirements

At Bakels, we understand that every business is unique and has its own specific needs and preferences. Our experts in NPD are used to working closely together with our customers to create tailor-made products for specific customer needs. Some customers may need a truffle that is sugar-free, contains natural flavouring, is made with or without palm oil, or have a specific texture to suit a production line. We also offer different kinds of packaging depending on the unique customer requirement. **Bakels Truffles** usually come in 6 kg pails, but we also offer larger packaging suitable for industrial use.

Bakels team of experts is dedicated to providing you with personalized assistance to ensure you find the perfect truffle for your needs.

Psst... Did you know?

- **Bakels Truffles** and Ganache are also suitable for doughnut application. The smooth texture works perfectly in a dipping machine, and they leave a perfect non-sticky surface on the doughnut.
- Many truffles/ganache contain segregated palm oil in accordance with Roundtable on Sustainable Palm Oil, RSPO



1 Truffles range.  
2 Truffle brownie.  
3 Cake filled with Truffles.

# Veganuary 2023 and beyond

*January 2023 saw records broken for Veganuary sign-ups, with more than 700k registered participants officially signing up to the diet challenge for the month of January<sup>(1)</sup>.*

The international charity, which celebrated the 10<sup>th</sup> year of its global campaign this January and say that one person signed up every 2.4 seconds this year.

The exciting campaign's presence continues to grow worldwide, with Veganuary achieving 894 millions views on TikTok and over 300 million people engaging with its international social media channels this January. Veganuary, which has offices and implements campaigns worldwide, announced plans to expand to more than ten countries by 2027.

As the trend continues to gather pace, the expectations from consumers is as fierce as ever. Taste and texture (34%) and price/value for money are the top-2 barriers for consumers considering trying vegan or plant-based products. While 1 in 5 consumers would like to see more regional specialities on offer, 1 in 3 US and UK consumers and 1 in 4 French consumers believed that the diet was not tasty<sup>(2)</sup>.

With the common themes of quality and flavour innovation as key demands from consumers, these very attributes are a key focus for Bakels product development in this area and showcased in a wide range of ingredients throughout the Group.

Bakels Nutribake in Switzerland launched the new PRONTO Cake Vegan for Veganuary 2023. The complete vegan cake mix aligns with intensifying consumer demand for high quality vegan sweet bakery products and provides application convenience for vegan cake lines such as muffins, loaf cakes and more. The same high standard of quality is also showcased in cake mixes also introduced by Bakels Senior, British Bakels, Bakels Sweden, South Bakels and others.

But, vegan ingredients go beyond just cake mixes. Complementing products are equally important for building complete vegan-suitable sweet bakery ranges. Ready-to-use Cream Fillings from Bakbel Europe, available in popular flavours such as raspberry, vanilla, orange, lemon and caramel, offer convenient ways to fill vegan muffins, doughnuts and pastries.

Innovative vegan caramel (palm-free) enables bakers to offer traditional millionaires shortbread to those craving nostalgic favours, but looking to adopt a vegan lifestyle. Vegan truffle, meringue mix, doughnut concentrates, fudge icings, instant (powdered) cream, glaze, pastry fat and compound coating, to name a few, make up a wide selection of complementing ingredients aligned to the growing demand for high quality vegan bakery applications.



1 Vegan Campaign, Bakels Senior.  
2 Vegan Carrot Cake.  
3 Vegan Muffin with truffle filling.

Data:

(1) Vegconomist 2023

(2) Innova Trends Survey 2022

# Let's get seasonal! – Turning Bakels ingredients into customer sales

Seasonal products are growing in demand as consumers are increasingly influenced by seasonal/limited edition flavours. An average of 23% of consumers globally cite these flavours as influencing their food and beverage choice<sup>(1)</sup> and so provides opportunity for bakers to produce bakery products to appeal through the different seasons.

Across the world, Bakels work hand-in-hand with customers to support the growing demand for seasonal bakery products. Christmas, Easter and Halloween offer bakers great opportunity to appeal to impulse consumers, with innovative flavours being among the top drivers for purchase.

Aligned with our Mission to assist our customers develop, produce and sell (more) bakery products. An end-to-end approach supports bakers create exciting seasonal products with inspirational recipes and even

baking masses and doughs with different consistencies and compositions to create seasonal shapes. Tools to **decorate** their shops with free print-and-cut POS and **communicate** their offering with free social media templates help bakers short of time and those refining their ingredient supply.

Sweet Bakery comes second only to desserts and ice cream (14%) in categories consumers are looking for seasonal/limited edition flavours globally, with 13% looking for these flavours when shopping the category<sup>(1)</sup>. Shoppers across the world have a lot on their plate these days, but seasonal celebrations are the perfect occasion for bakers to lift their customers' spirits with affordable sweet treats to share with family and friends. The consistent message to customers is that this end-to-end support will help turn our ingredients into your sales.

Data:  
(1) Innova Flavour Survey 2022



## Supermarket collaboration in New Zealand

Collaboration with customers is a common theme across the Bakels Group. A festive example from 2022 is that of New Zealand Bakels: To promote Pettinice and their Gold Label Retail mixes heading into the Christmas season, New Zealand Bakels worked with major Supermarket group Woolworths to create a retail Christmas cake package for the home baker.

The Gold Label Rich Fruit Cake Mix was produced as an indent sale to be repeated every Christmas. The consumer promotion package consisted of a mailer, instore wobblers and end of aisle display.

1 Hot cross Cupcake.  
2 Halloween meringues.  
3 Christmas Cookies.  
4 Valentine's indulgence.  
Ask for more information by your local Bakels Compagnie.

# Transforming Crème Cakes with new flavours

*Creating value-added ingredients is at the heart of what Bakels do and this aligns with the expansion of the range of Crème Cake Mixes offerings across the Group, such as British Bakels. Caramel, Speculoos and Lemon join existing Plain and Chocolate Crème Cake Mixes, all high in quality and produce a wide range of great tasting, moist and tender cakes, muffins and more. Versatile and robust like Plain and Chocolate Crème Cake Mixes, they only require the addition of water, egg and vegetable oil for consistently superior results, great volume, and good shelf life.*

The new mixes enable bakers to tap consumers' need for both nostalgia, indulgence, excitement and innovation, delivering comfort and reassurance while putting a creative twist on familiar tastes and formats.

The new **Caramel Crème Cake Mix** launch comes at a time when caramel is trending, jumping to third place behind milk chocolate and strawberry in Innova Market Insights' ranking of seasonal and limited-edition flavours. Caramel is a timeless favourite and has been a top 20 global sweet bakery flavour since 2017 with its popularity showing no signs of slowing down. The new mix compliments Bakels' extensive range of caramels that can help bakers to elevate their sweet product ranges.

The **Speculoos Crème Cake Mix** has a delicate, spicy flavour and joins the existing Speculoos Spread and Speculoos Crumbles pieces supplied by Bakbel, delivering the familiar, comforting, delicious taste of spiced shortcrust biscuit and so an excellent collection of speculoos themed products in the Bakels Group.

Lemon is a popular, core flavour that can be used across multiple seasons and is one of the leading flavours for limited edition NPD. New **Lemon Crème Cake Mix** gives bakers the freedom to be inventive. It works well both in trending flavour combinations, such as lemon and poppy seed or, for a nostalgic feel, lemon and blueberry.

"The time is right for our new **Crème Cake Mixes**," says Michael Schofield, Digital Marketing Manager for Bakels Group. "According to Innova's research(1), one in two consumers look for new flavours in the supermarket and also shows that more than one in four shoppers favour something new and different, with one in five preferring exotic flavour combinations.

"Familiar and comforting tastes also remain extremely popular with British consumers, especially in the current climate, as we face new challenges with cost of living, and turn to food as the little pick-me-ups, or everyday delights. With our new cake mixes, bakers can easily meet the needs of their existing clientele whilst also attracting new customers at the same time."

Data:  
(1) Innova 2022 – Seasonal & Limited Edition Flavours



1 Caramel Crème Cake.  
2 Speculoos Crème Cake.  
3 Lemon Crème Cake.

# Global Premium Fillings

*Following investment in a high temperature boiling line at British Bakels in 2017, this manufacturing line has also now been installed at Australian Bakels. The lines offer global Bakels customers supply of a whole host of premium fillings, including caramels tailored to specific applications, flavour and dietary requirements, dulce de leche, curds, flavoured crèmes, fruit fillings and more.*

The fillings collection is well equipped to transform products such as doughnuts, muffins, loaf cakes, protein bars, pastries, ice cream and sliced lines. The best part is that there are no limits to creativity – thanks to the specialist manufacturing lines, in collaboration with customers we can play tunes with flavour, consistency and colour to create something truly bespoke, delivering customers the competitive edge in today’s innovative market.

Bakels are well positioned to support customers too, with British Bakels supplying northern and Australian Bakels the southern hemisphere, including a whole host of export markets.

The exciting new installation in Australia was made possible thanks to investment by the Bakels Group, which opens the door for many more filling varieties, available across the world, to help customers delight the consumer of today.



1



2

# Success Story / Market development

*Success comes in many different ways across the Bakels Group, but we would like to share one of the latest which comes from our colleagues in South Africa.*

## Excel’lent bread results with Bakels Excel 600

Success didn’t come to us. We went to it – with this hugely popular product developed with collaboration between South Bakels and British Bakels.

As all companies around the Group do, continuous improvement of product assortments aligned with the latest in ingredient technology is at the heart of product development.

It’s always pleasing to celebrate the success of a new creation, and the development of **Excel 600** is another example of this. The Improver includes the latest in enzyme technology to deliver enhanced softness over life in reduced mass bread and large pan bread.

**Excel 600** is a robust ingredient and has grown over the past 24 months to become a staple in many plant bakeries in South Africa, where a variety of flours are used and whether softness over life has been in great demand.



3

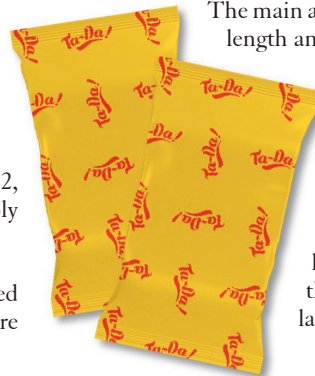
1 Cupcake with Dulce de leche filling.  
 2 New premium fillings.  
 3 Excel 600 bread.

# Bakbel Europe invest in new line to roll-out new Ta-Da! branded products

*Ta-Da! is a consumer-facing solution for showcasing the wide range of premium ingredients offered by the Bakels Group and the latest investment in this project comes at Bakbel Europe, Belgium.*

Following the first introduction of the brand in the UK in late 2022, Bakbel Europe has invested in new manufacturing capability to supply local and export markets with a series of its premium wet products.

Unlike ready-made packaging such as plastic buckets or pre-formed bags, the flow pack machinery makes a bag on demand just before filling.



The main advantage is the flexibility: depending on the length and width of the bag, units from 250g and up to 8kg can be formed with the same raw material and machine. In addition to the filling line, Bakbel will commission a dedicated labelling line for both bags and carton sleeves.

The outcome is that Bakels can respond to local demands and provide products that fit the consumer market, with the required size, label and outer packaging.



# Investment in Buildings, Infrastructure and Baking Centres

*New Baking Centre opens in heart of Santiago*

Bakels Chile opens its doors to a new Baking Centre in Santiago, the latest investment by the Bakels Group in an innovative customer-facing facility.

The latest Centre aligns with the look, feel and capabilities of previous Centres rolled out across the Bakels Group. Located in the heart of Santiago, the new facility unveiled at the Bakels Group Conference at the end of 2022, is just a 20-minute drive from the airport and looks forward to welcoming new and existing customers for product innovation and training days to foster relationships in Latin America, a growth area for the Group.

The new Centre is the latest investment by the Bakels Group in customer-facing facilities, which are suitable for a wide range of customers, including Craft, Artisanal and Industrial, built on the strategy of building deeper relationships with bakery businesses. From concept development, through to semi-industrial trials, it provides an ideal space to collaboratively launch consumer-led bakery products and has capacity for 24 people for practical and 60 for presentation sessions.

The Bakels Baking Centre model will continue to expand throughout the Group, with more set to open in the coming years and all built on our Mission to help customers sell more bakery products.



# Exhibitions

*Bakels back on track.*

## Gulfood, Dubai

Gulfood, Dubai, is the world's largest food exhibition, welcoming over 5,000 food and beverage companies, showcasing over 100,000 new products from more than 125 countries. The vast exhibition is segmented across 7 food and beverage sectors: beverage, dairy, fats and oils, pulses and grains, meat and poultry, power brands and world food.

This February, Bakbel Europe attended to demonstrate their wide range of ingredients, including fruit fillings, fine glazes, cream fillings, new Ta-Da! small packaging solutions and more.



## Expo Sweet, Ecuador

October 2022 saw Bakels Ecuador exhibit at the annual Expo Sweet show in Quito, Ecuador. Visitors to the fair included craft businesses, entrepreneurs, bakery and pastry students and the general public and a great opportunity to generate brand awareness for the Bakels.

Feature products at the show included the launch of DELIGHT cream, and low sugar products, aligned to the demand for healthier bakery products in the region.



# Congratulations

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

### 35 Years

Anne Davis, occupational health nurse practitioner, South Bakels

### 30 Years

Marcus Duncan, production support, NZ Bakels  
 Richard Howells, receiving supervisor, Australian Bakels  
 Elieudes Lima Oliveira, leader of production, Bakels Brazil

### 25 Years

Lee Green, national stock controller, NZ Bakels  
 Ng Boon Heng, finance & admin manager, Bakels Malaysia  
 Ntobeko Mjoli, forklift driver, South Bakels  
 Max Ott, client advisor, Bakels Nutribake  
 Leslie Richardson, warehouse shift manager, British Bakels  
 Reinette Stap, telesales admin clerk, South Bakels  
 David Zdyrko, test baker, British Bakels

### 20 Years

Mark Alistoun, branch manager, South Bakels  
 Lim Hock Aun, bakery advisor, Bakels Malaysia  
 Christine Baur, area sales manager/ technical sales, Bakels Sweden  
 Jaiko Bin Biong, production supervisor, Bakels Malaysia  
 Steven Fulford, technical support, British Bakels  
 Tracy Heydenrych, accountant, South Bakels  
 Kari Hurmalainen, warehouse, Finnbakels  
 Jurgen Klosta, branch manager, South Bakels  
 Tracy McBain, Palmerston north depot manager, NZ Bakels  
 Ewa Pawlak, assistant to the board, Bakels Polska  
 Ezequiel Sartorio Alves, senior weighing process operator, Bakels Brazil  
 Martin Simpson, branch manager, South Bakels  
 Martin Stevens, engineering, British Bakels  
 Marcin Szczepaniak, operation manager, Bakels Polska

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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

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

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

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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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Bakels Chile SA/Chile  
Bakels Ecuador SA/Ecuador  
Bakels Peru SAC/Peru  
Aromatic Inc/USA

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