

# YOUR GO-TO BAKING *experts*



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*Baking experts*

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# Quality is the Best Recipe

The cornerstone of our  
business since 1891

## *Desserts*

### **to be Proud of...**

Our quality range of baking ingredients and products is here to help support you in your creations. Whether you need to whip up a classic victoria sponge for an afternoon tea, or amaze customers with a sprinkled showstopper, all our products are backed with unrivalled expertise.

From pantry basics to finishing touches, we have everything you need to bring your cakes to life and make the most of the trends influencing the bakery world.

Baking has been our business since 1891, and we're passionate about supporting yours with our quality, choice and expertise.



# From British tradition to celebration

**baking is enjoying a resurgence like never before**

## Trendsetters

Thanks to the popularity of the Great British Bake Off, consumers now have a wealth of bakery knowledge at their fingertips and are increasingly looking to the out-of-home market to wow them with bakes they couldn't make at home.



## Sweet Treat Occasions

In the last year the number of consumers visiting dessert parlours has risen by a staggering 86%\*, showing the increasing demand for exciting sweet treats out-of-home.

## Experiential Dining

Consumers are becoming more discerning. Eating out is now as much about the experience as it is the food. As a result, afternoon tea is growing in popularity, increasing by 54% over the past two years\*\*.



## Healthy Indulgence

Healthy eating is a top priority for consumers – especially Gen Z<sup>^</sup>. Leading to innovations in processing techniques to create indulgent treats with added health benefits that eliminate the 'guilt' from enjoying a dessert!



\*MCA Sept 2018 vs 2017 \*\*OpenTable 2018  
<sup>^</sup>NCDT 2017 Generation Z includes those born between 1995 – 2010



# The Big Baking trends



**Thanks to GBBQ and Pinterest, the bakery world is awash with trends for you to boost your bakes and business, here are our top picks...**

## Flower Power

Hot on the vegan trend, botanical and herbal ingredients are increasingly being used in bakes. It's about capturing all the senses with natural ingredients from fragrant rosemary and thyme to the floral notes of rose and elderflower.



## Indulgence

Consumers are looking for big food experiences and are driving the demand for Instagram-worthy indulgent bakes. Chocolate is a key ingredient...don't hold back!



## Plant-Based Bakes

Vegan is officially mainstream! 3.5 million people follow a vegan diet in the UK, increasing by 360% in the last decade\*. The classic loaf cake is the perfect format for creating vegan varieties and is a great way to showcase innovative flavour profiles.



## Texture

From shards to sprinkles, texture is an easy way to add interest to a wide range of desserts. Vibrant colours will transform cakes and give your daily bakes the edge. From ice cream and cheesecakes to croissants and cookies, there's nothing that can't be boosted with nostalgic sprinkles or given the wow factor with chocolate shards.



## Nostalgia

Tray bakes are becoming the cake of choice when it comes to making the most of the nostalgia trend. From Cherry Bakewell to Black Forest gâteau, tray bakes bring a new lease of life to old-time favourites and can be a real crowd pleaser for adding a twist to desserts and afternoon teas.





# Making Baking

## our business to Support Yours

Dr. Oetker's Professional baking range has been created to cater to every trend, taste and dietary requirement. As your baking experts, we make it our business to understand yours and what your consumers want. Helping you get the most out of your bakes and boost profits.



# A Bake for Every Sector



## Café & Bakery

From radical indulgence to veganism, consumers are looking for a wide choice to reflect their moods. Whether it's a triple chocolate cupcake to accompany a flat white, or a slice of vegan loaf with an almond chai latte.



## Hotels, Restaurants & Pubs

With afternoon tea a key revenue for hotels and restaurants during quieter day parts, consumers are looking for high-quality classics in ways they've never seen them before. Think themed and colourful bakes to capture the imagination and bring the wow factor to your offering.



## Education

Dessert remains a key part of school mealtimes! Incorporating fruit / vegetables into bakes, as well as using reduced or natural sugars means caterers can meet school food guidelines whilst providing delicious bakes.



## Healthcare

Offering a range of desserts to cover a variety of health needs is a top priority for all healthcare caterers. It's becoming increasingly important to provide healthier bakes that care, whether it be gluten-free, fortification or low-sugar alternatives.



## B & I

When it comes to workplace catering, employees are looking for fast service and convenient offers\*. Batch-cooking bakes from scratch gives caterers a golden opportunity to showcase mouth-watering cakes that will keep them coming back for more.

*Did you know?*  
Using our baking range  
can reduce kitchen  
touchpoints by up to  
**50%**



# Our Professional Baking Range



## With Quality & Consistency...

...you have perfect and delicious bakes every time, the only limit is your imagination! From quality ingredients to edible decorations and coverings – baking is our business, to help yours.

### Ingredients

From bakery basics such as cocoa powder and bicarbonate of soda for beautiful risen bakes, to ground arrowroot and bronze grade leaf gelatine for jellies and cheesecakes, our professional ingredient range is all you need for a quality result.

#### 500g Gluten-Free Baking Powder

Versatile raising agent used for baking cakes, scones, pastries and puddings, helping you to achieve perfect results every time.



#### 3kg Fat Reduced Cocoa Powder

A natural, non-alkalised cocoa powder made from West African cocoa beans. Perfect for cakes, brownies and desserts.



#### 500ml Vanilla Flavouring

Alcohol free, our Vanilla Flavouring can be used to enhance flavour in sponges, icings and desserts.



#### 1kg Bronze Leaf Gelatine

A versatile setting agent, perfect for a wide variety of sweet and savoury cooking from soufflés and jellies to flans and pies.



#### 500g Sodium Bicarbonate

A gentle raising agent for use in gingerbread, parkin, cookies, soda bread and a huge range of other recipes.



#### 400g Ground Arrowroot

An essential ingredient for thickening glazes, as it remains clear and transparent, unlike cornflour which can give a cloudy result.



### TIP

Substitute some of the flour in your recipe with cocoa. Cocoa absorbs more moisture so you may need to adjust the liquid in your recipe.

#### Best Match





# The Perfect Finish

From our famous Scotbloc Chocolate, to our Ready to Roll Marzipan and Soft Fondant, our covering range will give your bakes that professional finish.

## Scotbloc

A range of chocolate product replacements, created using a combination of cocoa, vegetable fat and sweeteners. Scotbloc melts easily, requires no tempering and is suitable for all bakery & catering requirements.

- ✓ Multi-functional: microwavable, melts easily, sets quickly and does not need tempering
- ✓ Rich chocolate appearance with a chocolate flavour and aroma
- ✓ Gives a perfect glossy finish every time

**Best Match**



**Pack Sizes:** 750g bar, 3kg bar, 3kg drops

## Marzipan

Made with fine Californian almonds and Moroccan almond butter, the Ready to Roll Natural Marzipan provides a superb flavour and texture to cakes. Ideal for achieving a smooth layer on all types of cakes, marzipan can also be used to create delicious confectionery or for modelling decorations.

**Pack Sizes:** 454g & 1kg

## Icing

Soft Fondant Icing sets firmly on your cake, cutting cleanly and easily. Using our original Soft Fondant recipe provides a perfect smooth finish for fruit cakes, sponges, fairy cakes and cookies. Easy to colour and mould, the icing can also be used to create beautiful sugar decorations to add the finishing touch to your cake.

**Pack Sizes:** 454g & 1kg

## Decoration

Our Sugar Strands and Chocolate Flavour Sugar Strands are perfect for adding the finishing touches to any bake to help drive profits.

- Large format, easy to hold and pour jars
- Free from artificial colours, flavours and preservatives
- Suitable for vegetarians
- Suitable across all sectors
- Perfect for decorating ice cream, desserts, buns and any sweet treat

**Pack Sizes:** 700g jar & shaker lid

**Best Match**





# The best possible care

## starts with quality food and nutrition...

We understand that the care people require is as individual as the food they eat, which is why hospital and care homes have special catering needs for patients, staff and visitors.

Whether you're planning afternoon tea or menu treats, our care range is easy and quick to use and guarantees delicious, perfect results you'll be proud to serve.

It includes a selection of dessert and cake mixes, as well as custard and jellies to cater for a range of special dietary requirements from gluten-free to reduced sugar.

- ✓ Delicious and perfect results every time
- ✓ Easy and quick to use - just add water
- ✓ No artificial colours, flavours or preservatives
- ✓ High in fibre
- ✓ Suitable for vegetarians

**Best Match**



# Introducing

TAYLOR & COLLEDGE

# Vanilla

Taylor & Colledge has been producing award-winning vanilla products for over 100 years.

Specialising in vanilla, the family company uses only the finest sustainably grown vanilla bean to capture the true flavour and aroma of vanilla.

The entire range is made from ethical and sustainable sourced vanilla. By buying Taylor & Colledge you can be assured that you're helping thousands of growers around the world and making vanilla production more sustainable for the future.

## Fairtrade Organic Vanilla Bean Extract

Using century old techniques, this organic vanilla bean extract uses the finest quality gourmet vanilla beans and can be used extensively in all ingredient applications – including flavouring cakes and desserts.

## Organic Vanilla Bean Whole Pods

Using only the finest 100% organic vanilla beans – these whole pods are cured and ready for use in your favourite dessert. With air-tight packaging, you can be confident that the beans will remain plump and full of flavour from the farm to your kitchen.

**Best Match**



## Organic Vanilla Bean Paste

This award-winning vanilla bean paste is made from 100% pure organic vanilla beans, to create an authentic vanilla flavour and aroma. It is uniquely blended to include pure vanilla concentrated extract and vanilla beans (including seeds).

A convenient and cost-effective alternative to using vanilla beans, one teaspoon equals one whole vanilla bean pod.

- ✓ **Gluten-Free**
- ✓ **Gourmet Vanilla**
- ✓ **Preservative Free**







***Get in touch!***

**For more information about  
Dr. Oetker Professional  
Baking range call  
0113 823 1400**

***Recipe inspiration***

**[www.oetker.co.uk/uk-en/recipesearch](http://www.oetker.co.uk/uk-en/recipesearch)**



**Professional**