

Elevate Simplicity



Occasion **MAKERS**

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Professional



Creating a standout sweet treats menu is essential for appealing to customers, but often this means stocking lots of different products that are used together in long, complicated recipes. Ingredient costs are rising and back of house skill levels are often limited so it's essential, now more than ever, to have one solution that works across all day parts and is as easy as just adding water and oil.



- ✓ Gluten Free
- ✓ Delicious and perfect results every time
- ✓ Easy and quick to use – just add water and oil
- ✓ No artificial colours, flavours or preservatives
- ✓ Suitable for vegetarians

Small Inclusions Make *Big Differences*

Fresh fruit, chocolate chips, jams and curds, the sky's the limit but it all starts with Wellcare.

Serving standout creations has never been easier than with Wellcare. Simply add water, oil, and anything else you can think of, then bake. That's all there is to it.

The speciality bakery market is expected to grow by over \$15bn globally between 2023 and 2028 due to emerging trends and growing consumer demands.¹

This means your baked goods offering has to be up to date in order to compete. Consumers are looking for healthier, more sustainable options such as whole-grain, low-sugar alternatives, and most importantly gluten free baked goods to satisfy their health-conscious appetites.²

In this brochure, we'll be showing you a host of recipes we have created to help you stay ahead of the game.



Rum and pineapple upside down cake

Combine tangy fruits with complimentary spirits to create moist, sweet, boozy bakes.



Mini donuts

With a simple dusting of cinnamon sugar, level up your guest's experience.



Citrus and basil loaf cake

Zest up your sweet treat offering with vibrant summer flavours.

Freshly Baked Inspiration

Whether you're recreating iconic bakes or creating your own, Wellcare is here for you.

We've designed this mix to eliminate as many pain points as possible, meaning you can relax knowing that you are providing your customers with delicious, consistent, and reliable bakes every time that are also gluten free!



1. Gluten free donuts

The super simple addition of cinnamon sugar is the magic here. Homely and hearty, you'll keep them coming back for more.

2. Granola bars with chia seeds, nuts & honey

Packed with natural goodness and drizzled with extra honey, they're the perfect on-the-go start to your day or an energy-boosting snack!

3. Cherry bakewell cake

A twist on the classic bakewell, this cake layers almond-flavoured sponge with sweet cherry compote and is finished with silky almond buttercream. Topped with toasted almonds and fresh cherries, it's a beautifully indulgent bake with a nutty crunch and fruity burst in every bite.

4. American pancakes with sweetcure bacon

Perfectly stackable and endlessly versatile, they're ideal for drizzling with syrup, topping with fruit, or enjoying simply as they are.

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5. Jammy dodger blondie

Rich white chocolate and a vanilla blondie batter are combined with the fruity sweetness of classic Jammy Dodgers to create a perfectly soft, gooey and nostalgic blend of jam-filled goodness.

6. French toast with summer berry compote and fresh fruits

A rich and indulgent breakfast delight, made with a creamy vanilla batter for a perfectly golden, buttery finish. Topped with fresh berries, compote, and a dollop of whipped cream or yoghurt.

7. Frosted carrot cake

A moist, spiced delight packed with the natural sweetness of carrots, orange zest, and a hint of cinnamon, crowned with a luscious cream cheese frosting. This classic treat is the perfect balance of comforting flavours and indulgent texture!

8. Flapjack style traybake

These indulgent gluten-free take on flapjacks combine golden syrup sweetness, hearty oats, and bursts of mixed dried fruit for the perfect chewy texture. Drizzled with melted white Scotbloc, they're a delightful twist on a classic treat with a touch of decadence.

9. Citrus and basil Bundt cake

A fragrant sponge cake, topped with summer flavours and zing that's sure to brighten up their day.

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10. Rocky road brownie with micro mallows and choc chips

Blending rich cocoa layers with shortbread chunks, gooey micro mallows and chocolate chips, these indulgent rocky road brownies are topped with a medley of dried fruits and a drizzle of melted milk, dark and white chocolate, making them a deliciously messy treat.

11. Upside down rum and pineapple cake

This rum & pineapple upside down cake is a tropical indulgence, featuring caramelised pineapple slices infused with rich dark rum baked into a moist gluten free sponge. With hints of brown sugar and an optional black cherry filling, it's a decadent dessert with a boozy, fruity twist.

12. Summer trifle

A vibrant, layered dessert featuring soft vanilla sponge, a medley of summer berries, and sweet strawberry jelly. Topped with whipped cream and a sprinkle of freeze-dried raspberries, it's a showstopping treat perfect for sunny days.

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