

# ELEVATED *bakes* FOR YOUR BUSINESS



Your go-to  
*Baking experts*

Discover more: [oetker-professional.co.uk](https://oetker-professional.co.uk) in  



Professional





# A range you can trust

The cornerstone of our  
business since 1891



## A taste of home, *out of home*

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 and desserts 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.



# Tasty consumer trends

**As your go-to baking experts, we know that guests are always looking for new. That's why we're on hand to provide the latest lifestyle and mega trends for consumers and how you can elevate these trends with your dessert offering.**

## Elevated experiences

Did you know 71% UK consumers value experience over material goods? \* Meaning they're more inclined to spend money on value added experiences such as bottomless brunch, afternoon teas and sharing dessert boards.



## Customisation

Customisable food options allow operators to retain choice on menus, whilst allowing guests a sense of control over their meal. Dishes such as build your own desserts and the option to level up to premium are sure to be a big hit with guests looking for a sweet treat.



## Treat on the street

Did you know the treat occasion is the most common consumer mission for eating & drinking out of home and for delivery? \* This can be an easy win to implement as items such as loaded pancakes, waffles and takeaway small treats are consistently popular out of home. For guests looking for a light bite, mini puddings & hot drink combos can be an exciting menu addition.



## Natural alternatives

53% of UK adults have admitted they try to buy healthier snack items, such as reduced sugar/lower calorie, as they attempt to lead healthier lifestyles. \* This has seen a rise in sugar alternatives and natural ingredients, as well as the consistently growing popularity of vegan cakes and desserts. With a few easy swaps, your cakes and desserts can be healthy as well as tasty, and appeal to more guests than ever before.



## Sweet convenience

Tech developments in ordering and payment systems are driving the trend for fast and convenient service across hospitality. This increased demand for home delivery and food to go lends itself perfectly to desserts and cakes, which travel and deliver well for guests to enjoy at home.





# Futureproof Food Trends

**The treat occasion is the most common driver of consumers eating out of home, with guests keen to make new memories and treat themselves to things they wouldn't normally have access to. We've compiled the mega trends that guests are looking for, so you don't have to. Together let's take consumers sweet experiences to the next level!**



## Seasonal celebrations

The spirit of culinary adventure is alive and well, so it's important that your menu reflects key seasonal occasions in a way that's relevant for your guests. Giving customers something to look forward to can heighten the overall seasonal enjoyment, such as the famous Starbucks Pumpkin Spice Latte that comes alive in the Autumn.



## Straight from social

TikTok and Instagram are seeing a dramatic increase in trends being led through the platforms - enter cloud bread, pancake cereal, baked oats, and mug cakes.

For guests, food interactions that involve an element of experience add value and ensure the interactive approach is kept front of mind.



## Dessert flavour

TikTok and Instagram are seeing a dramatic increase in trends being led through the platforms - enter cloud bread, pancake cereal, baked oats, and mug cakes. Providing guests with recognisable menu items and experiences they can share on their social feeds is a guaranteed winner for guest satisfaction and social media interaction.



## The classic afternoon tea

Ever popular as a sharing experience, afternoon tea is a celebratory occasion with cake and dessert at its heart. Consider themed afternoon teas to put an extra special spin on the occasion and level up the experience for your guests, such as a Mad Hatter's tea party or a botanical twist.



## Individual indulgence

In harder times, consumers look for affordable treats that won't break the bank - hence the boom for all things indulgent and mini. Not limited to cupcakes, all kinds of large formats are being shrunk - from Victoria sponge to bite sized pastries. This can be an easy win for your menu by introducing mini treats and hot drink deals, perfect for guests looking for a light bite.



## Chunky toppings

When it comes to topping your bakes, forget refined and delicate, it's time to go big and bold! In the current era of comfort food and home style treats, consumer's appetite for substance over style is growing rapidly. Bigger is definitely better - consider adding large pieces of honeycomb, chocolate shards, fruit or nut garnishes to make an impact.



## Brunch

In a world where people are constantly connected through social media, bottomless brunch is the perfect excuse for guests to connect face to face over a celebration occasion. Customers can't get enough of this hybrid occasion, which is proving to be a lucrative venture for operators choosing to offer it. Loaded pancakes or waffles paired with popular cocktails or prosecco is sure to be a crowd pleaser.





# 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 guests want. Helping you get the most out of your desserts 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

Cake recipes which use oil instead of butter or margarine are more likely to come out moist. Making this switch also means your cakes can easily become vegan, or gluten free when made with GF flour - win-win!

**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, 3kg, 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





A close-up, top-down view of a round chocolate cake. The cake is covered in a smooth, light brown chocolate ganache. Around the perimeter, several semi-circular chocolate discs are arranged, each featuring a textured, ribbed pattern. Sprigs of bright orange zest are scattered across the cake's surface and around the edges of the chocolate discs. The cake sits on a light blue surface.

***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**