

Short Course at British Bakels Innovation Centre Bicester, September 2023

Twelve young bakers drawn from Colleges, Universities and Bakeries in the UK and Northern Ireland came together at the renowned Bakels Innovation Centre in Bicester for three days of education, enlightenment and product innovation.

They were given insights into bakery market trends, marketing and new product development by specialists on the Bakels team, and Assistant Sara Autton was invited to give a demonstration and lecture on the technology of sourdough production. After this, the student cohort was divided into groups of three and each given the brief to develop an innovative bakery product. They were tasked with developing, producing and costing the product; then presenting it with a marketing strategy to a panel of judges. The panel comprised members of the Bakels team, along with Sara Autton, Graham Duckworth (Bakery tutor from University College Birmingham) and Past Master Patrick Wilkins, who is also President of the Craft Bakers Association.

The products that they developed were a vegan muffin selection box; a cube-shaped Christmas bread; a gluten-free, vegan snack bar; and a novelty vegan cupcake, decorated with a brain, designed for Halloween. The students all worked well together in their groups, presenting their products to the judges with confidence and flair. They fielded the judges' questions with some skill - even those that caught them slightly off guard!

The winning product was the oat-based, mango snack bar which fitted the brief extremely well. The winning group, Bethan Saunders, Kieran Jenkins and Ellise Bailey were rewarded with Amazon vouchers and a rousing round of applause from everyone else.

The Trade Liaison Committee would like to thank Past Master Paul Morrow and Liveryman Keith Houlston for organising this incredibly successful course which has proved so valuable to these students.



Vegan muffin selection



Square Christmas Pudding



Students with their course certificates



Keith Houlston and the students:

