



# Flavours



WHOLE, CHOPPED, NIBBED, GROUND OR PASTE, THE PISTACHIO HAS NEVER BEEN MORE COVETTED, GRACING, BAKES, BEVERAGES AND SAVOURY IN EQUAL MEASURE. ITS CLASSICAL AND CONTEMPORARY PAIRINGS HAVE SEEN WHITE CHOCOLATE, HONEY, CITRUS, CHERRY, RASPBERRY, MATCHA AND CARAMEL, ALL CLAIMING THIS JEWELLED NUGGET AS ITS PERFECT PARTNER.

INSPIRATION TAKEN FROM HONEY CAKE WITH PISTACHIO & WHITE CHOCOLATE GANACHE, PISTACHIO PIECES AND DRIED ROSE PETALS



# SECRET SPICING

FOODIES LOVE EXCITING NEWNESS, BUT OTHERS LIKE THE MORE SUBTLE APPROACH. WE ARE SEEING GROWING TRENDS OF NEW FLAVOURS USED IN BAKES, BUT NOT CALLED OUT, STILL GIVING THE CREATIVE FLAVOURS BUT WITHOUT THE SCARY ON PACK NEON SIGN. SPICES FALL INTO THIS CATEGORY AND CAN MAKE A PRODUCT TASTE AMAZING, BUT CAN BE OVERDONE IF NOT BALANCED. CARDAMOM, TURMERIC, GINGER, STAR ANISE, BLACK GARLIC, 5 SPICE CAN ALL SUPPORT AND ENHANCE THE PRIMARY FLAVOUR

STAND OUT COMBO IS SALTED CHOCOLATE WITH A HINT OF ESPRESSO

LOOK OUT FOR INFUSED SUGARS



*Copenhagen*  
**HARLEQUIN**  
Lime & white chocolate  
cheesecake with basil

# HOT HONEY

HONEY IS THE SWEETNESS ON EVERYONES LIPS, DOMINATING THE TOAST TOPPERS BRINGING NATURAL SUGAR AND HEALTH ENHANCING QUALITIES. WITH THIS WE HAVE SEEN THE RISE OF HOT HONEY, LACED WITH CHILLI AND BRINGING SUGAR AND SPICE TO ALL THINGS NICE. PARTICULAR INTEREST IS IN DOUGH BAKERY, TEAMED WITH SOURDOUGHS AND PIZZA TOPPINGS.

THIS TREND COULD WORK WELL WITH OUR HOTCROSS BUN CATEGORY, DRIVING SALES IN THE SAVOURY RANGES FOR THOSE CUSTOMERS WANTING ORIGINALITY.



# FLAVOUR MASHUP

THE RISE OF THE CRONUT & BROOKIE HAS BROUGHT ABOUT CREATIVE INNOVATION WITH BOTH CONCEPT AND NOW FLAVOUR – HOW CAN WE BRING TOGETHER NOT ONLY CLASSIC FLAVOURS, BUT NEW WAVE FLAVOURS THAT CONSUMERS HAVE GROWN TO LOVE? THINK ABOUT BISCOFF TIRAMISU, BANILLIONAIRES CHEESECAKE, REDVELVET BROWNIES AND MILLIONAIRES SMORES.

HOW BRAVE CAN WE BE WHEN PUSHING NEW FLVOUR MARRIAGES? HOW CAN WE EXPAND ON SWEET & SOUR OR SUGAR AND SPICE?



# Concepts



# LAYERED & LOADED

UNITING FLAVOUR AND TEXTURE, THESE DECADENT LAYERS BRING TOGETHER THE TRENDS AND THE INDULGENCE WITH EYEPOPPING VISUALS. THINK CARAMELS, FUDGE, BISCUIT, BROWNIE, CHOCOLATE, GANACHE, NUTS, CRUNCH, CONFECTIONERY AND COLOURFUL SPRINKLES

MILLIONAIRES LEADS THE WAY IN FLAVOUR WITH FRUITY ALTERNATIVES AND HYBRID FLAVOURS CREATE INTEREST





CONFECTIONERY BORROWING FROM CAKE AND VICE VERSA IS NO GREAT DISCOVERY, BUT THE GROWTH OF USING BRANDED CONFECTIONERY TO BE THE FLAVOUR OF THE CAKES HAS BECOME THE BREAD AND BUTTER OF ARTISANS AND FARMERS MARKETS, LOADING THEIR BAKES WITH SWEET TREATS – BROWNIES, BLONDIES, ROCKY ROADS & COOKIES (PIES) HAVE NEVER LOOKED BETTER.



# DESSERT BROWNIE

EVERYONE IS TALKING ABOUT BROWNIES – AGAIN! WE HAVE SEEN SALTED CARAMEL AND LOADED; NOW IS TIME FOR THE FUSION OF CLASSIC DESSERTS AND PUDS.

SOCIAL MEDIA HAS BEEN HOT ON THE HEELS OF THIS GLOBAL TREND WITH CRÈME BRULEE, PASTEL DE NATA, BAKED CHEESECAKE AND FRUIT CRUMBLES ELEVATING THE CHOCOLATE RICH SLICE.

THOUGHTS ARE AROUND BASQUE CHEESECAKE, WITH SWIRLS OF CREAMY CHEESECAKE BAKED AND BURNT INTO THE BROWNIE BASE.



# CAKE ON THE SIDE



INTERESTING PRESENTATION OF CAKE SLICES CUT FROM LOAF CAKES, THEN DECORATING THE CUT PROFILE. ALLOWS FOR INSTORE FINISHING AND



# Celebration



# NEON/UV/GLOW-UP/PAINT



# GOTHIC/WICKED/BEETLEJUICE/WEDNESDAY



# TRIFLE/NAKED/NOSTALGIA/DESSERT



# Fundue Grazing Boxes





