

Just roll with it

An in-store bakery provides shoppers with a sensory extravaganza, tempting them by sight, smell, and taste. A destination point within the store for many consumers looking for household staples like sliced bread and soft rolls, a well-designed bakery is perfectly positioned to drive impulse buys and cross promotions.

“An amazing array of baked goods is a visual feast, endearing shoppers to your store and letting them feel the love through delicious treats.”

Changing spaces: bakery technology

However, achieving this is not an easy task. There is always pressure to stay abreast of technological developments as seen in <https://in-confectionery.com>. This includes product technology, equipment technology, monitoring systems, processing techniques, mixing, forming, and baking techniques, production, and supply chain), whilst in South Africa there is the added challenge of managing their energy requirements in the face of rising costs and uncertain supply.

Healthy baked goods

At the same time the consumer space has changed, leading certain retailers to relook their bakery



Artisanal breads are still very much in demand. Tribeca Oven's analysis of data from research and analytics company IRI shows that sourdough has become almost a standard line now, while flavoured breads, including olive, bagel-inspired and jalapeno saw a 19% growth in the US from November 2020 to October 2021. Breads with sweet additions like raisins and cranberries had an 11% growth in the same period, while sourdough with added flavours is expected to become a rising trend. Irish Soda bread also saw an average volume growth of 10%. Focaccia gained the most traction in the period, reaching a 49% growth in average volume sales.

offerings. A surge in health consciousness and shoppers looking for foods that promote gut health and boost immunity, as well as the continued interest in speciality diets such as gluten free, vegan, and lactose or egg free, has necessitated an increase in this type of product.

in-store baking industry. He explains how, to make their equipment more energy efficient, Macadams introduced the option of a 'Smart Controller' for their range of Rack, Deck, and Convection ovens. The smart controller incorporates features such as a low temperature idle when the oven is not

Bakery equipment maintenance and repairs

For many stores, the in-store bakery is one of the largest consumers of electricity in the whole business. With ovens, provers, mixers, warming racks, display cases, and refrigeration units in play, energy efficiency is vital. Old or ill-maintained equipment could be adding significantly to the electricity bill, and load shedding can play absolute havoc with the production process.

John Reilly, MD – South African Sales at Macadams, is well aware of the energy challenges facing the





TRIED & TRUSTED QUALITY BAKERY EQUIPMENT SINCE 1904

Macadams Bakery Equipment - For the Best Baked Bread, Rolls & Confectionery.

Macadams Baking Systems is a proudly South African manufacturer and supplier of quality commercial and industrial equipment. We have a proud tradition of **quality, reliability and superior customer service.**



RACK OVENS



DECK OVENS



CONVECTION OVENS



PROVERS



DOUGH & CONFECTIONERY MIXERS



MOULDERS, DIVIDERS & ROUNDERS



BREAD SLICERS



in use, an open-door alarm to alert the operator if the door is left open, and pre-set baking programmes to allow for consistent operation. Reilly says ...

“Your service provider should also understand the local market and have the ability to tailor a bespoke solution tailored to your specific needs”

“They should have the infrastructure to provide ongoing support, properly trained technicians, effective communication channels (such as the call centre Macadams provides for their clients) and a spares stockholding that can help mitigate costly delays when engaging in essential repairs and maintenance.”

“Proper preventative maintenance is vital to keeping your existing equipment running optimally. Even small inefficiencies can cost you money over time and neglecting your equipment can lead to delays caused by breakdowns and repair time.”

If possible, upgrading old equipment is the best way to achieve energy efficiencies and cost savings.

Despite Covid restrictions making the past two years less than ideal for R&D, there have still been developments. For example, Macadams has launched several new products over the past 24 months, including a range of latest technology bake-off ovens and combi-steamers.



Par-baked, bake-off and artisanal baked goods

Although the trend for par-baked and bake-off products remains strong, pandemic-inspired nostalgia has brought home-made, handmade, and artisanal goods back into focus.

The post-pandemic consumer also knows a thing or two about sourdough, and you better believe they expect their local bakery to surpass their own lockdown creations.

Bake-off products do have several practical benefits for in-store bakeries. When using bake-off products, Reilly explains, there is less wastage

because you bake often, but use only what you need when you need it. These products also use less manpower, floor space and capital outlay, and take up less storage space depending on the frequency of delivery.

For stores considering a move towards more bake-off products, ensure you have a service provider that has the knowledge to lay out your bakery based on your store and customers' individual needs, says Reilly. “While we are seeing a big drive towards bake-off it appears to be very much area or LSM driven. We still see a huge

demand for the traditional 'hot baked loaf' in many areas, as a result we have a mix of bake-off and full scratch bakeries in our customer base. We are also seeing a trend towards more plant-type bakeries providing pre-packed goods to the retail sector."

An analysis of post-lockdown trends suggests many consumers are showing a growing interest in international bakes of both the sweet and savoury persuasion, while also embracing stronger, bolder flavours.

According to www.snackandbakery.com, '2022 is going to be spicy. Flavours like Buffalo, Mango Habanero, Chili Raspberry, Mexican Hot Chocolate, Cardamom, Allspice will bring a new twist to pies, cookies, and pastries. BBQ, Olive-Pesto, Onion & Cheese, Chili-Garlic will also be some of the top picks.' This opens the door to a wider range of bake-off products, and further cross-promotional potential as consumers attempt to recreate international dishes at home.

Quality and taste: baked goods must deliver

The rise of at-home entertaining combined with the pressures of a re-emerging workforce in South Africa means home cooks looking for international breads, speciality desserts, and special occasion bakes are once again turning to their local bakery for a quick and convenient solution – but taste and quality are key.

Extravagant cakes with intriguing flavours and showstopper decorations are making an appearance in in-store bakeries, along with novelty meringues, biscuits, and slices. Comfort foods such as scones,



Cronuts are an innovative combination of croissant and doughnut, with layers of flaky, buttery dough dipped in sugar, fried like a doughnut and either glazed with a traditional doughnut topping or filled with cream. They've been around a while but are still very popular. Xando coffee shop in Joburg even makes a cronut milkshake, showing how trends can expand from one product to another.

The evolution of baked goods packaging

Sustainable packaging with reduced environmental impact may seem like a niche trend, but it is gaining momentum globally, and where Europe and the US tread, South Africa is sure to follow. Impressive strides have been made in

raisin breads, and cronuts nestled alongside some seriously spectacular Christmas bakes this festive season. Cronuts, a hybrid croissant-doughnut creation, said to have originated in New York City, have captured the imagination – and the wallets – of consumers around the world.

At the same time, gluten-free premixes are sharing shelf space with breads boasting added vitamins, reduced sugar, and healthier ingredients such as ancient grains, seeds and nuts as health-conscious consumers look for nutritious alternatives and foods with added benefits.

the look, feel, and quality of sustainable packaging, creating options that are attractive and earth-friendly at the same time.

Innovations to look out for in this area include compostable materials such as Polylactic Acid (PLA) plastics, bio plastics, and recyclable materials. However, a lack of transparency can lead to misconceptions regarding these packaging alternatives. Most notably around PLAs, which are marketed as a compostable and plant-based packaging option which break down into valuable organic material – but only in industrial compost-

Buy 4 and Get 1 Free !



New Year Special ! January 2022



3D DESIGNS



CHECKOUT COUNTERS



SHELVING



RACKING

Follow us on       

4 Barium St, Alrode, Alberton . Johannesburg . (T) 0 10 109 2074 . (E) info@tcks.co.za . (w) www.tckrs.co.za

ing facilities, of which South Africa currently has none. A safer bet for stores looking to increase their sustainability and cater to more eco-conscious consumers is to use materials that are currently widely recyclable in South Africa.

According to the report titled *Biodegradable and Compostable Packaging: A review of the South African landscape*, prepared by The Moss Group on behalf of The South African Initiative to End Plastic Waste, “Bio-based, non-biodegradable polymers, such as bio-PET and bio-HDPE, are essentially identical to the petrochemical-based materials. Therefore, they are deemed acceptable within the current collection and recycling landscape in South Africa.”

In Harpak Ulma’s blog post *2021 Bakery Packaging Trends: Lessons North American brands can learn from Europe*, several key areas of sustainable packaging are highlighted. Most notably ...

“... recyclable plastics and papers that lengthen the life cycle of packaging materials and give new life to post- and pre-consumer waste. Also mentioned are lightweight film and paper materials that reduce the raw material consumption necessary for packaging production.”

Additionally, the availability of plant-based non-toxic inks supplied with commercial packaging and weighing machines is a small but complementary change.



Image courtesy of Jill Burrow, Pexels

So, while the compostable and biodegradable packaging industry is still nascent, recyclable options are far more widely available, which means certain consumers are beginning to expect and demand their use.

Packaging for hygiene reasons is also becoming more important to many consumers as they navigate the pandemic and come to terms with its effect on their shopping habits. An article on the *British Baker* website notes that customers are already showing a marked preference for packaged goods, as well as stores with bakery departments that practice good hygiene controls whilst also maintaining strict health and safety measures.

Back to basics: bakery training

It goes without saying that staff training and bakery best practices are key to a successful bakery. Customers expect to find what they need easily, be enticed by the displays, and impressed by what they see. For this to happen your staff must be well trained, your product offering solid, and your displays impeccable. It is important to keep your display area clean, well-lit, and interesting.

Empty spaces are off-putting and can detract from an otherwise attractive display. It is also important to clearly display pricing and product names, where applicable. Keep similar products grouped together for ease of shopping, but don’t forget to use cross-promotions wherever possible – and be innovative. Unusual or unexpected pairings can be highly appealing to the adventurous consumer – and trigger “that’s interesting, let me try it!” moments.

Bakery trend watch

Some trends come and go, but others move from fad to fixture. The impact of Covid-19 cannot be understated as consumers were forced to change their habits, and quickly. The effect has been a host of new trends, sometimes contradictory, but nevertheless gaining traction on a global level.

- The rise of mindful eating and the demand for healthier products is not entirely new, but consumers became much more health conscious, en-masse, with the advent of Covid-19. This has meant a rise in products that are gluten-free, wheat-free, low-sugar, low-fat, vegan, keto, or

banting, and that have additional benefits such as added seed and ancient grain breads, and added nutrients such as probiotics, vitamins, iron, and calcium.

- Has the prolonged loss of taste experienced by many people driven innovation in bold flavours and tastes? Either way, 2022 has definitely seen a move to stronger flavours in baked goods.
- ‘Taste the world’ international bakes and flavours continue to introduce consumers to a wide variety of artisanal breads and speciality bakes that evoke either a sense of nostalgia or adventure.
- Despite the growth in mindful eating, there remains a craving for comfort, so home-baked goods and traditional recipes (with organic ingredients) have also come to the fore, regardless of their sugar content and calorie count.
- Occasion bakes for at-home entertaining are in demand by consumers who have started cooking for themselves and entertaining at home more frequently.

In summary: bakery remains the consumers’ darling

The in-store bakery remains one of the favourites for consumers, even though we are seeing trends that are not logically aligned. Bakers need to embrace innovation in terms of both taste and technology, while also remaining true to well-loved traditions. Cash-strapped consumers are bargain-



Food Lover’s Market has mastered the lighting, product range and appealability of their in-store bakeries. You’ll go in for bread and come out with a whole lot more.

driven, whilst others are appreciative of and willing to pay for the extra time and effort it takes to produce artisanal goods. Much of it depends on your target audience and store location – but even here, consumers’ wants and needs change on a regular basis. A builder we interviewed said he doesn’t eat yeast, while another is managing

a diabetic condition that eliminates white bread from his diet. It’s easy to fall into ‘lower income, upper income’ silo-style thinking, but consumers are far more nuanced than that.

Now more than ever bakery managers must be fast, agile, and flexible to keep up with a rapidly evolving market. **SR**

<https://in-confectionery.com/boost-bakery-business-through-technology>
www.worldbakers.com | www.snackandbakery.com
<https://www.eatout.co.za/article/5-great-bakeries-get-golden-cronuts-sa/>
https://mossgroup.co.za/wp-content/uploads/2020/03/As-Is-Biodegradable-Packaging-Context-Paper_final_20March2020.pdf
<https://tribecaoven.com/2021/12/01/which-breads-are-trending-in-2021-and-key-predictions-for-2022/>
<https://www.busbysbakery.com/what-is-artisan-bread/>
<http://www.xando.co.za/xo/#milkshake>

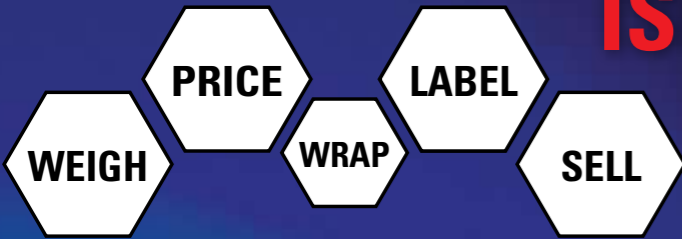


Ann Baker-Keulemans, a highly experienced business and consumer journalist, is published in numerous print and online platforms, writing on topics related to business, lifestyle, and health, with extensive knowledge on the SA retail and wholesale landscape. She holds a Bachelor of Arts degree in English Literature (British and Commonwealth) and Media Studies and is a member of the Golden Key Honour Society. ann@wilkinsross.co.za

@Wilkins Ross Communications (Pty) Ltd

Automatic weigh/wrap/label machine that can wrap an 80 tray perfectly every time.

ISHIDA WM-AI



Call us to discuss any weighing, labelling and barcoding applications:

Email: jim.pinder@avocetsa.co.za
wesley@avocetsa.co.za
 Website: www.avocetscales.co.za

Or call our branch nearest to you:

Johannesburg South – Tel: (011) 613 5838
 Johannesburg North – Tel: (011) 794 3463
 Cape Town – Tel: (021) 982 7321
 Durban – Tel: (031) 701 5225
 Bloemfontein – Tel: (051) 430 1198
 East London – Tel: (043) 726 7541
 Nelspruit – Tel: (071) 683 1285
 Port Elizabeth – Tel: (041) 364 0718
 Polokwane – Tel: (015) 293 2013



- 12.1 Colour touch screen offering user friendliness
- Small footprint – occupies 1.12m² of floor space
- Fast operation speed up to 35 packs per minute
- Hygienic design with stainless steel covers limiting the use of plastics
- Easy to remove and clean parts, increasing productivity and production
- 2 film operation wraps smallest to largest trays available (up to an 80 tray)
- Eye catching label designs
- Operator adjustable wrapping tensions
- No openings on the bottom of wrapped trays
- Auto tray detection and centering for accurate label placement
- Dual Labeller version available to label packs with ingredients or promo labels on demand



ISHIDA UNI-9 Range



ISHIDA UNI-5/7 Range



ISHIDA UNI-3 Label Printing Scale range



****Uni Series now available in Linerless****
 Simply a CUT above the rest

