

# **Bakery snapshot**

March 2020

# Bakery trends

- **Savoury** - the lines between sweet & savoury bakery are blurring. Brits tastes for a mix sweet & savoury was fuelled by salted caramel & has led to herbs, salt and even bacon being added to sweet bakery. Muffins have appeared as savoury bakery items for a few years now but we are seeing more savoury muffins appear on the counters.
- **Around the world** – with focus on the Olympics in Japan, cherry blossom, macha and yuzu are coming across from the east. Mediterranean flavours such as Italian herbs, tomato and olive oil are coming to the forefront. Nordic influence is clear to see with cinnamon buns becoming as mainstream as croissants.
- **Colour pop** – in the Instagram world visual appeal continues to be key.
- **Vegetable inclusions** – in addition to helping with colour pop they also help with increased fibre.
- **Botanicals** – the continued popularity of botanical-infused alcohol as well as nostalgia still being on trend are fuelling this.
- **Wellbeing** – consumer focus on wellbeing sees the inclusion of functional flavours such as ginger and turmeric.

# Bakery trends

1. **Hybrids** – allowing some fun and experimentation the mash up continues, such as M&S “yumnuts”.
2. **Flatbreads** – ideal format for building up the amount of fibre (no reliance on the bubble structure of bread).
3. **Little and large** – mini versions allow consumers portion control as well as variety. Their size means they are utterly Instagrammable. Larger, tear and share type social sizes are also appearing more, for example the M&S foot-long eclair.
4. **Wrap up** – wraps provide a great carrier for food-to-go as they are easy to transport and eat on the go, thus satisfying consumer demand for convenience.
5. **Experience** – consumers are looking for more than just food, they are seeking experiences, so think about personalisation, theatre or indulgence. And then look for it on social media as Instagram-ability is key for GenZ.
6. **Cake for all** – vegan-friendly products continue to launch to capitalise on the increasing demand.
7. **Brunch is on the rise** – 49% of people are eating more brunch than a year ago. 61% of consumers eat breakfast off premise so a great market for bakeries & food-to-go.

# Recipe ideas

More recipe ideas at  
<http://www.macphie.com/recipes>

# Avocado and crispy quinoa flatbread



## Ingredients (makes 13 portions):

- 26 avocados
- 350g quinoa
- 13 tomatoes
- 500g Macphie Complete Bread Mix
- 325g water
- 200g olive oil
- 50g smoked paprika

## Method:

Cook the quinoa in a pan containing 150g water. Once all the water has been absorbed or evaporated remove and place the quinoa on an oven tray and dry it out in an oven at 140°C (284°F) for 30 minutes.

Once you have made your crispy quinoa, start making up your flatbreads.

Put Macphie Complete Bread Mix and water into bowl fitted with a hook.

Mix for two minutes on slow speed.

Mix for ten to twelve minutes on medium.

The dough should clear the bowl, look silky in texture and stretch easily without breaking.

Divide the dough into 60g pieces, roll up and leave to rest for five minutes.

Mix the smoked paprika and olive oil together.

Pin out your 60g dough pieces into flatbreads, brush both sides with the paprika oil and then char grill or pan fry the flatbreads.

Cooking times will vary dependent on cooking method, once the flatbreads start to bubble on one side flip and cook for a further minute to colour the other side.

Top your flatbreads with the sliced avocado, followed by de-seeded and diced tomatoes and then sprinkle over the crispy quinoa.

You can either serve this flat or you can roll it up as a mezzaluna flatbread.

Finish the dish by drizzling over some of the smoked paprika oil.

# Olive, feta and herb savoury muffins



## Ingredients (makes 40):

- 100g Macphie Softie®
- 1000g bread flour
- 30g yeast
- 650g water
- 400g olives, green or black
- 500g feta cheese
- 10g dried mixed herbs
- seasoning to taste

## Method:

Mix together ingredients for 10-15 minutes on middle speed (conventional mixer) or 2 minutes on slow speed and 6 minutes on fast speed (spiral mixer).

The temperature of the dough should be 27°C (80 °F).

Chop the olives, most of the cheese and the herbs through the dough and divide into 70g pieces and place into petal muffin cases.

Prove for 45-60 minutes at 40°C (104 °F) at 85% relative humidity.

Top the muffins with feta and bake at 220°C (425°F) for 15 minutes.

# Croissants with strawberries and whipped Greek yogurt



## Ingredients (makes 20):

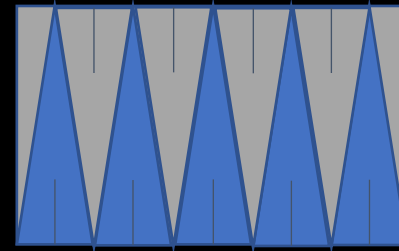
- 1000g flour
- 100g Macphie Softie®
- 100g sugar
- 125g egg
- 375g water
- 21g dried yeast or 60g fresh yeast
- Macphie Plant-based Glaze
- 500g Macphie Danish Pastry Margarine
- 50g Macphie GlenDelight®
- 50g Greek yoghurt
- 40 strawberries
- Macphie Strawberry OTT®

## Method:

Mix the flour, softie, sugar, egg, water, yeast together, then add the Macphie Danish Pastry Margarine and give 3 book turns.

Allow to rest in a retarder and then give a half turn.

Pin out your dough so it is 3mm thick, then roll out the dough and use the guide below to mark out and cut the croissant triangles. Put a small cut in the middle of the base for ease of rolling.



Once you have cut your dough roll them up and prove for 1 hour.

Once proved spray with Macphie Plant-based Glaze and bake at 180°C (356°F) for 30 minutes.

When they are finished spray again with Macphie Plant-based Glaze.

Whip the Macphie GlenDelight® and fold in 50g Greek yoghurt.

Split the croissant and deposit the whipped Greek yogurt mix. Serve with sliced strawberries and a drizzle of Macphie Strawberry OTT®.

# Currant and mixed seed flapjack



## Ingredients (makes 14 x 100g bars):

- 1000g Macphie Flapjack Mix
- 200g dried currants
- 100g sunflower seeds
- 100g pumpkin seeds
- 50g water

## Method:

Combine all the ingredients in a mix on medium speed.

Once combined, place the mixture onto a tray and bake in the oven at 180°C (356°F) for 20-25 minutes.

Once the flapjack is cooked you can portion up as you like.

The flapjack could be crumbled to make a granola (see raspberry & granola Greek yogurt recipe).





# Stuffed breakfast rolls



## Ingredients (makes 10):

- 500g flour
- 15g Macphie Bread Concentrate
- 12.5g yeast\*
- 280g water\*
- 10 eggs
- 250g Macphie Pizza Topping
- 5 slices of bacon
- 5 tomatoes
- 2 red bell pepper
- chopped chives and cracked black pepper to garnish

\*Yeast & water are approximate measures – these will fluctuate according to local conditions, flour grade and different processing plant. Bread flour contains approximately 10-12% protein.

## Method:

Mix flour, Macphie Bread Concentrate, yeast and water – use water tempered to give final dough temperature of 27°C (80°F).

Conventional mixer 10-15 minutes on middle speed.  
Spiral mixer 2 minutes on slow speed and 6 minutes on fast speed.

High speed mixer 2-3 minutes (11 watt hours) per kg of dough.

Prove rolls at 40°C(104°F) relative humidity 85% for approximately 30-40 minutes.

Bake at 230-250°C (450-480°F) for 25-30 minutes (and steam for crusty varieties).

Hollow out the bread rolls.

Cook then dice the bacon. De-seed and dice the tomatoes. Dice the bell pepper.

Fill each roll with 25g of Macphie Pizza Topping and put in half the bacon, tomatoes and peppers between the 6 rolls.

Crack an egg into each roll.

Then top the rolls with the remaining ingredients and garnish with the chives and cracked black pepper.

Cook in the oven at 160°C (320°F) for 25-30 minutes (dependent on how you like your eggs).

# Lemon drizzle & poppy seed muffins



## Ingredients (makes 27):

- 1000g Macphie Lemon Sensation®
- 350g water
- 270g vegetable oil
- Macphie 5th Avenue® White Icing
- Lemon juice
- Poppy seeds

## Method:

Add Macphie Lemon Sensation® to a machine bowl fitted with a beater.

On slow speed add the water and oil over 1 minute.

Scrape down and continue mixing on medium speed for a further 2 minutes.

Reduce to slow speed and mix for a final 1 minute.

Deposit into muffin trays (60g deposits).

Sprinkle with poppy seeds and bake at 180°C (360°F) for approx. 20-25 minutes.

Add lemon juice to Macphie 5th Avenue® White Icing heated to 40-45°C and drizzle over the muffins.



# Hot cross buns



# Savoury hot cross bun - rosemary



## Ingredients (makes 9 dozen)

- 3200g bakers grade bread flour
- 320g Softie®
- 125g yeast
- 1740g water
- 160g fresh rosemary (5% on flour weight)
- Macphie Plant-based Glaze
  
- 100g Macphie Crossing Mix
- 85g cold water (approx.)\*

\*The quantity of cold water in the above recipe may be varied depending on the batter consistency required.

## Method:

Mix ingredients together for 10-15 minutes on middle speed (conventional mixer) or 2 minutes on slow speed and 6 minutes on fast speed (spiral mixer)

The temperature of the dough should be 27°C (80°F)

Add inclusions and mix on slow speed until clear

Deposit weight 50g each

Process immediately as required

Prove at 40°C 85% relative humidity for 45-60 minutes

To make up Macphie Crossing Mix add powder to cold water in machine bowl and using a beater, mix on middle speed until smooth

Allow batter to rest for 20-30 minutes before piping onto proved, glazed buns

Glaze and sprinkle chopped rosemary on top. Pipe cross using Macphie Crossing Mix prior to baking

Bake at 230-250°C (446-482°F) for 10-15 minutes

# Savoury hot cross bun - chorizo



## Ingredients (makes 9 dozen)

- 3200g bakers grade bread flour
- 320g Softie®
- 125g yeast
- 1740g water
- 320g chorizo (10% chorizo on flour weight)
- Macphie Plant-based Glaze
  
- 100g Macphie Crossing Mix
- 85g cold water (approx.)\*

\*The quantity of cold water in the above recipe may be varied depending on the batter consistency required.

## Method:

Mix ingredients together for 10-15 minutes on middle speed (conventional mixer) or 2 minutes on slow speed and 6 minutes on fast speed (spiral mixer)

The temperature of the dough should be 27°C (80°F)

Grill chorizo to release colour and flavour

Add inclusions and mix on slow speed until clear

Deposit weight 50g each

Process immediately as required

Prove at 40°C 85% relative humidity for 45-60 minutes

To make up Macphie Crossing Mix add powder to cold water in machine bowl and using a beater, mix on middle speed until smooth

Allow batter to rest for 20-30 minutes before piping onto proved, glazed buns

Glaze then pipe cross using Macphie Crossing Mix prior to baking

Bake at 230-250°C (446-482°F) for 10-15 minutes

# Savoury hot cross bun – cheese and bacon



## Ingredients (makes 9 dozen)

- 3200g bakers grade bread flour
- 320g Softie®
- 125g yeast
- 1740g water
- 160g grated cheddar (5% flour weight)
- 160g chopped bacon (5% flour weight)
- Macphie Plant-based Glaze
  
- 100g Macphie Crossing Mix
- 85g cold water (approx.)\*

\*The quantity of cold water in the above recipe may be varied depending on the batter consistency required.

## Method:

Mix ingredients together for 10-15 minutes on middle speed (conventional mixer) or 2 minutes on slow speed and 6 minutes on fast speed (spiral mixer)

The temperature of the dough should be 27°C (80°F)

Grill and chop bacon

Add inclusions and mix on slow speed until clear

Deposit weight 50g each

Process immediately as required

Prove at 40°C 85% relative humidity for 45-60 minutes

To make up Macphie Crossing Mix add powder to cold water in machine bowl and using a beater, mix on middle speed until smooth

Allow batter to rest for 20-30 minutes before piping onto proved, glazed buns

Glaze then pipe cross using Macphie Crossing Mix prior to baking

Bake at 230-250°C (446-482°F) for 10-15 minutes

# Hot cross buns



## Ingredients (makes 9 dozen)

- 2200g strong bread flour
- 715g Superdough
- 165g yeast
- 1100g water
- Macphie Plant-based Glaze
- 550g currants
- 550g sultanas
  
- 100g Macphie Crossing Mix
- 85g cold water (approx.)\*

\*The quantity of cold water in the above recipe may be varied depending on the batter consistency required.

## Method:

Mix in a conventional mixer on middle speed for 15-20 minutes or in a spiral mixer for 3 minutes on slow speed and 8-10 minutes until dough is formed

The temperature of the dough should be 27°C (80°F)

Add any fruit required and mix through on slow speed

Add inclusions and mix on slow speed until clear

Process dough immediately as required

Deposit weight 50g each

Prove at 40°C, 85% relative humidity for 60 minutes

To make up Macphie Crossing Mix add powder to cold water in machine bowl and using a beater, mix on middle speed until smooth

Allow batter to rest for 20-30 minutes before piping onto proved, glazed buns

Glaze then pipe cross using Macphie Crossing Mix prior to baking

Bake at 230-250°C (446-482°F) for 10-15 minutes

# Chocolate orange hot cross buns



## Ingredients (makes 9 dozen)

- 1350g strong bread flour
- 487g Superdough
- 112g yeast
- 712g water
- 38g orange juice
- 150g cocoa
- Macphie Plant-based Glaze
  
- 100g Macphie Crossing Mix
- 85g cold water (approx.)\*

\*The quantity of cold water in the above recipe may be varied depending on the batter consistency required.

## Method:

Mix in a conventional mixer on middle speed for 15-20 minutes or in a spiral mixer for 3 minutes on slow speed and 8-10 minutes until dough is formed

The temperature of the dough should be 27°C (80°F)

Add any fruit required and mix through on slow speed

Add inclusions and mix on slow speed until clear

Process dough immediately as required

Deposit weight 50g each

Prove at 40°C, 85% relative humidity for 60 minutes

To make up Macphie Crossing Mix add powder to cold water in machine bowl and using a beater, mix on middle speed until smooth

Allow batter to rest for 20-30 minutes before piping onto proved, glazed buns

Glaze then pipe cross using Macphie Crossing Mix prior to baking

Bake at 230-250°C (446-482°F) for 10-15 minutes



# Ginger hot cross buns



## Ingredients (makes 9 dozen)

- 2700g strong bread flour
- 877g Superdough
- 202g yeast
- 1350g water
- 270g crystallised ginger
- 27g ground ginger
- Macphie Plant-based Glaze
  
- 100g Macphie Crossing Mix
- 85g cold water (approx.)\*

\*The quantity of cold water in the above recipe may be varied depending on the batter consistency required.

## Method:

Mix in a conventional mixer on middle speed for 15-20 minutes or in a spiral mixer for 3 minutes on slow speed and 8-10 minutes until dough is formed

The temperature of the dough should be 27°C (80°F)

Add any fruit required and mix through on slow speed

Add inclusions and mix on slow speed until clear

Process dough immediately as required

Deposit weight 50g each

Prove at 40°C, 85% relative humidity for 60 minutes

To make up Macphie Crossing Mix add powder to cold water in machine bowl and using a beater, mix on middle speed until smooth

Allow batter to rest for 20-30 minutes before piping onto proved, glazed buns

Glaze then pipe cross using Macphie Crossing Mix prior to baking

Bake at 230-250°C (446-482°F) for 10-15 minutes

# Lemon hot cross buns



## Ingredients (makes 9 dozen)

- 2700g strong bread flour
- 887g Superdough
- 202g yeast
- 1350g water
- 13g lemon flavour
- Macphie Plant-based Glaze
  
- 100g Macphie Crossing Mix
- 85g cold water (approx.)\*

\*The quantity of cold water in the above recipe may be varied depending on the batter consistency required.

## Method:

Mix in a conventional mixer on middle speed for 15-20 minutes or in a spiral mixer for 3 minutes on slow speed and 8-10 minutes until dough is formed

The temperature of the dough should be 27°C (80°F)

Add any fruit required and mix through on slow speed

Add inclusions and mix on slow speed until clear

Process dough immediately as required

Deposit weight 50g each

Prove at 40°C, 85% relative humidity for 60 minutes

To make up Macphie Crossing Mix add powder to cold water in machine bowl and using a beater, mix on middle speed until smooth

Allow batter to rest for 20-30 minutes before piping onto proved, glazed buns

Glaze then pipe cross using Macphie Crossing Mix prior to baking

Bake at 230-250°C (446-482°F) for 10-15 minutes