

BRITISH SOCIETY OF BAKING
CHRISTMAS NEWSLETTER 2010



Dear Fellow Member

I believe the BSB has enjoyed an excellent year with the successful events we have held and an encouraging list of new members.

The banquet dinner held at the Forest of Arden hotel to coincide with BIE2010 in March was well attended and we were excellently entertained after dinner by BBC's sports presenter Garry Richardson.

The Annual Golf Day was again held at the famous Brabazon Course at the Belfry where members and their guests enjoyed an excellent day on the course and were well entertained with a witty after dinner speech by Scottish Bakers President Alistair Asher.

The Autumn Conference was one of the best attended for many years in which members and guests took the opportunity to meet up with old and make new acquaintances, enjoying the superb atmosphere of the hotel and being well entertained by our speaker. We all gained knowledge from the excellent papers that were presented the following day.

I had the honour and privilege to represent the Society as a guest of the Worshipful Company of Bakers at their Election Banquet at the Mansion House in London, in the presence of the Lord Mayor of London and the principal speaker, the Rt Hon Francis Maude MP. The evening proved to be a very enjoyable one, and was very much appreciated. As you will read in this newsletter we have plans in place for another exciting year in 2011. It is an honour to be involved with a very enthusiastic executive committee who work hard to put the events together successfully.

I look forward to seeing you all next year at the events and take this opportunity to wish you and your families an enjoyable Christmas and a successful 2011.

Kindest regards

Keith Houlston Chairman

BSB AUTUMN CONFERENCE AND AGM, 4-5TH OCTOBER, 2010, ARDENCOTE MANOR HOTEL, CLAVERDON, WARWICK

AGM and Conference Dinner The Minutes of the AGM will be published on the BSB Website but a particular item of interest was that Members agreed to proposed amendments to the Constitution of the British Society of Baking, Affiliated to the American Society of Baking, to bring it up to date with modern practices in the baking industry and with the people who work in it and its associated industries. In this respect it was noted that the American Society of Baking (ASB) had granted complimentary membership to the BSB Chairman and Vice Chairman and in turn, the BSB granted complimentary membership to the Executive Director of ASB. We hope that this will lead to more liaison between our two organisations and some sharing of ideas. The conference dinner which followed later in the evening was enjoyed by all, with good food and wine, excellently served, good company and great entertainment from comedian John Martin. His jokes were clean, lightening fast, topical and he interacted with people in the audience, whether they wanted to or not! Since there was some light hearted mickey taking, keeping your head down so you were not picked on by John was the order of the evening but it was all in good fun.



Conference From the appraisal forms completed by delegates, the conference was regarded as being highly successful with regard to the range of topics and information presented and the excellent speakers. A reminder of the sessions follows:

Now that we have stopped panicking, is it business as usual? by Ed Garner, Communications Director, Kanter World Panel. As we had expected, a very professional and informative presentation by Ed, with much humour thrown in, which got the conference off to a great start.

The Importance of Branding by Tony Parsons, Parsons Design and Marketing. Some interesting ideas on marketing, branding and website design from Tony, including a website www.nashsbakery.co.uk, which is worth looking up, the 'about us' section being particularly interesting.

Health and Wellness; a dynamic opportunity for the Baking Industry by Roel Orsel, Vice President R&D, CSM, Europe. Roel gave much useful information on customer shopping habits and attitudes to bakery products and detailed many ways in which bakers can gain business from the increasing interest in Health and Wellness from consumers.

No more half-baked psychology please! by Kevin Kingsland, Chartered Occupational Psychologist, TSR International. It is not possible to précis Kevin's presentation in a few words because it was so wide ranging but the full text will be in the conference printed proceedings booklet.

Cakes from Around the World by Ted Rich, Managing Director, UK & Europe, Rich Products Corporation. Ted passionately took us on a magical world tour of confectionery products, illustrated and detailed with an excellent PowerPoint presentation.

An Update on the Work of the Worshipful Company of Bakers by 2010 Master of the Company, David Goddard. In a short space of time David covered some of the amazing history of the Worshipful Company of Bakers and the important work it does today, particularly in bakery education and in the sponsorship of young bakers.

Leading the Market in Free – From Bakery Products by Archy Cunningham, Managing Director, United Central Bakeries, Bathgate and Livwell, Hull Archy gave an interesting, very informative and enthusiastic presentation on the varied history of his company and its highly successful move into the production of free-from products.

The Louis Lesaffre World Cup of Baking by UK Team Captain Mickael Jahan, NPD Manager, Grain D'Or Bakery After Mickael's presentation we will all be following the results of the final qualifying round in Lyon in January and hoping that he and his team can win entry into the final of the World Cup of Baking, which will be a fantastic achievement.

During the conference Peter Jones and David Powell acted as Sessional Chairmen, Sara Autton read the Creed and Chairman Keith Houlston oversaw events in his usual well organised and enthusiastic manner. One presentation unfortunately overran by quite a bit, causing some rescheduling of other presentations and a reduction in the time for lunch, for which we apologise and we are taking steps to ensure speakers keep to their allotted session time at future conferences.

Conference Proceedings Booklet Our Proceeding Booklet will be sent to members in January. We are sorry that it cannot be earlier than this but most speakers nowadays do not have prepared scripts for their papers but speak from their PowerPoint presentation slides. This is something we have to accept but it takes a considerable time to have the recordings of the sessions transcribed and then edit the transcriptions to make them suitable for printing, together with the illustrations we decide to use from the PowerPoint presentations for each paper. On a more positive note, we have decided, for the first time, to have the proceedings of the autumn 2010 Conference printed in colour, which will greatly improve the appearance of the booklet and allow us to fully appreciate the colour illustrations.



**BSB 2011 SPRING CONFERENCE, TAMESIDE COLLEGE, ASHTON UNDER LYNE
MONDAY 11TH AND TUESDAY 12TH APRIL**



We are delighted to give below the draft programme for our first conference in a bakery college and acknowledge the great assistance we have had in arranging it from Lorna Jones and Steven Salt of Tameside's Department of Baking, together with two of their students Shannon Garside and Rebekah Simpson, and Vice Principal Chris Massey. Brief details of the overall conference follow and a full programme and booking form will be sent out to members in January.

Monday 11th April Accommodation will be available in the Village Hotel & Leisure Club, Ashton Under Lyne, which will include an informal conference dinner on Monday evening.

Tuesday 12th April There will be a designated parking area at the college for BSB delegates. The conference will take place in the main assembly hall of the college, which has suitable staging and audio visual facilities and plenty of seating space for delegates and for tea and coffee breaks. Lunch will be taken in a partitioned off area of the cafeteria, which is adjacent to the assembly hall.

- 08.30 – 09.15 Registration, with tea and coffee
- 09.20 – 09.30 Chairman Keith Houliston will open the conference and introduce the Sessional Chairmen
- 09:30 – 10:00 Steven Salt and Peter Ryder (College Principal). A presentation on what the Bakery Section of Tameside's Food & Hospitality department can offer the baking industry in bakery courses, staff training & consultancy.
- 10:00 – 10:30 Dr Nigel Davies, Manufacturing & Technical Director, Muntons PLC. A presentation on the green issues facing the baking industry and its suppliers, including carbon foot printing, with some of the initiatives Nigel has implemented at Muntons.
- 10:30 – 11:00 Coffee break
- 11:00 – 11:30 Vera Foreman, Training & Apprenticeship Coordinator, Morrisons Supermarkets, will speak about the opportunities there are for Bakery Students beyond the classroom
- 11:30 – 12:00 A demonstration by Tameside College bakery students with lecturer Steven Salt narrating
- 12:00 – 12:30 Discussion Forum. The discussion forum panel will consist of Vera Foreman of Morrisons, Chris Marsh, Head of Innovations at Speedibake and two other leading industry figures. They will take questions from students in the audience, as well as from BSB delegates, on current industry issues and on the future direction of baking.
- 12:30 – 13:30 Buffet Lunch (Selected students will demonstrate their bakery skills during the lunch break)
- 13:30 – 14:00 A presentation by Charles Geary on the application of the Sponge & Dough bread making method for a wide range of commercial fermented products, as well as for competition breads.
- 14:00 – 14:30 'From Bakery Student to Technical Specialist', BSB Vice Chairman Sara Autton will discuss her bakery education and her career path following it which has led to her current position as Technical Specialist, Fermex International Ltd, for whom she is also a Company Director.
- 14:30 – 15:30 A Bakery Dragon's Den! Four bakery students will present bakery based ideas to the 'Dragons', who will consist of Keith Houliston, Lorna Jones, Andy Pollard, Charles Geary and BSB Honorary Member Jean Grieves. The student the dragons decide has the best idea will be awarded a special prize from the BSB and you may find some ideas for your own business.
- 15:30 onwards Close of conference by Chairman Keith Houliston followed by tea, networking and departure

**BSB 2011 GOLF DAY, MONDAY 9TH MAY, ARDEN CHAMPIONSHIP COURSE,
MARRIOTT FOREST OF ARDEN GOLF & COUNTRY CLUB**



A change of venue from the Belfry but another superb Championship Golf Course, with excellent facilities. The format will follow previous BSB Golf Days, being a Shotgun start in the afternoon followed by dinner and the presentation of prizes in the evening. Our special guest and after dinner speaker this year will be Alan Stuart, the current President of the Scottish Association of Master Bakers and Managing Director of R T Stuart Ltd, a family bakery business based in Fife which is over 150 years old! No mean golfer himself, Alan is a former Captain of Lundin Links Golf Club. Full details of the Golf Day, together with information on accommodation at the Forest of Arden Hotel & Country Club for those who require it, will be sent out in the New Year but put the date in your 2011 Diary now!

**BSB 2011 AUTUMN CONFERENCE & AGM, TUESDAY 4TH & WEDNESDAY 5TH, OCTOBER
ARDENCOTE MANOR HOTEL, CLAVERDON, WARWICK**

We are pleased to announce that we have again booked the Ardencote Manor Hotel for our 2011 Autumn Conference but please take note that the AGM and conference Dinner will be on the **Tuesday** evening and the conference presentations on the **Wednesday**. We have decided to move from the normal Monday/Tuesday format for this conference because several members, and potential speakers, have said that the Tuesday/Wednesday format would be more convenient for them and their businesses. We will assess the success or otherwise of the change for future conferences. Other than the change of days, the conference will follow the same format as the 2010 autumn conference and we will be seeking once again to arrange a range of speakers and topics which will be of interest and benefit to our members. We have in fact booked speakers for four sessions already!



2011 will be the Golden Anniversary of the introduction of the Chorleywood Bread Process (CBP) and we are fortunate to have someone of the stature of Stan Cauvain to do a presentation which will cover: the introduction of the CBP and the fundamental effect it had on the baking industry from 1961 onwards; how the process and mixing equipment have changed over the years to take account of the removal of permitted oxidising agents and bleaching agents, changes in the wheat grist and final flour, and more bread varieties based on wholemeal flour. Stan will also discuss the extent of the use of CBP today in the UK and abroad. We will also have presentations on: high speed mixing equipment by Steve Philpott of Baker Perkins; Flavours in Baking by Dr Ian Butler, Innovations Director, Synergy Taste and M & S bakery products by Jim Hawkrigde of M & S's Bakery Division. Therefore the 4 & 5th October are two further important dates for your 2011 diary!



Merry Christmas and Best Wishes for a Successful 2011