Editions List 2021

THE RECIPE EDITION
Published: Monday 15 February
Potential topics include:
• Reformulation of products, both sweet and savoury
• Global variation in recipes
• Recipe development through the ages
• The role of recipes in equipment efficiency
• Coverage of the Baking Industry Awards 2020 winners

THE BREAD EDITION
Published: Monday 19 July
Potential topics include:
• Bread-based finished goods such as loaves, rolls, pizza
• Bread mixes and ingredients
• Flour
• Dough handling
• Sourdough
• Britain’s Best Loaf 2021 winners

THE MARKET REPORT
Published: Monday 19 April
Potential topics include:
• Bakery Market Report
• Baking Industry Awards 2021 launch

THE EQUIPMENT EDITION
Published: Monday 7 June
Potential topics include:
• Bakery equipment such as ovens, production lines, mixers and depositors
• Logistics
• Packaging
• Resource management and planning
• Displays and fixtures
• William Reed Food Shows coverage

THE SWEET EDITION
Published: Monday 20 September
Potential topics include:
• Sweet finished goods including doughnuts, cakes and cookies
• Sweet Christmas bakery
• Flavour trends

THE TRENDS EDITION
Published: Monday 8 November
Potential topics include:
• Bakery’s biggest trends in 2022 and beyond
• Consumer buying habits
• Baking Industry Awards 2021 winners

*Please note features are subject to change. Detailed synopses for the features in each edition will be available on the British Baker website approximately six to eight weeks before publication.

CONTACTS

EDITORIAL
Amy North
Editor
01293 610280
Amy.North@wrbm.com
Jerome Smail
Deputy Editor
01293 610205
Jerome.Smail@wrbm.com
Sheena Adesilu
Reporter
01293 610470
Sheena.Adesilu@wrbm.com

ADVERTISING
Matthew Bingham
Commercial Manager
01293 846572
Matthew.Bingham@wrbm.com
Sara Beswick
Senior Sales Executive
01293 846547
Sara.Beswick@wrbm.com