

# Editions List 2021

## THE RECIPE EDITION

Published: Thursday 11 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 MARKET REPORT

Published: Thursday 15 April

**Potential topics include:**

- Bakery Market Report
- Baking Industry Awards 2021 launch
- William Reed Food Shows coverage

## THE EQUIPMENT EDITION

Published: Thursday 3 June

**Potential topics include:**

- Bakery equipment such as ovens, production lines, mixers and depositors
- Logistics
- Packaging
- Resource management and planning
- Displays and fixtures

## THE BREAD EDITION

Published: Thursday 15 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 SWEET EDITION

Published: Thursday 16 September

**Potential topics include:**

- Sweet finished goods including doughnuts, cakes and cookies
- Sweet Christmas bakery
- Flavour trends
- Baking Industry Awards 2021 winners

## THE TRENDS EDITION

Published: Thursday 4 November

**Potential topics include:**

- Bakery's biggest trends in 2022 and beyond
- Consumer buying habits

## CONTACTS

### EDITORIAL

**Amy North**

Editor  
01293 610280  
[Amy.North@wrbm.com](mailto:Amy.North@wrbm.com)

**Sheena Adesilu**

Reporter  
01293 610470  
[Sheena.Adesilu@wrbm.com](mailto:Sheena.Adesilu@wrbm.com)

### ADVERTISING

**Matthew Bingham**

Commercial Manager  
01293 846572  
[Matthew.Bingham@wrbm.com](mailto:Matthew.Bingham@wrbm.com)

**Sara Beswick**

Senior Sales Executive  
01293 846547  
[Sara.Beswick@wrbm.com](mailto:Sara.Beswick@wrbm.com)

*\*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.*

**British  
BAKER**