

## In Short

### Tromp sales office

Dutch-based bakery equipment manufacturer Tromp has opened a sales office to serve the baking industry in the UK and Ireland, and has appointed Robert Done as general sales manager. Turnkey systems and equipment from the three firms in the group will be marketed from the new office – Tromp Bakery Equipment, and Vanderpol and Den Boer baking systems. As well as running his own bakery, Done has previously worked in capital equipment sales with Rondo, JBS and Autobake.

### Sandwich week nears

British Sandwich Week, running from 9-15 May, is dedicated to the importance of one of Britain's greatest food inventions. Retailers and caterers will celebrate with their own promotions and new product launches and the results of the annual British Sandwich Industry Awards – The Sammies – will be announced on Thursday 13 May.

### Biscuits for breakfast

Capital FM radio presenter Johnny Vaughan and Lorraine Snowdon are fronting a £3m marketing campaign to promote Kraft's new Breakfast brand – a range of biscuits targeting the breakfast market. The marketing campaign, which launches in May, features TV advertising at the brand's core market of 25-35-year-old women as print ads, retail promotion and sampling.

### Talented Kingsmill

Kingsmill has partnered up with entertainment show *Britain's Got Talent* to launch an on-pack promotion this month, offering consumers the chance to win a range of prizes, including tickets to the live show and a live tour. The promotion will run across sub-brands, including Kingsmill Great Everyday White, Tasty Wholemeal and Love to Toast.

# Organic firms counter data showing falling sales

Organic bakery producers have come forward with stories of sales growth in response to the *Organic Market Report*, which revealed that sales of organic bread and bakery items had plummeted during the recession.

The report, published by the Soil Association, announced that sales in the category – one of the hardest-hit – were down 39.8% during 2009. Organic biscuit sales fell by 19%.

However, Honeyrose Bakery, which supplies Sainsbury's, Waitrose and Caffè Nero among others, said sales of its organic cakes saw a 78% increase during the first quarter of 2010 compared to 2009. Managing director and founder Lise Madsen said the

firm had gained new business in the past six months, including new lines in Sainsbury's. She said the firm believes that when consumers' spending power returns, companies that have "stuck to quality over taking easy short-cuts" would be rewarded.

Chantelle Ludski, founder and CEO of sandwich and snack supplier fresh:naturally organic, and member of the Organic Trade Board committee, said the firm's pie and quiche sales had gone up over the period. "It's all about the way the organic message is put across," she said, referring to how the market can turn itself around. "You cannot just market a product purely on the fact it is organic. It needs to be a good

product, and fairly priced." She added that consumers need to be told why it's good to buy organic, without being bombarded with too many different messages.

Judges Bakery co-founder Jo Fairley said sales of organic bread at her Hastings bakery were also up "and growing". Echoing Ludski's comments, she said: "Organic products need to be as good as, or preferably better than, the non-organic version."

Michael Bell, MD, Bells of Lazonby added that there have been a lot of fairly ordinary organic products in the past, but he said organic customers don't just want a product with organic ingredients – it has to offer them something else as well.



**Kooky Dough: the business started with just €600 in capital**

## ABST hosts Cup rounds

The qualifying and selection or the 2011 UK SIGEP up Team will take place Alliance for Bakery and Trainees (ABST) conference on 12 June. The conference, which will be at the Hilton Towers Conference Centre from 11-13 June, will host competition classes for the Bread Cup: Artisan Innovative Bread; Cake; and Stic Bread Centrepiece. The winner of each class will advance forward to compete as the UK team in the four-SIGEP Bread Cup in Italy, in January 2011. In addition, the selection will not be a live competition, but the judging of pre-made products at the selected venue.

Competitors may enter one or more of the four classes and entries must be in by Friday 14 May. For details of entry contact [graham.duckworth@premierfoods.co.uk](mailto:graham.duckworth@premierfoods.co.uk).



# Honeyrose organic handbaking

partners, Graham Clarke and Sophie Morris, who started their own company – Kooky Dough, are now supplying 20 stores across Ireland, including four branches of the Superquinn supermarket.

The pair, who were made redundant last October, produce and package the dough, made with all-Irish ingredients, in a professional kitchen in a unit in a Dublin centre that incubates new companies. The packaging turns into a baking tray when consum-

ers, Clarke and Morris started the business with only €600 (£525) capital, but at a pre-Christmas fair in Dublin, they made enough to pay for market research and packaging. Also, a government scheme allows them to employ a full-time marketing graduate – at no cost to themselves.

The dough is available in five flavours, though the duo are looking to add further varieties to the range, such as seasonal flavours for Christmas.