



Bako North Western is devising creative ways of doing more with lines bakers already have

seating area. "Afternoon tea is a big trend. Bakers can adjust their afternoon tea to give it a festive feel. They know how much customers are willing to spend."

She suggests turkey and cranberry sandwiches, mini eclairs, mini Victoria sponges



# Honeyrose

organic handbaking

Nicola Wood, PR and marketing executive at Bako North Western, explains the business is trying to put together creative ways of doing more with lines bakers already have. "We are doing photography for this while we put these recipes together, coming up with a traditional presentation – anything that feels homemade," she says pointing out that homemade is what the supermarkets are unable to do. "Put it on your shelf, decorate it as much as possible... you can be more creative than the supermarkets as they have to do it on a mass scale."

Bako North Western is trying to encourage a German Christmas market ethos in the UK, so that people do not feel they are being mass-marketed to. Wood says such markets look as if a lot of work has gone into each item. "We are trying to give them a very commercial way of being able to do that – anything that helps get that old traditional idea across to customers because, at the end of the day, the baking industry is an old industry. You can use that as a promotional tool."

Kent independent Beaney's says it can personalise products such as snowmen and stars by putting people's names and messages

## Around the supermarkets

### Asda

Within Asda's Chosen by You range this year will be a Turkey and Ham Pork Pie; Mini Quiche Selection and Slices Quiche selection; Christmas tree-shaped all-butter croissants, which will be freshly baked in-store; Open-topped Star Mince Pies; a 3D Jolly Santa Cake, made with four layers of Madeira sponge, filled with buttercream and raspberry jam and covered in soft icing (pictured); and a Decorate Your Own Christmas Tree – edible biscuit tree kit. Its Extra Special range will feature a Premium Christmas Pudding; Bauble & Snowflake Christmas Cake; Yule Log; and Mince Pie Sundaes – mince pies topped with

### Waitrose

Waitrose will be offering a range of pastry-themed party food from Ham Hock, Spinach and Cheese Tartlets to Mini Beef Wellingtons. A Christmas Dinner Pasty containing turkey, sage & onion stuffing and cranberries in hand-crimped shortcrust pastry, and a game pie featuring venison, rabbit, and pork with juniper berries, will also be available.

A range of Borsari panettone – chocolate, classico, and cherry & almond – will be on offer, as will Fiona Cairns' Reindeer Fairy Cakes, and Red and White Fairy Cakes. The Heston from Waitrose Hidden Orange

Christmas Pudding will be back, and this time with a little sister – a Hidden Clementine Christmas Pudding. Other Christmas pudding options will include a Waitrose Christmas Pudding with Rémy Martin, and a Duchy Originals from Waitrose Organic Christmas Pudding.

Also available are a Duchy Christmas Cake, containing prunes, figs, nuts, apricots, raisins, walnuts, almonds, dates and candied orange (pictured); a Waitrose Richly Fruited Snowflake Cake; Christmas Tree Cake; and Raymond Briggs' The Snowman Fairy Cakes.



more almond spread, which is layered throughout the stollen. More butter has also been added to its panettone to make it more luxurious, he said. Other sweet treats on offer will include its 'The Best' Giant Mince Pie; a White Chocolate and Raspberry Gateau; Christmas Pudding Pies; 'The Best' Butterscotch and Whiskey puddings; 'The Best' Christmas Pudding; and 'The Best' Jewelled Christmas Pudding Crown (pictured). Marion Muir, NPD manager (confectionery and biscuits), Morrisons, says other new products for this year included Mini Florentines, which come gift-wrapped in clear plastic packaging, finished with a ribbon, so are ideal for gifts. For the kids there will be snowman biscuits and cupcakes, she says, while for the adults, a range of macaroons, produced in Lille, France.

### Sainsbury's

At Sainsbury's, Morrisons and Lidl, Fox's is entering the Christmas pudding category with the launch of a branded product (pictured) based on research that suggested many families found traditional puddings too heavy and overly alcoholic, Fox's has slightly reduced the alcohol content to appeal to families. Manufactured by Matthew Walker, it has been produced to reinvigorate the £35m category (Kantar Worldpanel data 16 w/e 26 Dec 2010).

"The Christmas pudding category is very own-label driven, yet with relatively flat sales last year, we spotted an opportunity for a branded option, which appealed to families who want the ritual and magic of a traditional Christmas pudding, but who don't necessarily like the taste," says Wayne Greensmith, Fox's Christmas Puddings marketing manager.