



# THE BRITISH SOCIETY OF BAKING 2018 SPRING CONFERENCE

Wednesday 25<sup>th</sup> April, National Bakery School  
London South Bank University, 103 Borough Road, London SE1 0AA



**10.00** Opening of conference by BSB Chairman Paul Turner, with a welcome by Prof. Patrick Callaghan, Dean of School of Applied Sciences  
**Session Chairman: Peter Baker**

**10.20 – 10.55 DIT Innovation and Research in the Food Sector** by *Professor Paul Berryman, Food & Drink Investment Specialist, Department for International Trade*. Paul will discuss in general the work of the DIT in supporting the Agriculture Food Sector and then focus on giving examples of the DIT's innovations and research projects in the bakery sector. Paul provides expert advice for all aspects of UK Food and Drink's science, production and labelling activities. Previously he spent 3 years as DIT's Agriculture Technical Specialist, promoting the UK's novel Plant Science capabilities. He is also a visiting Professor of Food Science at the University of Reading.

**10.55 – 11.30 Choosing Functional Ingredients** by *Martin Mullally and Alireza Jawad, Kerry Group*. Martin will give an overview of the Kerry Group, a world leader in Taste & Nutrition, employing over 23,000 people worldwide. He will highlight products and their functional technology applications throughout the world. One such functional technology is that of emulsifiers and Alireza will discuss the general actions and effects of emulsifiers in the production of baked goods and advise on how bakers can choose the appropriate emulsifier for a wide range of bakery products. Martin has almost 50 years' experience in the baking industry, including: working at the FMBRA Chorleywood; 14 years teaching in bakery; and 20 years working for a major ingredient and bread improver manufacturer. He joined Kerry in 2014 as a Business Development Manager for bakery. Alireza has a double degree in Molecular & Cellular Biology and Business Administration from Leiden University. Within Kerry he is responsible for the business development of emulsifiers in emerging markets, as well as in the United Kingdom and Ireland.

**11.30 – 12.00** Coffee Break

**12.00- 12.40 Applications for Chocolate** by *Beverley Dunkley, Barry Callebaut*. Beverley will pose the question 'which Chocolate for which application?' and give a description of the range of chocolates that are available and their properties. So where do you start in choosing the right chocolate for the right application? She will give examples of the wide range of applications there are for chocolate in the baking and sugar confectionery industries and the correct chocolate type for them. She will also discuss how to reduce the sugar % in a recipe with chocolate and will have tasting samples of a reduced sugar chocolate, manufactured to meet the current demands to reduce sugar in food. Beverley will then turn to Cocoa Powder and discuss the range of cocoa powders available to the baking industry and their applications in bakery products. She will also have finished products available containing cocoa powder for delegates to examine and taste.

Beverley has been involved in the Callebaut CHOCOLATE ACADEMY™ centre from its conception and also with the creation of a wide range of innovative chocolate courses for the confectionery, bakery, hotel and restaurant sectors.

**12.40 – 14.00** Lunch and optional tour of the National Bakery School's facilities. Prior to lunch David Phoenix, the Vice Chancellor and Chief Executive of London South Bank University, will give a short address.

**14.00 - 14.35 Tesco's Winning Ways to Build Success** by *Gordon Gafa, Bakery Category Director, Tesco*. As winner of British Bakers' 2017 BIA In-store Bakery Retailer of the Year award, Gordon Gafa of Tesco will share with BSB delegates the secrets of Tesco's route to success. He will discuss how success must be ongoing, driven by ground breaking in-store products, excellent supplier relations, irresistible displays and reliable deliveries. Gordon will tell us how Tesco focuses on delivering a superb in-store offering, from classic favourites to sourdough selections, with colourful cakes and tempting bakery snacks, all key factors in driving repeat sales. He will take us through Tesco's drive to excel, how it won the ultimate bakery accolade, and its focus on staff, suppliers and most importantly, customers. He will also touch on Tesco's plans for the future.

**14.35 – 15.10 The Bread Ahead Bakery and School** by *Matthew Jones*. As founder and a Director, Matthew Jones will tell the story of Bread Ahead. In doing what he loves best, which is baking and selling bread to an enthusiastic public, Matthew has not only fulfilled this goal by creating Bread Ahead, he has found a place to teach baking to a new generation of enthusiasts. Integrated into the working bakery, the Bakery School teaches a wide variety of baking and pastry skills to both established bakers with an appetite for genuine traditional baking and an ever-increasing army of young men and women keen to learn the secrets behind the production of our favourite food. Bread Ahead was founded by Matthew in 2013 with the mission to bring quality baking to the masses.

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