



# bakers' blend

Your monthly blend of news, offers and more...

**New  
Look, Same  
Bakers'  
Blend**

## 10% OFF TRAYBAKE TREATS

Grab an extra 10% OFF this June on Baker & Baker selected tray bakes!

See page 5



**10% OFF  
Craigmillar Long  
Life Cookie Mixes**

Soft, chewy and  
fresher for longer!

See page 2



**Bakers In The  
Blend**

We caught up with  
Fullers to get some  
industry insights

See page 10-11



**Make The Perfect  
Strawberry Tarts**

With an extra 15%  
OFF on Zeelandia  
Strawberry Topper!

See page 9

We share  
your passion



# LONG LIFE cookie mixes

Soft, Chewy & Fresher for Longer

Premium long-life cookie mixes crafted for consistent baking, lasting freshness, and irresistible taste — perfect for bakeries, foodservice, and wholesale production.



Freshness that lasts. Cookies customers love.

GRAB & GO



INDULGENT DESSERT



SCHOOLS & EDUCATION



LONG LIFE COOKIE MIX PLAIN 12.5kg SACK (MIX-LLC01) • LONG LIFE COOKIE MIX CHOCOLATE 12.5kg SACK (MIX-LLC02)

CSM Ingredients UK Limited

Elsinore Road | Old Trafford | Manchester | M16 0WF | 0800 054 1228

| [www.csmingredients.com](http://www.csmingredients.com)



PLACE AN ORDER



# GET READY FOR SUMMER



For buns with great day one softness and excellent shelf-life go for  
**Bakels Baktem Soft Roll Concentrates.**

Or for a seeded roll that packs some extra fibre and protein try  
**Bakels Multiseed Bread Concentrate.**

	Bakels	W-H	Pack Size
<b>Bakels Baktem Red 10% Soft Roll Paste</b>	175020	BAK-BAK02	12.5kg pail
<b>Bakels Baktem 10% Soft Roll</b>	392460	BAK-BRA02	12.5kg bag
<b>Bakels Baktem 5% Soft Roll</b>	392967	BAK-PRE01	12.5kg bag
<b>Bakels Multiseed Bread Concentrate</b>	394720	BAK-MUL01	16kg bag

DISCOVER MORE  
FROM BAKELS



 **BAKELS**  
BAKERY INGREDIENTS SINCE 1904

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GRAB AN  
INCREDIBLE  
**£4 Off**  
SOUPLESSE  
TOPPINGS

### Sensational Summer Savings

# £4 OFF any 3kg tub of Souplesse flexible coatings

Souplesse is one of Dawn Foods' most popular products, a versatile coating that can be used in many ways; dip, coat or flood your products for stunning eye-catching finishes.

With these **sensational savings** from Dawn Foods, you can create a stunning summer display! The Souplesse range offers a selection of colours and flavours, allowing you to easily create new variations for your customers. Souplesse is refrigeration and freezing stable, and the tub can be warmed easily in the microwave again and again, so you use only what you need.

The special blend of fats used creates a flexible product that does not crack or break off your bakery product, and with a few simple additions you can even make a ganache or mirror glaze. Souplesse is also perfect for flavouring crèmes and custards.

Contact your local sales representative to order

Offer runs 01/06/2026 - 30/06/2026.

Offer subject to availability, and can be changed or withdrawn at any time.

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Create moments of delight

# TRAY BAKE TREATS

pre-portioned for zero waste and maximised sales

10%  
OFF



- simply thaw & serve
- individual pre-cut portions
- defrost only portions required

Code	Product Description	Case Size
FCP-CTB01	B&B Caramel Slice Tray Bake	20 x 65g
FCP-FTB01	B&B Flapjack Tray Bake	20 x 90g
FCP-GTB01	B&B Granola Tray Bake	20 x 90g
FCP-TTB01	B&B Tiffin Tray Bake	20 x 90g
FCP-RRT01	B&B Rocky Road Tray Bake	20 x 90g

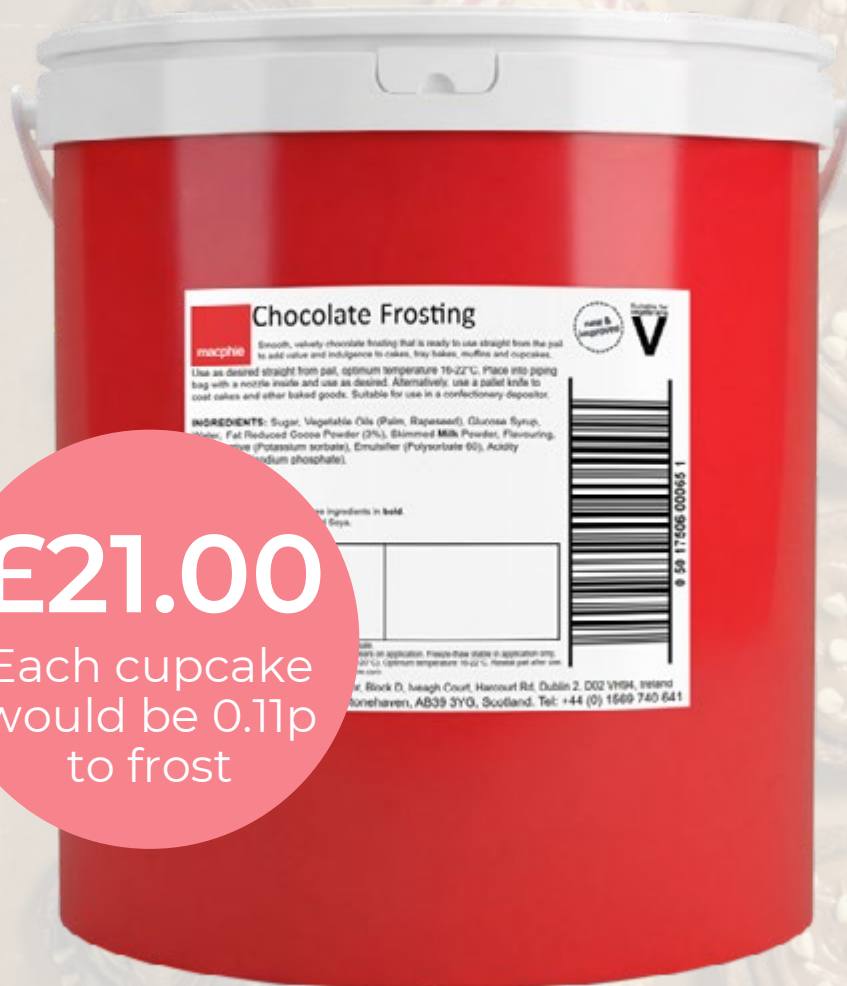
  
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£21.00

Each cupcake  
would be 0.11p  
to frost

## Macphie Chocolate Frosting 5kg

Code: ICE-MCF01

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Bun pieces

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Father's Day and  
World cup items  
now..*



Sugar Plaques



SCAN ME



Football  
Gingerbread Men



World Cup Pies  
and Slices



# Perfect Strawberry Tarts.

Zeelandia have the ingredients



**JEL-SFJ01 Strawberry Topper**  
**CUS-ROM01 Roma Cold Patisserie**



**15% OFF**  
all June  
orders

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£15.20

**AVIKO**



Premium  
**CRUNCH**

FAST FOOD FRIES



EXTRA CRISPY FRIES • PERFECT FOR HOME DELIVERIES

CUT SIZE  
9,5mm 3/8



gluten free



5 lb / 2270g

## Aviko Premium Crunch Fries 9.5mm (4x2.27kg)

Speak to the sales team about our  
competitive sauce range..

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# bakers in the blend



## HEATHER FULLER

CO-OWNER, FULLER'S BAKERY & NATIONAL  
PRESIDENT OF THE CRAFT BAKERS ASSOCIATION

**Heather recently had the chance to introduce Carl, our Sales & Marketing Manager to her team and gave some insight into the bakery industry...**

From a chance introduction in a bakery to leading one of the UK's most respected independent operations, Heather Fuller's journey is one defined by passion, resilience and people-first leadership. As co-owner of Fuller's Bakery and former President of the Craft Bakers Association, Heather has played a pivotal role in championing the craft baking industry - both locally in Yorkshire and across the UK. Now Heather and her husband George are celebrating 30 years since opening Fuller's Bakery, Heather reflects on leadership, tradition, and what it truly takes to build a lasting bakery.

**"IF YOU ENJOY WHAT YOU DO, IT NEVER REALLY FEELS LIKE WORK."**



**You became only the third woman in the UK—and the first in Yorkshire—to serve as National President of the Craft Bakers Association. What did that milestone mean to you?**

It was an incredible honour not just for me, but also for Fuller's Bakery and it gave some recognition to George, who's been in the industry since he was 16, for his service to baking. I'd never imagined I'd stand in that position, speaking to people I'd looked up to for years. It felt like recognition for the work we've all put into the trade. More than anything, it highlighted the spirit of the baking community—people who are always willing to help each other, whether that's advice or even lending ingredients at short notice. They always support each other.

**Your presidency coincided with COVID-19. What challenges did that bring?**

It was probably the most difficult time to hold the role. Everything I had planned—visiting bakeries across the country, bringing people together—had to stop. It became all about keeping in touch through online meetings, which never replaces face-to-face interaction. That said, it did

mean I could spend more time supporting our own team, keeping morale high during a very uncertain period.

**What did leading the CBA teach you about the evolving needs of independent bakeries?**

One of the biggest challenges is the disappearance of mid-sized bakeries. You tend to see either large-scale operations or very small independents, with fewer businesses in between. It's harder for smaller operators to engage with the wider industry because they simply don't have the time. That's why maintaining strong industry networks and sharing knowledge is so important.

**Fuller's Bakery has grown significantly since 1996. What core values have driven that success?**

Quality, service and value for money—those are the foundations. We've always believed in using the best ingredients we can and pricing fairly. Customers pay our wages, so everything we do is about giving them a product and service they're happy to come back for. That ethos runs through every part of the business.

**You now employ a large team. How do you maintain a strong craft identity while scaling?**

We've always maintained a family feel. Everyone mucks in—there's no such thing as "that's not my job." Whether it's loading ovens or helping out in the packing area, we all get involved. When people feel valued and see you working alongside them, it builds a strong team culture.

**I spent some time in the bakery and met all of your team, with most of them being here decades. Your team is notably loyal. What's the secret to that?**

It's about treating people as individuals and making them feel part of something. Many of our staff have been with us for decades. We give them responsibility, encourage their ideas, and create an environment where they enjoy coming to work. When people feel appreciated, they stay.

**How are you nurturing the next generation of bakers amid the skills shortage?**

We invest in apprenticeships and give young people real opportunities. We've had team members join us as teenagers doing basic jobs, then grow into qualified bakers. It's about showing them the full picture of the industry and helping them build a career, not just a job.

READ MORE

# bakers in the blend



## “WE INVEST IN APPRENTICESHIPS AND GIVE YOUNG PEOPLE REAL OPPORTUNITIES”

### Why is handcrafted baking still so important today?

Because it's real. Our products are still hand-finished—you can see it in the detail. Nothing is identical, and that's part of the charm. Customers can taste and see the difference compared to mass-produced goods, and that authenticity is what keeps craft baking relevant.

### How important is local sourcing to your business?

Very important. Supporting local suppliers builds strong relationships, and in this industry, that support works both ways. When you need help, those relationships matter, which Walker Humphrey have always done. It's not just about ingredients—it's about being part of a local network.

### How do you see the balance between tradition and innovation evolving in baking?

There will inevitably be more mechanisation due to labour costs, but the key is holding onto your core products and identity. Technology will move things forward, but craft bakeries need to stay rooted in what makes them unique.

### You have just celebrated 30 years. Congratulations! What's been the biggest factor in your longevity?

Determination—sheer determination. There have been tough times, but you just keep going. We've always believed in what we do, and we've had fantastic support from partners and suppliers along the way. It's about weathering the storms and sticking to your principles.

### You transitioned from a career in teaching into the bakery. How has that influenced your leadership style?

I've always led in a caring, people-focused way. Whether it's students or staff, it's about listening, being honest, and building trust. I treat people with respect, and I expect the same in return. If someone has a better idea, I'm happy to hear it—that openness is vital.

### What advice would you give to someone considering a career in craft baking?

Enjoy it. If you enjoy what you're doing, it never really feels like work. There are pressures, of course, but if you love the craft, it's incredibly rewarding.

### Is there a trend in baking you've questioned over the years?

Some trends come and go, but what concerns me more is the growing complexity around regulations and food labelling. While they have their place, they can make life difficult for small businesses. At the same time, customer education is important—there's a balance to be struck. With bakery trends, it's all part of the fun, and we have seen many over the years.



Heather & George Fuller's story is one of resilience, craftsmanship and community—values that continue to define not only Fuller's Bakery, but the very heart of the UK's craft baking industry. From everyone at Walker Humphrey Wholesale... Congratulations on 30 years in the industry!



# Try Our New Cheese Bretzel

10% Off this June



## CHEESE BRETZEL

Made with soft Danish dough and hand-twisted, this cheese bretzel delivers a rich, savoury flavour with a blend of cream cheese and cheddar for an irresistibly moreish bite.

32 UNITS | 143G

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**£4 Off**  
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BASES!

## Super Summer Savings

**£4 OFF** any bag of our  
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Grab these **super savings** from Dawn Foods, and create a host of bakery staples from everyday to indulgent with these delicious mixes!

Our **Dawn® Creme Cake bases** are your go-to mix for a wide variety of products, from muffins and loaf cakes to layer cakes, while our **Dawn® Genoese bases** are great for cupcakes, celebration cakes and more, cutting cleanly and holding a good shape. The rich chocolatey taste of Dark Devils Genoese delivers indulgence every time. All of these products are reliable and tolerant, and suspend inclusions well.

Don't miss out, order these sweet bakery essentials today to make the most of this great price.

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Offer runs 01/05/2026 - 31/07/2026.

Offer subject to availability, and can be changed or withdrawn at any time.

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12.5 KG BAG



Code: MIX-BR001



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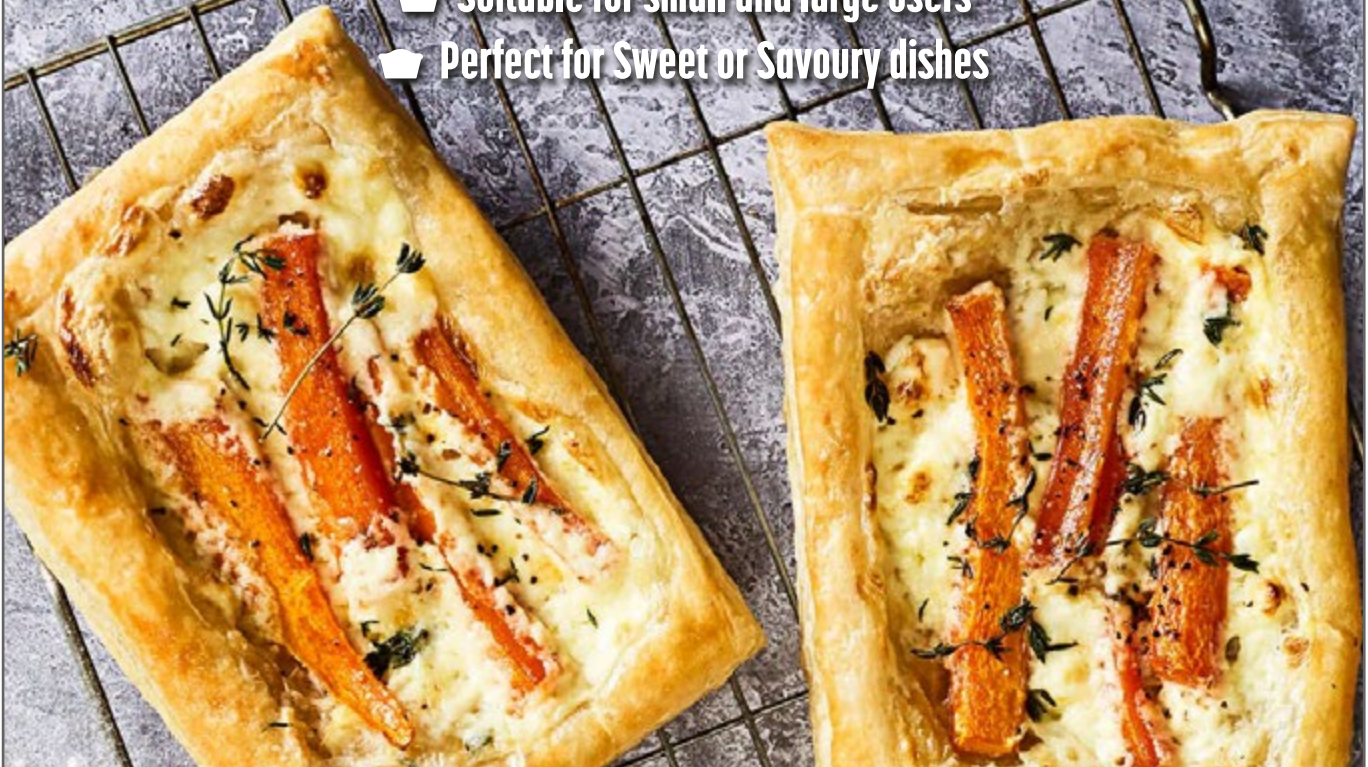


**PUKKA**

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**£2.00** OFF  
PER CASE

- 👉 144 layers of Golden Puff Pastry
- 👉 Available in Blocks, Rolls & Sheets
- 👉 Suitable for small and large users
- 👉 Perfect for Sweet or Savoury dishes



**AVAILABLE JUNE AND JULY, SO ORDER NOW**

Code	Product Description	Weight	Case Size	Pallet Size	Invoice Price	Promo Price
PAS-PSR02	FROZEN PRE-SHEETED PUFF PASTRY ROLLS - 5'S	2 x 5kg	245cm	66	£20.32	£18.32





**OFFER - 10% off Shortbread Mix**

Available on each 12.5kg bag of Shortbread Mix from 1 June 2026 until 30 June 2026.

# ONE MIX, ENDLESS POSSIBILITIES

Deliver consistently high-quality shortbread with minimal effort. Simply add butter to create a reliable, melt-in-the-mouth base your team can produce every time.

The mix holds up to 20% inclusions, giving you flexibility to create premium variations without compromising structure or yield.

Use across multiple applications, from biscuits and traybakes to crumble toppings, helping you maximise menu versatility from one mix. For added value, pair with our new Buttercream Frosting to create sandwich biscuits and filled treats with ease.



MIX-SHO01



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**SIMPLY CLEVER FOOD**

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FORMAT	PRODUCT DESCRIPTION	CASE COUNT	UNIT WEIGHT
FROZEN	WRIGHTS CUSTARD SLICE FCP-CUS01	24	170g

COMPLEAT  
FOODSERVICE





£39.99

Each 50g  
Brownie is  
0.07p

simply  
clever  
food



# Macphie



## Macphie Brownie Mix 12.5kg

Code: MIX-MBM01

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120g cake slice  
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**SIMPLY  
CLEVER  
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# South Sea's **Tuna Chunks**

This delicious lunch time favourite is available in a handy 6x800g pack size, and ideal to serve cold in a sandwich or salad, or as part of a bake or jacket potato topping.

Code	Product	Pack	Price
MEA-TUN04	South Sea Tuna Chunks in Brine	6x800g	<b>Only £20.00</b>



**Place an order**



Call our Sales Team on **01977 682 333** or email [sales@walkerhumphreyltd.co.uk](mailto:sales@walkerhumphreyltd.co.uk) to place an order