

# Freshest Taste, Texture and Ingredients in Free From

## What makes a great free from cake?

- **Mike Woods – Owner and Founder Just Love Food Co**

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# Freshest Taste Texture and Ingredients in Free From

## What makes a great free from cake?

- **Over 35 years in baking industry**
- **15 years in cake sector – making for all the top UK retailers**
- **2 of 3 kids with severe allergies .**
- **In 2010 stepped out of corporate world to set up first in UK nut free celebration cake business**
- **Gone on journey of removing 13 of the 14 declarable allergies (soya will go soon)**
- **Underlying message from my children : DON'T GIVE ME A DRY CAKE JUST BECAUSE I HAVE AN ALLERGY**



# Freshest Taste Texture and Ingredients in Free From

OUR TARGET – To match or better the texture and flavour of any standard off the shelf cake

## Influencing factors

- **Taste/flavour** – Raw materials, flavours, fillings, icings, frostings
- **Texture** – Recipe balance, Mixing methods/SG, bake profiles
- **Appearance and attention to detail** – skilled decorators, consistent components/fillings/frostings, temperature control
- **Consistency & quality over the shelf life** – Monitor Aw & pH, use of emulsifiers in batter, bake profile, mixing method
- **Clear messaging on pack** – branding, marketing descriptions, allergen advice
- **To achieve our goal we have separated the business to one half that contains egg and another half that contains gluten**

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# How to make great tasting gluten & milk free cakes

- Starts with recipe – get the basics right
  - Use quality ingredients, a good free from flour blend using rice flour , potato starch , tapioca starch and maize flour - with proven results.
  - Free range whole egg .
  - 100% Oil based recipes for chocolate cakes gives that moist fudge cake texture and an 80% margarine 20% oil base for madeira style cakes gives spongy/soft texture.
  - Emulsifiers are used to ensure cake texture at mixing bowl and to maintain softness over the life of the cake. The madeira cake needs 2 emulsifiers, the softness over life and a whipping emulsifier to create the texture. Emulsifiers not unique to FF
  - Vegetable glycerine holds onto available water keeping the cakes moist over life.

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# How to make great tasting egg & milk free cakes (Vegan)

- Starts with recipe – Get the basics right again
  - Egg / Milk / Wheat Flour are the core drivers in regular cake
  - From our Gluten free cake we change the following
    - Replace the egg with Wheat Flour
    - Work with a high protein wheat flour >12%
  - Use Soya milk to replace dairy milk
  - Balance flavours, use natural flavours such as butter, vanilla, chocolate etc

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# How to make great tasting cakes

- Mixing

- Ideally temper your ambient ingredients. Raw materials perform much better if they are not subjected to variable seasonal temperatures. This reduces clumping of powders or lumps in pastes/margarines etc. Reduces the risk of needing to overbeat the batter.
- Ensure you have optimised mixing method to suit your recipe e.g. If you use margarine this should be blended with the sugar before adding the rest of the raw materials. I used Gareth Humphreys now retired master baker to do a full project on mixing with the team
- Always blend on a slow speed before starting the final fast stage mixing.
- Work to a SG to give you consistency with your textures and quality.

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# How to make great tasting cakes

- Process/finishing
  - Optimise your bake profile to meet desired texture and bake colour.
  - Frostings/buttercreams – similar to batters use quality raw materials which are tempered. Add natural colour or natural flavours at recommended dosage . Does it have the correct consistency to allow you to mask the cake and set to avoid slippage.
  - Use quality fillings such as jams and sauces which don't seep into the cake overlie.

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# Innovative and trends to help make great tasting FF cakes

- Beetroot . Goes amazing in Chocolate Cake on sale now .
  - Carrot , Sweet Potato , Chicory root
- Chia Tea and ginger – soak the cake
- Cardamon and Cinnamon
- Herb Carden
- Go mad with Traybakes -
- Use colour – apricot and lavender on trend – deep single colours
- Lost of different fruit – Scillian Lemons, grapefruit ,
- Naked Cakes . The Challenge of HFSS can be solved
- Don't over engineer allow for customisation

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# Innovative and trends to help make great tasting FF cakes - Going forward

- Regenerative flours
  - locally grown palm oil replacements
  - Vegan Glues
  - Non Ultra processed cakes
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- Personalised
  - Gifting
  - Informal celebrations – celebrate the small wins

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