

# British back in the great baking habit

TV shows such as The Great British Bake Off have inspired Brits to reach for the mixing bowl.

In the past 12 months, sales of pastry have soared 14% by volume and 25% by value [SymphonyIRI 52w/e 3 September 2011]. Other traditional ingredients have also seen sales grow.

Volume sales of flour have risen 4% despite a 22% price hike, while self-bake mixes and culinary aids are up 13% by volume, cake coverings 9%, bread mixes 7% and bread yeast 5%.

"More people are getting back into the kitchen and cooking for their family as well as for friends, hosting dinner parties and sharing

suppers," said Tim Eales, director of strategic insight at SymphonyIRI Group.

"The trend is supported and fuelled by television programmes such as Come Dine with Me, The Great British Bake Off and numerous celebrity chefs with their own recipe shows," he added.



**The Great British Bake Off has helped fuel the trend**