



LUPA
FOODS

Your partner
in food since 1902



By Appointment to
Her Majesty The Queen
Fine Food Ingredient Importers & Distributors
Lupa Foods Ltd
Borehamwood



DESSERTS



TRENDS & INGREDIENTS
CATALOGUE
AUGUST 2023





Business Introduction

BRCS

Agents and Brokers

CERTIFICATED

YOUR PARTNER IN FOOD SINCE 1902

Lupa Foods is a UK based full-service B2B partner to the food industry. Our extensive global and domestic sourcing network allows us to offer an impressive selection of over 600 food products and ingredients. But we're more than just an importer and distributor – we provide comprehensive services encompassing new product development, technical support, procurement, and logistics.

While our roots are deeply embedded in rich Italian tradition, offering everything from pasta and tomatoes to olive oil and balsamic vinegar, our expertise has grown to span the globe.

We're proud to serve a diverse clientele, including some of the UK's largest food manufacturers, recipe box providers, wholesalers, and retailers. Innovation and a customer-centric approach is at the forefront of everything we do, and our 120 years' experience is the foundation we build our customers' success on.



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Market Overview

The UK baked dessert market, encompassing cakes, cake bars, and sweet baked goods, is a growing sector within the food industry. The global market for bakery ingredients, vital for baked desserts, is projected to reach USD 21.4 billion by 2028, indicating a rising demand for bakery products. The UK market is expected to contribute significantly to this growth.

The market for pastries and cakes is also on an upward trajectory, suggesting a favourable outlook for the UK market.

In the frozen dessert sector, the UK is witnessing substantial growth. The market, including products like ice cream, yogurts, and cakes, is expected to grow at a CAGR of 5.82% between 2023 and 2030.

In conclusion, the UK baked and frozen dessert markets are poised for growth, driven by consumer demand and global trends, offering promising opportunities for businesses in these sectors.





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Join us as we explore trends, products and ingredients shaping the future of desserts.

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Introduction

The dessert industry is adapting to meet evolving consumer demands. Health consciousness is driving the creation of less sweet and lighter desserts, with innovative ingredients like vegetables, mushrooms, and matcha gaining popularity. Efficiency and affordability are also key, leading to the rise of convenient single-serve desserts and dessert sips.

Novelty is crucial in this industry, with unique offerings like "after-eight" desserts and brunch items emerging. Sharing desserts are also on the rise, reflecting a trend towards communal eating experiences. The industry is also experimenting with balancing sweetness with umami flavours, introducing complex taste profiles.

These trends are globally prevalent, with regional influences playing a significant role. In summary, the dessert industry is undergoing a transformation, shaped by health consciousness, efficiency, novelty, and regional preferences.



Flavour Trends

tfptrendhub



FLORALS

Lavender
Rose
Hibiscus
Chamomile
Earl Grey
Elderflower
Nasturtium
Jasmine



FRUITY

Banana
Strawberries
Citrus
Rhubarb
Apple
Pear
Passionfruit
Pineapple
Raspberry
Blueberry
Fig



SUPER SWEET

Caramel
Custard
White chocolate
Toffee
Maple syrup
Strawberry Shortcake
Vanilla
Butterscotch



HERBS & SPICES

Turmeric
Cardamon
Basil
Rosemary
Parsley
Pepper
Tarragon
Coriander
Sorrel
Shiso
Gochujang

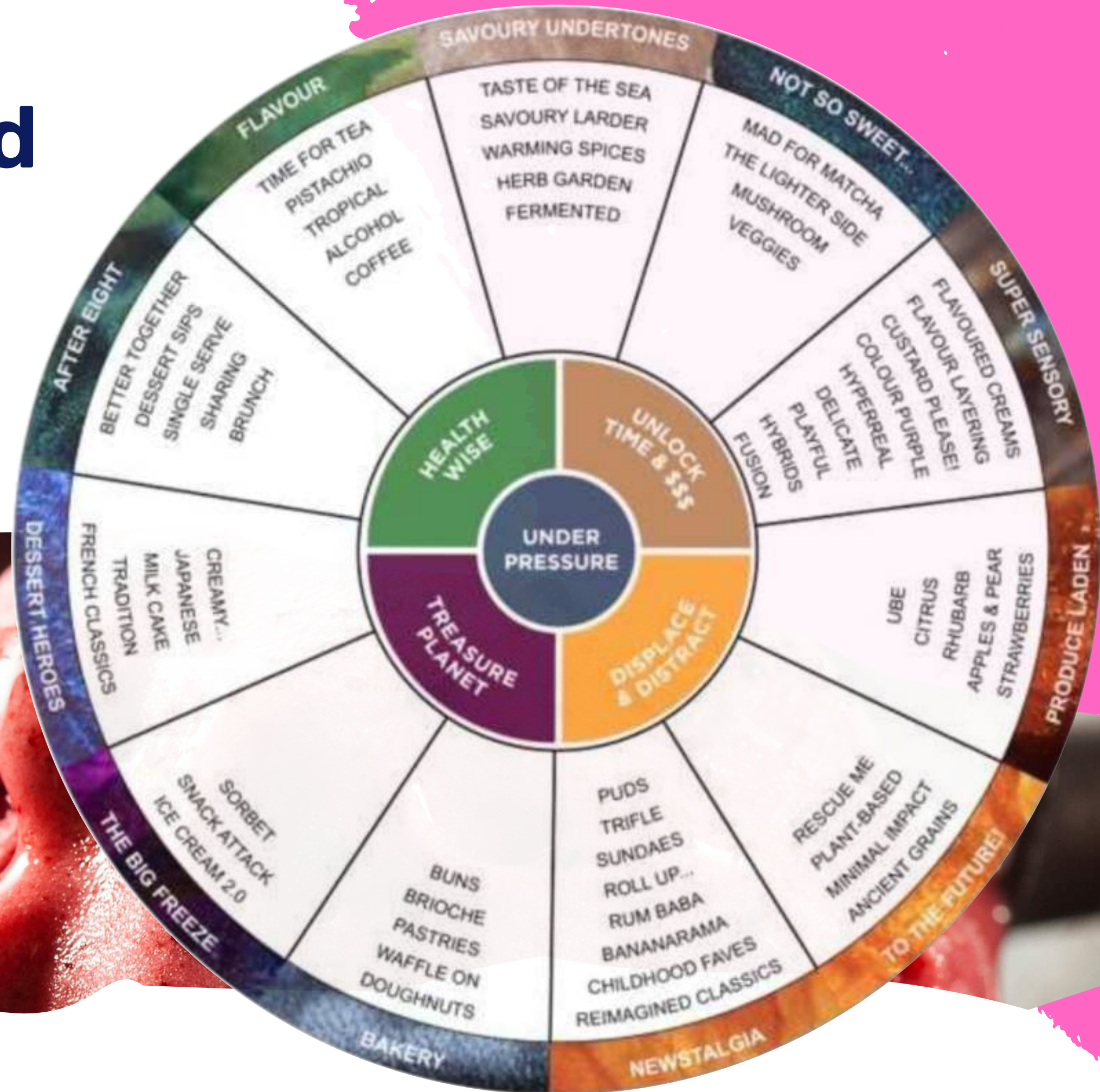


SAVOURY

Miso
Mushroom
Kelp
Black sesame
Ube
Coffee
Celeriac
Pistachio
Artichoke
Matcha
Avocado

Dessert Trend Wheel

tfptrendhub





Trends

01

Flavour Innovation

The flavour is a primary factor in dessert selection. Trends include rich flavours like coffee and alcohol, subtle floral notes, and unique combinations like pineapple and coriander.

02

Small Change, Big Impact

This trend involves adding a twist to traditional desserts. For example, flavoured custards, creams, and caramels can significantly change a dessert's profile. Examples include cardamom crème fraîche or vanilla lavender custard.

03

Healthier Desserts

While desserts are typically indulgent, there's a growing trend towards healthier options. This includes using ingredients with health benefits, like seaweed oil, or vegetables like artichoke to reduce sugar levels.



Trends



04

Frozen Snacks

There's a growing trend of frozen dessert snacks. These could include innovative ideas like frozen crème brûlée bites covered in chocolate or Greek yoghurt and streusel bites.



05

Classic Desserts with a Twist

Consumers are seeking new experiences with a sense of familiarity. Classic desserts are evolving with simple ingredient twists, like locally distilled rum added to caramel layers within banoffee.



06

Affordable Luxury

Consumers are looking for affordable luxury in desserts. Retro classics like the Arctic roll and baked Alaska are making a comeback.



07

Snackable and Sharable Desserts

There are opportunities for growth in snackable desserts straight from the freezer and shareable desserts.



Trends



8

Escapist Indulgent Moments

Desserts are about indulgence. Vivid colours and global flavours like ube creams make them more appealing. There's also a trend towards super sweet nostalgia with a twist, and savoury notes are coming through.



9

Balancing Sweetness with Umami

While desserts are typically sweet, there's a trend towards balancing sweetness with umami flavours. Sea vegetables and fermented flavours like koji and flavoured miso caramels are becoming more important.



10

Retro inspired by pop culture

Influenced by popular TV shows set in the 70s and 80s, consumers are seeking out these forgotten favourites. Even school cakes are experiencing a resurgence, with thousands of searches reported by retailers.



Ingredient Selection

SEARCH ON OUR WEBSITE



Dried Fruits

Imagine the sweet, concentrated flavors of your favorite fruits, but with a chewy, candy-like texture. That's the magic of dried fruits! They're a baker's secret weapon, adding a burst of sweetness to cookies, cakes, and pies. And in the world of frozen delights, they're the perfect mix-in for ice creams and frozen yogurts.



Infused Fruits

Picture fruits soaked in a flavorful liquid, absorbing all its goodness. Infused fruits bring a unique twist to desserts and baked goods, adding an unexpected layer of flavor. While they're not typically found in frozen foods, they're the stars of the dessert world.



Fruit Puree

Fruit transformed into a creamy paste or liquid, fruit purees are the unsung heroes of the baking world. They add moisture and flavor to cakes and muffins, and they're the key to silky smooth mousses and fruit tarts. In the realm of frozen treats, they're the secret to luscious sorbets and fruit-based ice creams.



IQF Fruits

Individually Quick Frozen (IQF) fruits are like having summer in your freezer all year round. They're perfect for baking and desserts when fresh fruit is out of season, and they're the ideal addition to ice creams, smoothies, and frozen yogurts.



Decorative Precious Metals

Edible gold and silver are the jewelry of the dessert world. They add a touch of elegance and luxury to high-end desserts and pastries, making them truly shine.

OUR INGREDIENTS COME IN A VARIETY OF FORMATS AND SEASONALITY CAN IMPACT AVAILABILITY

Ingredient Selection

SEARCH ON OUR WEBSITE



Dulche De Leche

Dulche De Leche is like liquid gold, a caramel-like sauce that adds a touch of decadence to any dessert. It's the perfect filling or topping for cakes, cookies, and pastries, and a delightful flavoring for ice cream.



Granules

Granules are like little flavor bombs, adding a crunch and taste to desserts, baked goods, and ice cream. They're the perfect sprinkle on top or mix-in.



Toppings

Toppings are the finishing touches that make desserts sparkle. From meringue drops and sugar strands to cookie dough, they add texture and extra flavor to desserts and frozen treats.



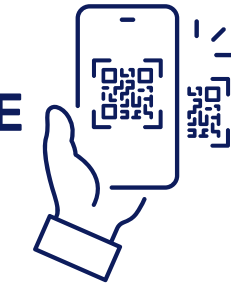
WowButter

WowButter is a delightful spread that mirrors the creamy, rich taste of peanut butter, but with a twist. It's a peanut-free wonder, making it a perfect choice for those with allergies or dietary restrictions.

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Citrus

The zing and zest of citrus fruits can brighten up any dessert or baked good. From flavoring cakes and cookies to starring in custards and pies, citrus is a dessert's best friend. And don't forget about citrus-infused ice creams and sorbets – they're a refreshing treat!



Dairy Products

Milk and cream are essential in baking and desserts, providing richness to a variety of treats and forming the basis of ice cream. Cultured low-fat dairy products like yogurt offer a healthier, yet equally flavourful alternative.



Coconut

Coconut milk products are a versatile and flavorful alternative in baking and desserts. They lend a tropical richness to cakes, cookies, and custards, and are a key ingredient in many dairy-free frozen delights. Coconut milk's unique creaminess makes it a popular choice for healthier, yet indulgent treats.



Pre-made Cakes

Pre-made cakes or cake bases are like a canvas waiting for a masterpiece. They can be dressed up with creams, fruits, or other toppings, or enjoyed just as they are. And in the realm of frozen desserts, they transform into delectable ice cream cakes.



Alternative Flour

Alternative flours are the rebels of the baking world, offering a break from traditional wheat flour. They're the key to a variety of baking and dessert recipes, especially for those with dietary restrictions.

OUR INGREDIENTS COME IN A VARIETY OF FORMATS AND SEASONALITY CAN IMPACT AVAILABILITY



Fruit Puree

Apple
Apricot
Banana
Bergamot
Blackberry
Blueberry
Date
Fig
Forest Fruits
Ginger
Grape
Grapefruit
Kiwi
Lemon
Mandarin
Mango
Melon
Orange
Peach
Pear

Pear
Pineapple
Plum
Pomegranate
Quince
Raspberry
Red Currant
Sour Cherry
Strawberry

IQF Fruits

Blueberries
Raspberry
Strawberry
Mixed Berries
Mango
Apple
Peach
Pineapple
Figs
Pomegranate Arils
Apricots

Dried Fruits:

Apple
Banana
Blackberry
Blueberry
Grapefruit
Kiwi
Lemon
Mandarin
Melon
Orange
Peach
Pear
Persimmon
Plum
Pomegranate
Quince
Raspberry
Red Currant
Sour Cherry
Strawberry

Infused Fruits:

Apple
Blackberry
Blueberry
Grapefruit
Kiwi
Lemon
Mandarin
Orange
Peach
Pear
Quince
Raspberry
Red Currant
Maraschino Cherry
Sour Cherry
Strawberry



Milk:

Whole Milk (3.6% Fat content)
 Semi-Skimmed Milk (1.7% Fat content)
 Skimmed Milk (0.3% Fat content)

Cream:

Single Cream 18% Butterfat
 Whipping Cream 38-39% Butterfat
 Double Cream 48% Butterfat

Cultured Low Fat Dairy: Yoghurts**Milk Alternatives:**

Coconut Milk Products
 Tiger Nut Milk

Citrus:

Sicilian Lemon Concentrate (4:1)
 Pure Lime Concentrate (4:1)
 Sicilian Orange Concentrate (5:1)
 Sicilian Dice Press Lemon
 Mandarin Oil
 Blond Orange Oil
 Diced Orange Peel in Brine
 Diced Lemon Peel in Brine

Granules:

Caramelized peanut granules
 Caramelized almond granules
 Caramelized hazelnut granules
 Caramelized pecan granules
 Amaretti granules
 Orea-type biscuit granules
 Lotus Biscoff granules
 Plain Biscoff granules

WowButter

WowButter Crunchy Spread
 WowButter Creamy Spread

Cakes:

Roulé 38x56 h 0.7 cm plain
 Roulé 38x56 h 0.7 cm cocoa
 Sponge cake Ø22 h 1.3 cm plain
 Sponge cake Ø22 h 1.3 cm cocoa
 Savoiaridi - Ladyfingers
 Traditional Panettone (Gluten Free)
 Chocolate Panettone (Gluten Free)

Alternative Flour:

Vegan Bread Flour Blend (Allergen Free)
 Vegan Ginger Cake Flour Blend (Gluten Free)
 Vegan Pastry Flour Blend (Gluten Free)
 Vegan Cookie Dough Flour Blend (Gluten Free)
 Carob Powder and Flour

Dulche de Leche:

Classic Dulce de Leche
 Pastry Dulce de Leche
 Ice Cream Dulce de Leche

Toppings:

Meringue drops
 Multicoloured sugar strands
 Corn Crumbs (Gluten Free)
 Exhausted vanilla powder
 Plain cookie dough
 Chocomix of cereals
 Extruded cereal dark chocolate concentrated
 Multicoloured nonpareils

Decorative Precious Metals

Gold Leaf
 Silver Leaf
 Edible Gold Powder
 Edible Gold Crumbs
 Edible Silver Crumbs
 Edible Silver Powder
 Edible Gold Flakes
 Edible Silver Flakes



	All Natural Ingredients		Plant Protein
	No Nuts - No Compromise		No Hydrogenated Oils
	Omega-3		No Oil Separation



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Alternative Dessert Ideas

- Peanut Butter & Chocolate Fudge Cake*
- Vegan Peanut Butter & Jelly Cake*
- Peanut Butter Brownie Slab*
- Vegan & Gluten Free Peanut Butter Chocolate Brownie*
- Vegan & Gluten Free Peanut Butter & Banana Dessert*
- Vegan & Gluten Free Peanut Butter & Chocolate Truffle Dessert*
- Gluten Free Peanut Butter Cheesecake*
- Gluten Free Peanut Butter & Jelly Cheesecake*
- Gluten Free Peanut Butter & Chocolate Cheesecake*
- Peanut Butter Cheesecake*
- Peanut Butter & Jelly Cheesecake*
- Peanut Butter & Chocolate Cheesecake*
- Peanut Butter Chocolate Fudge Cake*
- Peanut Butter & Jelly Cake*
- Peanut Butter & Banana Pudding Squares*
- Peanut Butter & Jelly Tart*
- Peanut Butter & Chocolate Tart*
- Peanut Butter & Banana Tart*
- Peanut Butter Tiffin Slice*
- Peanut Butter & Chocolate Brownie Squares*
- Peanut Butter & Jelly Shortcake*





Our Mission



We aim to be an essential partner to the food industry for quality ingredients.

To be a leader in the development, supply and production of sustainable, high quality and innovative products. We earn the respect and loyalty of customers through consistency and product excellence, and by focusing on customer service.

We care for the environment, striving to continuously reduce our impact on the planet, ensuring a better future for all that calls it home





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United Kingdom



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