

Aspirational B2B bakers' industry magazine

USP: We had a look at the market to see what is already there. There is currently only one B2B title (Bakery Info) but we believe it does not serve the market well enough. We know that there is a growing interest in baking and feel there is room in the market for an upmarket B2B magazine that focuses as much on the informing the reader (news, advice, innovation) as inspiring with a high-quality production, with attractive designs, infographics and good imagery. Bakery Info is also dedicated to coffee and sandwiches as well as baking.

Name: Baker To Baker

Subject matter: Food magazine

Category: B2B

Readership: Aimed at aspirational people in the industry who take it more seriously than something they do as a pastime. Aimed at both males and females, our readers are looking for new ideas and to gain a commercial advantage by informing them about industry trends, new products and advice. This will be combined with an aesthetically pleasing presentation with a focus on strong imagery.

They are 27-45 years old.

Lower middle class

Gender neutral – a lot of baking magazines cater for women, we want to include men as well

The business owner is the main shopper. They're looking for the best value in their spending but would spend extra if they think they're getting a better experience. For example they would buy local artisanal products over mass-produced commodities, they care for the product, and look out for free-range, fair trade produce. At the same time they are still looking at opportunities to maximise their profits in the business. Spend their time in Lakelands, to keep up to date with the latest kitchen accessories. They already have entry level knowledge of (basic) bakery and foodie terms but want to learn and perfect more advanced techniques.

On television they watch the Bake Off, Masterchef and Saturday Kitchen, not for the drama of the shows but for the professional skills, to learn.

They take city breaks and go on local countryside breaks, they look for more than a spot of sun, they seek culture, and they are less likely to go on sun, sea and sand holidays.

Education: They come from specialist culinary schools. Many will have a university degree.

Income bracket: £20, 000 - £40, 000 (tbd)

Married/ living together/ single: Single with intention of getting married, as this can be seen as a traditional aspiration of British culture. May already be married, possibly have kids but is more career focused so kids are unlikely.

Urban/ rural/ suburban: We aim to appeal to bakers across the nation, so it would encompass bakers from all urban, rural and suburban backgrounds. We don't feel it is within the mission statement exclude bakeries or bakers based on location. Interviews with bakers will vary from traditional rural countryside bakers to independent urban bakeries.

Aspirational: They aspire to be a successful baker, in the same category as GBBO contestants and other famous bakers. They see their own baking as an art as much as a skill.

Personality: they are withdrawn but not shy, spending time perfecting their product and keen on improvement

Mission statement: To inform and inspire independent bakers by creating a community of bakers across the country and to encourage further business success for them.

Print or digital: Print will be our main output because we think the majority of our revenue will come from the cover price. The digital will offer a different option for readers, e.g. an ongoing blog related to the baking business. It will also combine our social media platforms to make them easier to access.

Social media: All in an attempt to drive traffic to the website or encourage magazine sales. Instagram (using infographics and, of course, pictures of bakery products – plugging content from online and the mag); Twitter & Facebook (not for new content, to update readers and plug content); snapchat (coverage of events such as when celebrity interviewers are in the office or coverage of bakery-centred events)

Cover: Most editions would just feature an independent baker to make the magazine feel in-touch with the reader and accessible. However, for the special editions (Easter, Christmas), such as the initial one, we would get a celebrity baker to help the magazines profile in attempting to establish a readership. The price of the initial edition will be lower than normal too.

Content:

- Feature
 - How to reduce waste
 - Helps the finances of a bakery, saving money will be a hot topic for bakers as there is a smaller margin of profit in comparison to other industries
 - Experienced bakers.
 - Perfect icing
 - Increasing number of men getting into baking
- News section
 - Campaign for real bread (#campaignforrealbread)
- Catering with customers with allergies (also vegans and glucose and wheat intolerance)
- Experimenting with different flavours
- Recipe ideas from real people (acclaimed though not necessarily celebrity)
- A section showing off grand or obscure cake designs
- Amateur bakers becoming celebrity chefs: contestants from GBBO and YouTube stars, bloggers and Instagramers
- Spotlighting successful independent bakers
- Reviews of new equipment that are used in the baking process
- Recurring trends

Business plan

How it will make money: Business subscriptions to the magazine (cover price £3.75); product placement (advertorials); Periscope webinars – demonstrating new products; adverts, events.

Rationale:

Baking is on the rise: Latest viewing figures for GBBO, 13.4 million (2015 finale), “On one hand, this is partially attributable to the emerging popularity of ‘natural’ foods; as a result of a lack of transparency in food supply chains and concern over the use of additives, a growing number of consumers perceive cooking or baking from scratch as the most effective means of knowing exactly what they are eating. On the other hand, the popularity of cooking and baking television

programmes and books has contributed to this trend. In particular, the extreme penetration of The Great British Bake Off has increased the number of consumers regularly baking from home.”¹

We are joining an already popular market for bakery magazines in general but there is only one more B2B bakery magazine.

Market sector: B2B food and drink

Branding: High-quality product, encouraging independent bakers to succeed.

Brand extension: Periscope classes, bakery events

Advertising: Bakery equipment. Nigella’s own range. Kenwood appliances. Orla Kiely, High-end cookware, cookery books, baking events, wholesale goods stores.

- Their adverts will tie in with the high-end cookery lifestyle that our magazine aims to promote. Some brands like the nigella home range and Orla Kiely aren’t specifically tied to cooking, but would be found in the kitchens of our customers.

Marketing and promotion:

- Celebrity front cover for 1st issue – this will draw in the reader with what same as currently the most popular face in baking
- Stalls at events to promote it directly to the industry
- Bake our first magazine cover into a cake – potential for viral campaign
- Competition to win year’s subscription?
- Cheap cover price – ½ price for first issue to attract customers, although this would be made explicitly clear that it would go up next issue

Distribution:

- WHS Smith
- Subscriptions sold through website
- Stalls at bakery events across Britain
- Digital subscriptions for Ipad/kindle/tablet – same content across the board

Paper type - Glossy paper for high end

Cover Price - £3.75

¹ https://www.keynote.co.uk/market-report/food/biscuits-cakes?full_report=true