

## turning knowledge into solutions

### The dough is right for cookie delight

**The Clay - Baked Cake and Cookie Company, a small business that produces traditional clay baked cookies and cakes in their own tea shop and for sale to other independent small retail outlets, found the answer to its dough problems thanks to the intervention of Food Processing Faraday.**

Andrew and Christine Wallach started up their business in February 2007 and are now proposing to open another factory on a Ministry of Defence site to assist soldiers in returning to civilian life.

There had been a major issue in the control of depositing of biscuit dough. To produce uniform product quality and to enable the cooking process to be optimised it is imperative to have consistent biscuit shape and weight prior to cooking. This was something that Andrew and Christine were unable to solve on their own and so they turned to Food Processing Faraday for help.

After identifying the need for an advance on the simple mechanical scoop currently being used to proportion the cookies, the Faraday knew where to go for help, and made an introduction to Dr. Leo Guevera of the University of Teesside. Leo reviewed the manufacturing process and facilitated a visit from Mono Equipment, who demonstrated a depositor, which Christine is considering for installation into the new bakery next year.

The initial research also identified the type of ovens that would be needed to bake off the cookies, which are in the form of stackable modules. This feature will be invaluable as funds can be allocated for growth as sales increase, without initial investment in expensive ovens that wouldn't be used to full capacity.

Christine and Andrew feel the involvement of the Faraday has taken the plans for the business to a whole new level, with the identification of machinery which is ideal for the operation and produces perfectly proportioned products ready for baking, as well as being sufficiently versatile for use in a number of future products, such as ready-to-bake scones.

"Without the product and technical knowledge that the Faraday have been able to offer, even a time consuming search of manufacturers may not have been enough to find the machinery with the precise specification that was needed. The input of the Faraday, and their advisor John Stanford, has been valuable, efficient and professional and further use will certainly be made of their services" comments Christine.

Innovation Consultant John Stanford, says "This is a great example of how we can use our network to make simple but highly effective interventions at small businesses."

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