



ABST KICKS OFF WITH ROADSHOWS, COMPETITIONS AND AMBASSADOR OPPORTUNITIES!

Following the annual ABST conference (Association of Bakery Students and Trainees) in June, the next few months are set to be busy with the launch of the ABST Roadshow and the chance to become a Student Ambassador – a great CV enhancing opportunity!

As well as the annual conference, the ABST Regional Roadshows held across the UK give all groups the chance to network as well as providing excellent learning opportunities for students.

The first regional event will be held on 13th & 14th November at commercial bakery ingredients supplier Zeelandia, providing a great opportunity to connect students with the world of bakery manufacturing. In support of Zeelandia's charity 'Bake for The World- Ukraine', the company will be tasking students to devise recipes with a Ukrainian theme using Zeelandia ingredients which will be judged at the roadshow. The prize will be an all-expenses paid trip to the fun-filled ABST conference in June 2025. More roadshows will be announced as the dates are confirmed.

Following the success of its Bakery Student Ambassador programme which has been running for the last seven years in partnership with University College Birmingham, bakery ingredients manufacturer Dawn Foods is now launching the competition to all ABST students too. Dawn will be looking for two or three students to create content such as industry trend insight pieces, recipe ideas and blogs.

Dawn Foods' Jacqui Passmore is the ABST's new president and is keen for the organisation to facilitate more direct connections between bakery students, industry suppliers and associations as she explains:

"The ABST conference in June was a great success with 250 young bakery students and trainees attending for a fun-filled weekend of education and networking. My thanks go to all the bakery industry supporters who contributed to the conference, and I hope they will continue to interact with these young people as they start on their bakery journey – they are, after all, the future of our exciting sector!

"The ABST was set up to support bakery students and trainees all the way through their studies or apprenticeships, helping them to establish a career in professional bakery. As well as

becoming a skilled baker, there are many other career opportunities in this industry young people may not be aware of - manufacture and production, NPD, procurement, sales and marketing and operations to name just a few.

“The ABST acts as a link between students and trainees and the wider bakery industry to help young people with gaining sound practical industry knowledge to enhance their career opportunities, perhaps through work experience or attending events as well as networking.

“Having an interesting and varied CV where students can demonstrate that they have won a competition such as that being offered by ABST and bakery industry supporters, Zeelandia or become a Dawn Foods Student Ambassador can really enhance students’ prospects with future employers”.

For more details on the ABST roadshows and how to apply to become a Dawn Foods Student Ambassador for 2024/2025 please contact ABST President Jacqui Passmore jacqui.passmore@dawnfoods.com.

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