



## **DAWN FOODS APPOINTS NEW 2025 STUDENT BAKERY AMBASSADORS**

Dawn Foods UK & Ireland has appointed three new Student Bakery Ambassadors for 2025.

ABST member Jordan Young is studying BSc Food Science at Nottingham Trent University, while food science postgraduate Soraya Akbari is a bakery apprentice at Cardiff Metropolitan University's ZERO2FIVE Food Industry Centre.

Dawn's third Student Bakery Ambassador, Sarah Farrow, also an ABST member, is a final year BSc Bakery and Patisserie Technology student at University College Birmingham.

All three students were chosen for their commitment to the craft of baking, understanding of current trends and challenges in the industry, along with exciting ideas for new products and recipes.

Jordan, 26, who has won several awards in his career to date, started his bakery journey straight from school as an apprentice with Patton's Bakery in Newtownards, Northern Ireland. With a passion for bakery production, he studied first at The School of Artisan Food, in association with Nottingham Trent University, where he was awarded Top FdSc Student in the school in 2024. In a move to help develop his technical knowledge and skills, Jordan then continued at Nottingham Trent University to undertake a BSc Food Science degree.

Originally from Iran, Soraya, aged 32, completed an MSc in Food Science at London Metropolitan University and has chosen to specialise in the bakery industry at ZERO2Five, the Cardiff Metropolitan University's unique food and industry collaboration facility. Soraya says that her passion for bakery started during her childhood when she made traditional products with her family. She aspires to work in product development and marketing.

A final year student at University College Birmingham, 21-year-old Sarah's passion for baking started young too when she baked with both her mum and nan. During Covid she set up a small business making cakes and bakes to be delivered to neighbours on her estate. Her enterprising spirit saw her ending up with back-to-back orders and it was this experience that led her to thinking about bakery as a career. Her degree course has given her an insight into product development, which she is keen to explore more with Dawn Foods.

Dawn's Student Ambassador programme has been running for eight years and is part of the company's commitment to nurturing young talent entering the bakery industry. In previous years

Dawn selected its Student Ambassadors from University College Birmingham but this year, the company widened the opportunity to all students 18+ undertaking a level 4+ bakery related qualification or undertaking a recognised bakery training programme.

The Student Ambassadors get the chance to work with Dawn's development team on new recipes. They also create content for the company's social media platforms as well as blogs for the website and editorial for external media such as British Baker, providing excellent opportunities for students to promote themselves to the wider bakery sector.

For more information visit [www.dawnfoods.com/uk](http://www.dawnfoods.com/uk)

ENDS

January 2025

**Issued on behalf of Dawn Foods UK and Ireland by Whitmore PR. Editorial contact is Stephanie Tompkins on 07877 329653. Email: [stephanie@whitmorepr.co.uk](mailto:stephanie@whitmorepr.co.uk)**