All The Gear And No Idea! 83% of us Don't Know How To Bake A Simple Cake

Tuesday 26 November, 2013

* 83% of our kitchens are stocked with specialist baking equipment but over half of us don't know how to bake a simple cake

* 70% of parents have been put off baking with their children

* Celebrity mum of two, Kate Garraway, calls for mums to reclaim the mixing bowl and put the fun back into every day, simple baking

New research out today reveals that over half of the nation can't even bake a simple cake despite 82% of us owning specialist baking equipment including cake stands, piping bags and sugar thermometers, with one in ten even owning a cook's blow torch (8%).

The poll of more than 4000 adults - commissioned by Flora Buttery to mark the launch of a campaign to put the fun back into simple, family baking - shows a lack of basic knowledge when it comes to baking. Four out of five people have no idea how many ingredients are even needed to bake a cake.

Quest for perfection puts parents off
Following the recent attention on baking fuelled by programmes such as the Great British Bake Off, 57% of us have revealed that we worry or feel under pressure to make something perfect when baking for others. When quizzing parents specifically, 70% said they are put off baking because they believe they are no good at it, it takes too much time, and it makes too much mess. A third of parents admitted to only baking twice a year with their kids, despite over three quarters of parents believing it is a fun, family bonding activity and having fond memories of baking as a child themselves.

Kate Garraway backs simple baking
Kate Garraway and Flora Buttery are campaigning for mums to reclaim the mixing bowl and put the fun back into baking to ensure the children of today don't miss out on simple, family baking:

"We all loved baking as kids but it seems the reality today is that we're over complicating things with all this equipment. The show stoppers you see on the baking shows can make us fear we are being judged in our own kitchen and we end up too focused on the end result rather than enjoying the experience.

"As a mum of two I know that everyday baking with your children is not about making perfect cakes, it is about licking the bowl and having fun, we make a mess - but it's worth it! It only takes five ingredients and 15 minutes to make a cake AND a childhood memory that lasts a lifetime. So forget perfect looking cakes, and celebrate the small disasters, the wonkier the better I say!"

To see Kate's simple 5 in 15 wonky cake recipes go to www.funfamilybaking.com. Join Kate and upload your wonky cake creations for the chance to win all the baking basics you need to get started.

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- ENDS -

Kate Garraway, and daughter Darcey (7 years) , and son Billy (3 years), are today urging families to reclaim the mixing bowl and put the fun back into baking, after new research by Flora Buttery reveals that despite the recent baking frenzy fuelled by The Great British Bake Off, 70% of parents are put off baking with their kids, and over half of us don't know how to make a simple cake. For simple cupcake recipes visit www.funfamilybaking.com.

About Flora Buttery
Lovingly blended for a flavoursome buttery taste, Flora Buttery has a splash of buttermilk mixed in with Flora's natural sunflower goodness (they've packed in 37% sunflower oil). That means you can smooth it over toast, daub it on hot asparagus or melt it into spuds for a little extra indulgent taste. And it's also

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great for baking and even pan-frying. But it's still lower in saturated fat than butter and packed with omegas 3 and 6! If you're looking for sunflower goodness*with a buttery taste, get stuck in.

Notes to Editors
All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 4,275 adults. Fieldwork was undertaken between 8th - 11th November 2013. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

Kate's Easy Peasy Cupcake Recipe
Banana Cup Cakes - Servings: 10-12 Preparation time: 15 minutes Cooking time: 20 minutes

115g (4 oz) Flora Buttery
115g (4 oz) castor sugar
2 eggs, medium
115g (4 oz) self-raising flour
1 ripe banana, mashed
Icing
55g (2 oz) Flora Buttery
225g icing sugar, sieved
½ teaspoon vanilla essence
Banana chips or popping candy to decorate

1. Preheat oven to 180°C, 160°C fan, Gas mark 4.
2. Weigh your eggs. Note the weight and measure the same amount of Flora, sugar and flour. Place all the ingredients in a mixing bowl and beat with a wooden spoon 2 - 3 minutes until well mixed. Place dessertspoons of the mixture in 10-12 paper cases or greased bun tins.
3. Bake for around 20 minutes until soft and springy to touch. Cool on a wire tray.
4. Mix icing ingredients together and then spread or pipe over the cakes. Decorate with banana chips or popping candy.

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