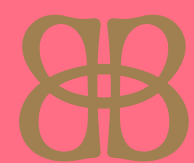


BAILEYS™



Treat

REPORT
2023



A note from
JENNIFER ENGLISH,
GLOBAL BRAND DIRECTOR, BAILEYS.



Welcome to the Baileys Treat Report 2023, a mix of *delicious* treat predictions for the year ahead! We're *obsessed with treats* and fascinated by what influences the treating world, from the top pastry chefs through to experimental home bakers. After another unpredictable year, people are embracing small moments of joy, and treating has increasingly become one of the few things we can always rely on. We're feeling justified in treating ourselves after living through such unprecedented times and taking even more pleasure in the everyday. In 2023, these trends are set to continue as we seek out connection and comfort, and what better way to come together than with some *indulgent treats*. There will also be a focus on *community* and in turn, to the *planet* we live on, which have always been key ingredients in everything we do at Baileys. In 2022, *Baileys became B Corp certified*, as we believe business can be a force for positive change and want to make a positive difference to the future of our communities and planet. After all, treating is an act of caring not just for ourselves, but for the world around us. We're predicting a playful and scrumptious year, so jump in and indulge your senses...*you're in for a treat!*





A note from
DR. MORGAINE GAYE,
FOOD FUTUROLOGIST.

When looking at trends in treating, and indeed food in general, we make personal, cultural, societal, political and aspirational decisions with everything we buy and consume. The disruptions of the last few years have shaken our stability and confidence, and affected how we treat ourselves and each other. The treat trends for 2023 are a response to this, as we look to find love, meaning and comfort in our food; to *re-invent old favourites* and immerse ourselves in the *taste of nostalgia*. The *beauty in nature* and *sustainability* are also set to influence our treating moments. As always, it's been an *indulgent delight* to explore the future of treating for the Baileys Treat Report and I'm excited for treat lovers around the world to see (and taste!) our predictions for 2023.

BAILEYS Treat Collective



Patrick Rosenthal, Recipe Developer and Food Photographer (Germany) @patrick_rosenthal

Rosenthal has worked as a freelance journalist for various newspapers. Today, he develops recipes for various magazines, books and food brands, among other things. He is a professional food photographer and food stylist, along with writing his own cookbook which reached number 9 in the advice/food & drink category of the Spiegel bestseller list.



Lucho Kooc, Publicist, Food Stylist and Content Creator (Colombia) @luchokooc

Lucho Kooc is a Colombian Publicist with 15 years of experience in marketing and sales management, passionate about cooking and the creation of digital content. He has more than 7 years of cooking & baking experience, creating recipes with a creative and fun touch. He has a passion for showing the world that cooking is an art, through which we can express ourselves and awaken our senses to be more conscious with our food.



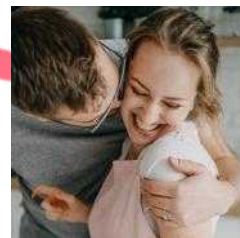
Dávid Kárai, Chef, Food Stylist and Content Creator (Hungary) @karaidavid

Dávid Kárai is a chef, food stylist and content creator, bringing his followers foodie content inspired by local recipes. His ambitious and hipster style of cooking and baking is demonstrated in his own cookbook, 'Ki Mint Vet' in which Dávid provides over 75 seasonal recipes.



**Mike Johnson, Food Photographer & Blogger (U.S.)
www.mikebakesnyc.com**

Mike Johnson is the baker, photographer, and blogger behind the sweets-focused blog 'Mike Bakes NYC' and the author of 'Even Better Brownies' and 'Simple Small-Batch Baking'.



Pavlina & Martin Lubojatzky, Food Stylists and Content Creators (Czech Republic) @lubojatzky_couple

Pavlina Lubojatzky formerly worked as a marketing specialist but is now a leading food blogger and a MasterChef 2022 finalist. Her Instagram profile, which she runs alongside her husband, Martin, has amassed nearly 70,000 followers since its inception thanks to delicious recipe content and beautifully styled food.



**Carole Crema, Owner of Carole Crema (Brazil)
www.carolecrema.com.br**

Carole has been working with Gastronomy since 1997. She owns her own sweet company and has served as a judge in a patisserie show, Que Seja Doce. Her recipes are marked by the co-existence of traditional cuisine with modern gastronomy, mixing established techniques with innovative techniques.



Tessa Boersma, Cook, Recipe Writer and MasterChef Winner (Australia) @tessa.boersma

Tessa Boersma quickly became a fan favourite on Season 11 of MasterChef Australia, establishing herself as the quintessential Australian sweetheart and a breath of fresh air. Since MasterChef, Tessa has continued to establish herself as a force to be reckoned with. She prides herself as a cook, educator, presenter, recipe writer, public speaker and a lover of all things food!



Eleonora Rubaltelli, Food Blogger, Content Creator and Writer (Italy) @eleonora_rubaltelli

Eleonora Rubaltelli has a passion for cooking, she loves to taste, to try, and to discover new foods and wines and her curiosity for food led her to study Gastronomic Sciences. Her kitchen philosophy is to create healthy, balanced recipes, which are quick and easy to make, without ever sacrificing on taste.



Eoin Cluskey, Managing Director and Co-Founder of Bread41 (Ireland) www.bread41.ie

Having grown up in a bakery, Eoin values the traditional methods used in making authentic, naturally leavened real bread. Recently qualified as a FutureFood 'Climate Shaper', he is determined to change the culture and perception of the industry. Never short of passion, he aims to achieve his mission of real bread in every home and the prioritisation of what grows seasonally, locally and sustainably.



Miquel Guarro, Director of Pastry at the Hofmann School of Hospitality and Pastry, Barcelona (Spain) @miquelguarro

Miquel is a chef and gastronomy consultant who became head of the Cacao Barry brand and a professor at the Spanish Chocolate Academy when he was just 23 years old. In addition, he is a member of the 21 Brix collective and champion of the Lluís Santapau trophy for the best chocolatier in 2013. Currently, Miquel is Director of Pastry at the Hofmann School, standing out with a very defined style both in pastry and desserts.



**Benjamina Ebuehi, Co Founder of The Sister Table (GB)
www.carrotandcrumb.com**

Benjamina featured as a quarter finalist in The Great British Bake Off. She has her own blog Carrot and Crumb, where she shares recipes, baking tips and foodie adventures. Benjamina is also the co-founder of The Sister Table and is an author of The New Way to Cake, published in 2019.



MACRO

Trends

Soul-Centred

After the past few years, we're all feeling the need for connection. We now know what really matters, and that's human relationships, community and a deeper meaning in our daily lives. It's about finding meaning and heart in the everyday and leaning on one another. We're all yearning for that sense of connection – after all, together is the greatest treat of all. We were apart for far too long and know how amazing it is to feel like we're all part of one big family. Our connections mean everything, and we want to prioritise and nourish them, to emerge stronger, with balance and harmony. From now on, we're all about that heart and soul.

Conscious Living

We've seen the future, baby, and it's green! Now more than ever, we want to tread lightly as we move around this gorgeous little planet we call home. We're reassessing everything in our lives, from how we minimise our impact to how many plants we eat. As we look forward, we're being conscious of how we can make a positive impact wherever we can. That means getting into better habits, finding ways to reduce our eco footprint and avoiding overconsumption. We want to be the best that we can possibly be, and we want to make every moment count. It's time to seize the day!

Comfort

Imagine the feeling of slipping into a bubble bath, hearing a song you loved, or wrapping your hands around a steaming mug of chocolate (with whipped cream and marshmallows, obvs). Those little moments of comfort feel oh so good, and we're going to be seeking them out as much as possible. This isn't about lavish, extravagant indulgence – we're going to be prioritising micro-treats, so we can still get a taste of bijou luxury, but in a smaller dose. Nowadays, we appreciate the small things in life and how good they make us feel. Which is why micro-treats are non-negotiable. After all, it's those moments of joy that make life so damn good.

MACRO Trends

Soul-Centred



“My favourite trend entering 2023. In my town, you can really feel the change among people. As consumers and in our personal lives, the last few years have made us reflect, helping us to re-evaluate and acknowledge the fact that nothing is ever truly infinitely available. This has led to the need to create more soul-centred moments, that do not always require glamour or perfection. The memories of feel-good meals from our childhood always bring us back to a state of comfort and well-being. Old recipes are being dug out again and people are gravitating towards the comforts of local home cooking, and that’s just wonderful.”

Patrick Rosenthal (Germany)



“In recent times, the Czech market has become more and more focused on the soul and what really matters to us as self-care and self-nurturing continues to trend in the media. We have also noticed these trends pop-up across social media, with many content creators attempting to help their followers with self-recognition and connecting to their inner selves. People have also begun to turn to at-home baking as a way to treat themselves and find joy in the little things in life.”

Pavlina & Martin Lubojatzky (Czech Republic)



“We are all realising that not everything needs to be glamorous, it is those simple moments and recipes that bring us happiness and warmth to our souls. This is a fantastic trend!”

Carole Crema (Brazil)



“Since the pandemic and given the current times of uncertainty, now more than ever, people are realising the importance of living a happy, fulfilled and content life. As a result, society has shifted to appreciate the simple aspects of life that bring us joy, like family and self-care.”

Dávid Kárai (Hungary)



“After the pandemic, we are all looking for what really matters to us; from enjoying life and special moments to taking care of the planet and nurturing relationships with our loved ones. In the baking industry, now more than ever it is important to make smaller treats with less waste to help protect our planet.”

Carole Crema (Brazil)

Comfort



“2020 may have been the year that got more people baking, but it was also the beginning of the small-batch baking trend. Small-batch baking is a great way to satisfy sweet-tooth and comfort food cravings without being bogged down by leftovers. It’s perfect for smaller households!”

Mike Johnson (U.S.)



“The pandemic has resulted in a massive change in perspective in today’s world, making many of us more aware of the present and how important it is to live in the moment. This has led to changes in our habits and customs in our search for happiness and satisfaction as individuals no longer try to avoid satisfying cravings, but instead seek to live in the present and enjoy every moment to the fullest.”

Lucho Koo (Colombia)



“Recently, we have all learned to find comforts in the little things. During a time where it was inconvenient to live our lives as we knew it, we became productive in finding ways to enjoy every moment in any delicious way we could!”

Carole Crema (Brazil)



“We are all returning to safe, traditional values, to what we know will satisfy and give us that moment of contentment and joy with every bite. We want to return to what is familiar to us, those recipes that we have enjoyed throughout our entire lives and have been passed down from generation to generation. Those recipes that remind us of the moments we have shared with our grandmothers and that bring us a sense of security, because in a rapidly changing world, there are few things that bring us a sense of calm as much as a well-made butter croissant, accompanied by a latte on a quiet Sunday.”

This trend is deeply rooted in the Spanish market, as people find it hard to take risks with new flavours and like to stick to those recipes they know will bring joy, such as the classic crown of puff pastry with salted caramel and almonds.”

Miquel Guarro (Spain)

2023

Treat Trends

OVERVIEW

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- 2 A ROSY *Glow*
- 3 PERFECT *Parfait*
- 4 BITESIZE *Delights*
- 5 BLUE SKY *Thinking*
- 6 80'S *Nostalgia*
- 7 REINVENTING THE *Wheel*
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- 9 LECHE *Love*
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1 LILACS IN Bloom

Throw on your purple-tinted glasses because this colour is going to be everywhere in 2023. But we won't just be seeing a purple hue in fashion and design – we can expect to see the *rise of all the purples*, as the colour will appear on plates in various shades. This year, you'll see lilacs, plums and violets in our treats, from *wistful* lavender cookies to *dense, chewy brownies* given a hint of colour from purple potatoes, of all things! Which leads us to an added bonus – that *yummy* slab of brownie is basically one of your five a day. *Woohoo!*





1 LILACS IN Bloom



“The world could use a little more lavender in 2023. In Germany, the colour purple evokes feelings of calm, serenity, and tranquillity, and is already making its way into closets and homes. After the turbulences of the past few months, we are especially craving that sense of consistency and serenity and I’m looking forward to seeing purple in everything from cupcakes to pastries and everything in between.”

Patrick Rosenthal (Germany)



“What I love about this trend is the variety of ingredients that can be used to bring it to life. Whether you decide to use blueberries in the summertime or purple potatoes in the autumn, these hues can be used to colour your creams and doughs beautifully and are available to just about everyone. We can’t wait to experiment with purple in our desserts. We’re dreaming of blueberry and poppy seed cakes or even a new take on a traditional Czech Republican dessert, the bábovka, the possibilities are truly endless.”

Pavlina & Martin Lubojatzky (Czech Republic)



“Purple is set to be the colour of 2023, so why not use it in our desserts? There are so many ingredients that we can use to achieve it, like blueberries which combine perfectly with Baileys, giving a hint of acidity to contrast with the sweetness of Baileys. They also work well with other combinations such as classic cream and chocolate ganache.”

Eleonora Rubaltelli (Italy)



“This micro-trend will disrupt the Colombian market in an interesting and positive way, providing us with more possibilities when indulging in our favourite desserts and cravings. The colours of our foods allows us to see different creative and stylish perspectives, and purples in particular will add a special touch to our treats. When it comes to desserts, colours radiate happiness, modernity, innovation, creativity and so much more.

Colombians are cheerful, curious and not afraid to take risks and this naturally makes its way into our cuisine. If we see a dessert or cake with a distinct and unconventional colour, I’m sure we will want to try it!”

Lucho Koo (Colombia)



“We are a nation that eats with our eyes and natural hues could be on the rise. Lilac, plums and violets are best when eaten in season. Someone pioneering with exquisite and aesthetic artisan confections is Grá chocolates. Crafted and created by Grainne Mullins, each beautiful chocolate is meticulously made and painted by hand using natural dyes.”

Eoin Cluskey (Ireland)

2 A ROSY Blow

We all know it's time for us to stop and *smell the roses*. But in 2023, we're going to be eating them, too. We're going to see *delicate* rose petals making their way into loads of our treats, whether they're *floating* in a refreshing strawberry-rose agua fresca or *sprinkled* on a white chocolate bark. There's a gorgeous *sense of nostalgia* to roses... whether they remind you of the chintzy patterns on your granny's wallpaper, or the handmade petal perfume you used to make in your garden (just us?!). This trend is all at once old fashioned and bang up to date – it's about nature, nostalgia and, let's face it, a treat that'll look *damn good on the 'gram*.





2 A ROSY Glow



“The rose has always had something mysterious about it...universally symbolising love, beauty, and passion. It’s no wonder it is one of the most popular flowers in Germany! In the baking world, we have already begun to see the rose move beyond the being used solely to decorate our tables and instead is becoming a popular ingredient in jams and a chic topping for cookies, cakes and even cereals. We are slowly discovering the wonderful versatility of roses, as they add beauty and a delicate flavour to our dishes. The rose trend will really bloom in 2023.”

Patrick Rosenthal (Germany)



“There are plenty of wildflowers to be found and foraged in Ireland. We should always be using what grows in season. In Ireland cornflowers grow wild in land that is not subjected to heavy doses of artificial fertilizer. In summer we make a delicious syrup from a wild herb Anise hyssop and we often finish our pastries with fresh cornflowers.”

Eoin Cluskey (Ireland)



3 PERFECT Parfait

Is there a dish that screams *'retro'* louder than a Knickerbocker Glory? This dish has heaps of *70s charm* – tinned fruit, bright red maraschino cherries, and ice cream of a colour not seen in nature. But in 2023, this classic dessert has been given a fresh new spin. Enter: the Japanese Parfait. Forget the massive, artificial sundaes of days gone by. The Japanese Parfait is *delicate, sophisticated and oh so chic*. This dessert is all about taking a journey, with layer upon layer of flavour and textures... from *crunchy* to **chewy**, *creamy* to **sticky**, *crispy* to **slippery**. Stick in your spoon, and each bite will bring a different taste into the mix, with fruits, edible flowers, or even dango, a Japanese rice flour dumpling. *Count us in.*





3 PERFECT

Parfait



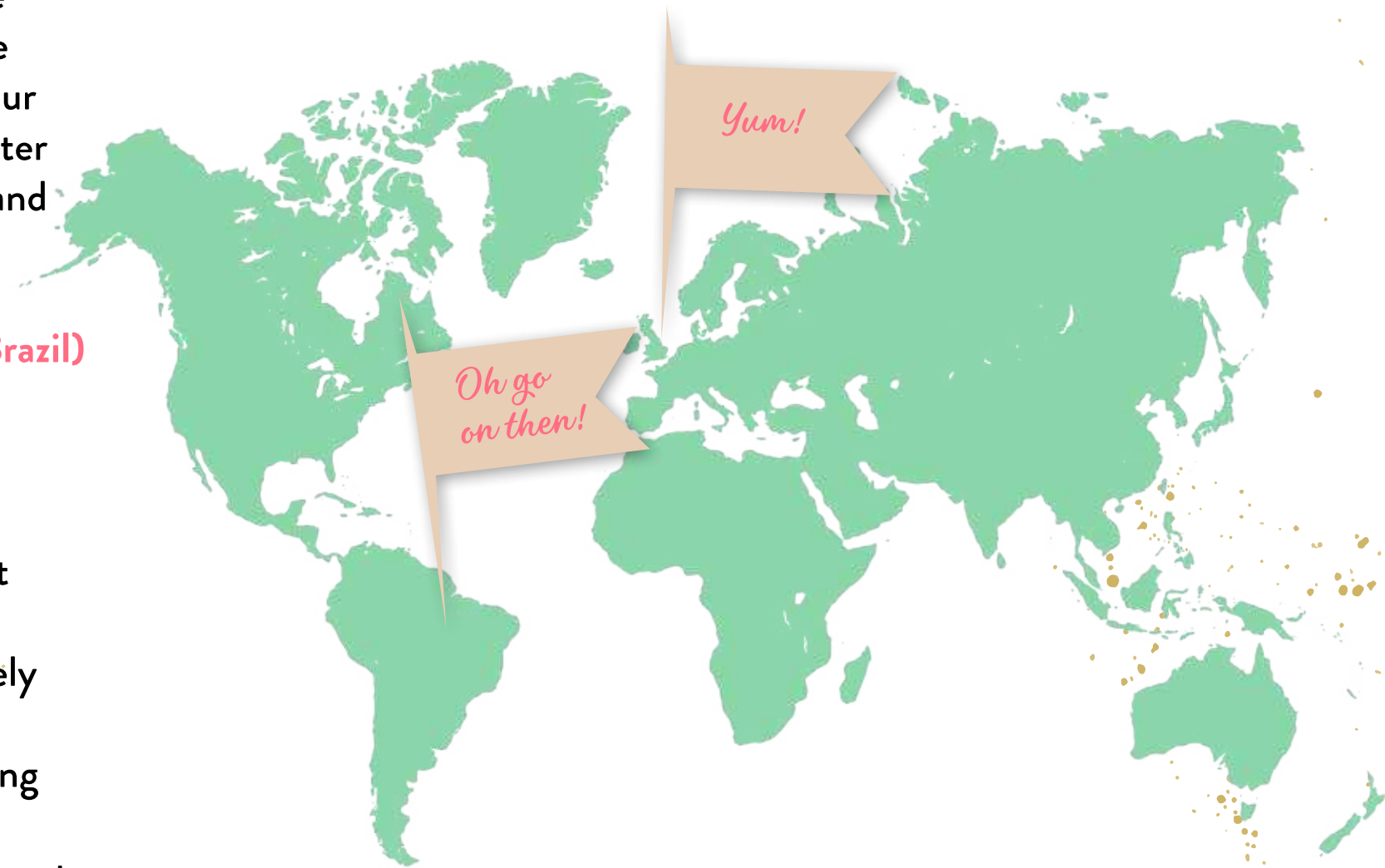
“This trend is something that is already showing up across Brazil but is instead known as the “happiness cup”. The main difference is the absence of chiffon cake and creams in favour of numerous layers of indulgence. This lighter version will be excellent during the spring and summer months. A super trend!”

Carole Crema (Brazil)



“I can never turn down a pretty dessert and these parfaits tick a lot of boxes! I love that there’s so much room for personalisation, letting you make the parfait that’s absolutely perfect for you. There’s plenty of space for creativity with this trend, which is something I think we’re embracing even more at the moment. It’ll be exciting to see how people put their own stamp on this with different textures and unique flavour combinations. They’re incredibly fun and artsy without being too over the top and I can see some of the other trends being incorporated here quite easily too.”

Benjamina Ebuehi (GB)



4 BITESIZE *Delights*

So long, towering freakshakes and massive donut stacks. This year, it's all about smaller, *manageable* portions - little bites of *deliciousness* that *satisfy all your cravings*, but don't leave you feeling like you've over-indulged. It's about quality, not quantity - those gorgeous, perfect morsels that feel like the *micro-treat* we all need. Just like these cheesecake bites. You can whip them up easily, make them plant based if you prefer, and keep a batch of them in the freezer, ready for a nibble whenever the mood strikes. They're the perfect *guilt-free indulgence* - a treat that tastes delicious and satisfies a craving, but doesn't create a mountain of waste. It's *conscious living* in one handy bite. *What more could you ask for?*





4 BITESIZE

Delights



Here in the Czech Republic and just about everywhere in the world, people love any kind of bitesize delight that you can take anywhere from work to a visit with friends. We especially love the fact this trend doesn't require any real skill, special equipment, or many ingredients but instead uses what you have at your disposal. While we imagine this trend showing up with nuts, jams and cream cheese across Czech Republic, we're excited to see the unique ways bakers across the world prepare this treat, in ways that truly represent who they are individually. Some will choose simpler, healthier options while others will add wow-factor through different colours and ingredients, and that's the beauty of this trend."

Pavlina & Martin Lubojatzky (Czech Republic)



I love the idea of cheesecake bites. It's a fun and delicious way to enjoy cheesecake without all the fuss and hassle of making an entire cheesecake! Perfect for people who want a bite of something indulgent without going overboard."

Mike Johnson (U.S.)



People are always looking for group activities to try or new experiences to share, and there's nothing more fun than getting your hands dirty and baking with friends! This trend is also a great way to inspire people who may have a fear of baking, to try out simple recipes that are easy for everyone. I often share these kinds of recipes on my social media to encourage people to get creative. The quick tiramisu is a great example that had an amazing reception from my followers, so many of them were excited to replicate the easy recipe themselves."

Miquel Guarro (Spain)

5 BLUE SKY

Thinking

A sunny blue sky feels like a *tonic for the soul*. There's something about being under a big blanket of blue that makes us feel *connected to the planet* and everyone on it – after all, we're all looking up at the same sky! And this year, the aesthetics of a blue sky are going to be mimicked in your treats. Think bright blue lattes made with butterfly pea powder and *floating, frothy clouds*, or blue velvet cake topped with *fluffy* whipped cream. We'll be seeing *healthy* 'cloud smoothies' that look just like a summery sky, or desserts made with blue jelly and suspended marshmallow clouds. After all, *the sky is the limit*.





5 BLUE SKY

Thinking



“The interesting thing about this trend is that blue used to be seen as a forbidden colour to use in food due to artificial colourings bakers and chefs have used to achieve it. However, natural ingredients like the butterfly pea and blue spirulina have opened new opportunities to the culinary world to bring this trend to life. I love it!”

Carole Crema (Brazil)



“I can never turn down a pretty dessert and these parfaits tick a lot of boxes! I love that there's so much room for personalisation, letting you make the parfait that's absolutely perfect for you. There's plenty of space for creativity with this trend, which is something I think we're embracing even more at the moment. It'll be exciting to see how people put their own stamp on this with different textures and unique flavour combinations. They're incredibly fun and artsy without being too over the top and I can see some of the other trends being incorporated here quite easily too.”

Benjamina Ebuehi (GB)



6 80S

Nostalgia

This year, the spirit of *nostalgia* is alive and kicking. Which is probably why the *80s are coming back with a bang*. This era is *whacky, retro* and, more importantly, a hell of a lot of *fun*. And nothing has that fun 80s feel like *bright pink bubblegum*. This year, we'll be seeing things like bubblegum cloud fudge, light as a feather and with that all-important retro flavour. That bubblegum taste will be introduced to everything from coffees to shakes, then topped off with *glossy, edible bubbles*. All you'll have to do is polish off your shoulder pads and spandex.





6 80S

Nostalgia



We're going back in time for this one, but in the best way possible. This trend is so fun and really encourages you to embrace that nostalgic playfulness. Again, there are so many ways to get creative with this trend – I love the idea of over the top colourful cakes and milkshakes and I see this trend being particularly strong over the summer months and festival season when we're all feeling really carefree."

Benjamina Ebuehi (GB)



At the end of the day, all we need is some joy and fun in our everyday. We're at a point where we are all trying to practice self-care, comfort and remain calm on a daily basis, but when it's time to have some fun, let's embrace it and glam it up! In my opinion, this trend has always been relevant. Although it's varied slightly through the years, it remains popular, and I think it will continue to be embraced going into 2023."

Carole Crema (Brazil)



I am really seeing a rise in food evoked nostalgia. One of our best-selling pastries has to be an old favourite; the pop-tart, which was developed with the intent to elicit this nostalgic experience."

Eoin Cluskey (Ireland)

7

REINVENTING THE

Wheel

It's time for the latest viral food trend – the Suprême. Invented in a bakery in New York, the Suprême takes *buttery, flaky croissant dough* and bakes it in a spiral, before filling it with *decadent, gooey* crème patisserie and *slathering* the top in a *glossy* frosting. They're served on their side, the thick *dribble* of glaze sprinkled with anything from pistachio to freeze dried raspberries. Much like the cronuts of yore, the queue to nab one always snakes around the block. So, it's only a matter of time before they take over the world... mark our words, these will be the treat everyone's craving in 2023.





7 REINVENTING THE *Wheel*



This trend excites me a lot because the possibilities really are endless, from different cream fillings to unique toppings and sauces, the supreme can be transformed into whatever you like. I can already see how this rich croissant can be elevated using traditional Colombian flavours and ingredients, yet I look forward to discovering new combinations from across the world which allow us to experience our treats in new and exciting ways.

I feel that this trend could bring a special touch to those little moments in life such as a coffee break with friends in the office, or evenings with family accompanied with a rich Baileys. Tasting a new creation allows us to feel something special which we want to share with our loved ones, physically or via social media.”

Lucho Koo (Colombia)



We already see this trend popping up across the Czech Republic in the form of snail pastries, made using a more readily available yeast dough. We see bakeries here experimenting with flavours such as cinnamon and incorporating decadent cheesecake fillings or frostings to give this trend a new feel.”

Pavlina & Martin Lubojatzky (Czech Republic)



A treat like the ‘Suprême’ is really exciting to me as it’s open to so many new and exciting interpretations. It also brings out the proud Hungarian in me, reminding me of traditional tasty Hungarian recipe called the kakaós csiga, or chocolate roll. I look forward to putting my own spin on this creative new dessert.”

Dávid Kárai (Hungary)



Cinnamon scrolls had a major moment in Australia last year and I feel like the natural trajectory of this trend is to move on from a bread dough to pastry - which I am ALL for. I imagine some of our native ingredients like Strawberry Gum and Cinnamon Myrtle would be perfect to experiment with in this recipe.”

Tessa Boersma (Australia)



The Suprême is a trend that isn’t going away anytime soon. Ever since they were unveiled in New York, people have been going crazy over them and they sell out within an hour pretty much every single day. It’s only a matter of time before the trend spreads elsewhere in the world. I think people will be trying to figure out how to make a homemade version as well!”

Mike Johnson (U.S.)



I definitely think this trend is here to stay. We have been making this pastry for a year and a half and it is a big hit. Ours is known as the Ravissant, which means delightful in French. It is a new take on the croissant. Perfect spirals of flaky pastry filled with homemade salted caramel sauce or lemon curd.”

Eoin Cluskey (Ireland)

8 SWEET Corn

Think of sweetcorn, and you probably think of tortillas, cornbread and chowder. But this year, we're seeing what makes this little corn so *sweet*. Get ready to see corn work its way into loads of desserts, like sweetcorn ice cream in the summer and *sweet, silky* corn pies when it's chilly. Some bakers are already on the case, making pies filled with a sweetcorn and vanilla custard that sell out in minutes. So put your *buttery* corn on the cob to one side, and get ready for puddings, pies and cupcakes, all made with a corny twist. After all, they don't call it sweet-corn for nothing.





8 SWEET Corn



“I have already seen many Brazilians start to use this trend in their cooking and baking. As a judge on one of Brazil’s baking competition shows, I’ve seen many treats made with corn and popcorn as key ingredients! The flavours and textures are very versatile and work with many creations.”

Carole Crema (Brazil)



“I love popcorn, especially when it is used with ingredients like caramel to create that sweet and salty contrast. I think the idea of adding popcorn to a dessert is so interesting and innovative, it can create an explosion of taste that will add a surprise to every bite. The caramelised notes of popcorn matches perfectly with chocolate, and mixing in Baileys could make these desserts even more unique.”

Eleonora Rubaltelli (Italy)



9 LECHE Love

We all know how important it is to enjoy a little bit of *comfort food*. And Leche Frita (fried milk) is just the ticket. This traditional Basque dessert is formed from a thick custard, which is divvied up, *deep fried* in batter or breadcrumbs, then doused with cinnamon sugar. What you're left with is a *nibble* that's *crispy* on the outside and *soft as a cloud* on the inside. The best news? It's easy to throw in your own twist – you could experiment with coconut milk, flavour the custard with lemon, or even *pop* a raspberry in the middle. However you make them, you'll feel like you're wrapping yourself up in a fleecy blanket when you tuck in. If you really want to up the comfort factor, eat them warm, dunked into a *creamy* hot chocolate or a chai Baileys™ coffee. Duvet day, anyone?





9 LECHE

Love



“Baileys and milk is the perfect pairing! In baking, milk can be used in so many ways and incorporating Baileys adds aromatic notes to make desserts even more indulgent and delicious. This trend reminds me of a classic dessert from the Piemonte’s tradition, fried cream, which I used to eat when visiting my aunt in Turin. It’s a traditional dessert with a crunchy outside and a creamy filling, making for a delicious explosion of taste.”

Eleonora Rubaltelli (Italy)



“Leche Love reminds me of an ongoing trend I’m seeing across the world right now, porridge! Everyone is experimenting with the breakfast favourite which can be made in many different varieties, and I think this trend will fit right into that. These true soul-foods evoke memories that make us feel connected and comforted in a way. I can’t wait to test out this recipe with ‘tejbegríz’, a local Hungarian semolina pudding.”

Dávid Kárai (Hungary)



“Any food being likened to a “soft, cosy duvet” has my attention. Growing up in New Zealand meant a lot of my diet revolved around dairy so obviously this trend makes me excited. Although we didn’t have anything as exotic as the Leche Frita growing up, the custard slice (lesser known as a “snot block”) from the local bakery could be considered our version of a textural masterpiece.”

Tessa Boersma (Australia)



10 CAMPFIRE *Vibes*

There's nothing quite like a campfire. A few hours sat around an open fire is always a good idea – it's all about hanging out with friends, gazing at the flames as the smoke wisps into the air and clings to our clothes. We're *cherishing the great outdoors* more than ever, and the moments that we can spend with those we love. So it's no surprise that those campfire notes are working their way into our treats. Imagine the smell of the smoky taste profile of *charred mallows* as an alternative frosting, or the taste of a smoky Lapsang Souchong tea, *delicate* and *fragrant*. Those smoky flavours will be incorporated into loads of treats in the year to come, and we say... *gimme s'more!*





10

CAMPFIRE Vibes



“Those savoury flavours of smoke and fire are less commonly used in pastry baking. However, this trend shows that pastry chefs are beginning to experiment with new flavours and cooking techniques which makes me especially happy because I’ve always thought that as chefs, we can be slightly close minded when sticking to traditional techniques. It’s time to move on and search for new things! I think Brazilians who enjoy BBQ will adore this trend.”

Carole Crema (Brazil)



“This trend seems so modern but has been applied in pastries for years; a Catalan cream, a lemon tart with burnt meringue, burnt milk, cocoa roasted over a wood fire... the light touch of smoke gives a sweet flavour that combines perfectly with pastry products.

Now, we are using it in a more elegant way, smoking with different woods in an endless number of products to get that same traditional flavour, but with a more refined touch.

It is without a doubt a booming trend in Spain, with most restaurant menus featuring some type of smoked dish. Here in the bakery, we have a smoked chocolate cake, with toasted black sesame, caramel and vanilla, which is already becoming a classic.”

Miquel Guarro (Spain)



“Would I even be Australian if I wasn’t familiar with the tastes of fire, char and smokiness? Knowing how to boil a pot of water to cooking a sausage on a BBQ was a rite of passage. It’s common these days to see something smoked or purposely burnt on a menu whether it be a fancy restaurant or a casual suburban eatery - everyone’s doing it. I also love how experimental this type of cooking can be and the flavours that can be reached in doing so.”

Tessa Boersma (Australia)





A LOOK BACK ON
Baileys Predicted Trends



With the help of our friends at Pinterest, we've taken a look back at some previous trend predictions which featured in the 2021 and 2022 Baileys Treat Reports.



A note from
JOANNA CALLAHAN,
SENIOR GLOBAL PARTNER
MANAGER AT PINTEREST

Pinterest is the ideal place to discover the newest trends, including treating, and where people come for inspiration and to plan ahead. In 2022, Pinterest ignited inspiration in aspiring treaters and sparked cravings for some of the year's biggest treat trends, including one of our favourite Baileys Treat Report predictions from 2022, Snickerdoodles. As we started to gather and socialise again, we saw the continued rise of Sharing Sticks too, also predicted in the 2022 report, with our Pinner excited about getting together and sharing some of their favourite treats. We can't wait to see some of this year's fantastic trends come to life in 2023 on Pinterest!



Spread the Love (2021)

This trend prediction from our 2021 report is all about the versatility of spreadables. In 2022 we saw Pinner get creative turning butter, and other spreads, into visually delicious sharing boards with a variety of savoury and sweet delights!

Butter Board (US).....+10,000k
Butter Board (AUS + NZ)+10,000k



Snickerdoodles (2022)

These fluffy, pillowy cookies have a cloudlike interior and are perfectly paired with a Baileys hot chocolate.

Snickerdoodle Cookie Recipe (US)+200%
Snickerdoodle Cheesecake Bars (US)+80%



Sharing Sticks (2022)

2022 was full of reunions with family and friends, so we saw an increase in shared treat bowls, and churros was a go-to treat favourite in markets around the world.

Churros Recipe (Southern Europe - GR, IT, MT, PT, ES) +200%
Churros Recipe (FR) +40%
Churros Recipe (IT) +30%



A Touch of Sparkle (2022)

In 2022 we all deserved a bit of glitz in our lives! So it's no surprise that Pinner were adding extra indulgence to bakes, creating shimmering gold cakes for added decadence.

Gold Cake Design (US)+3000%
Gold Cake Design (GB + IRE)+3000%
Gold Cake Design (MX)+10,000%

*Based on market data from 31/12/2021 to 31/12/2022, compared to same period in previous year

A vibrant collage of Baileys-themed treats. In the center, a large orange banner with a torn-edge effect contains the text 'INDULGE IN THE Baileys Treat Report 2023'. The background features a wooden table with various items: a bottle of Baileys Original Irish Cream Liqueur, two glasses of Baileys drinks (one with a cinnamon stick), a bowl of green pesto, a bowl of brown powder, a plate of white rice balls, a plate of green, red, and white rice balls, a plate of nut-covered truffles, a plate of red and white truffles, and a single chocolate truffle. The scene is lit with warm, golden light, creating a cozy and indulgent atmosphere.

INDULGE IN THE
Baileys Treat
Report 2023