

PRESS RELEASE

GET A NOSTALGIC BITE OF BYGONE BAKES FROM JENKINS & HUSTWIT

- **Yorkshire bakery delivers proper, old fashioned cakes, just like granny used to make, direct to your door**

Thursday 22nd June 2017

The light golden crumb of a buttery madeira cake, juicy, scarlet cherries nestled in a moist almond sponge, dark, fruit cake packed with currants, sultanas and raisins steeped in rum. These are the tastes of the past that Yorkshire bakery, Jenkins & Hustwit, is recreating to tempt modern tastebuds.

Inspired by the traditional homemade cakes and puddings of their childhood, farmer's wives, Ann Hustwit and Hilary Jenkins, built a baking business based on their own family recipes, handed down through the generations from mother to daughter. Since 1990 the bakery has been dedicated to keeping the delicious flavours of Northern farmhouse baking alive.

Its signature bake is the gold award winning Dales Fruit Cake, baked to a recipe that dates back at least to Ann Hustwit's great, great grandmother. This golden brown fruit cake hales from the picturesque Yorkshire Dales, not far from the bakery's base in the market town of Northallerton. It's a hearty, sweet and fruity slice of traditional farmhouse cake, studded with currants, mixed peel and cherries, all warmed with a slug of rum.

Jenkins & Hustwit's moist, dark Rich Fruit Cake is a really traditional, proper fruit cake, lovingly prepared the old fashioned way. A generous helping of plump sultanas, sweet currants, raisins, citrus mixed peel and juicy cherries is combined with plenty of rum and a mix of festive spices to create a sumptuous slice of cake. It's perfect with a cup of tea, a tot of the hard stuff or a hunk of savoury British cheese.

Both fruit cakes start from £4.50, plus delivery.

Alongside its luscious fruit cakes, Jenkins & Hustwit, have revived other vintage teatime favourites, including sticky, spicy Ginger Loaf Cake, Tea Loaf Cake, replete with dried fruit soaked and plumped in tea and Fruit Loaf, a dark, golden sponge packed with dried fruits, glace cherries and mixed peel. Alongside these familiar flavours it has also rescued some more unusual bakes from a bygone era.

Bygone bakes

Granny Loaf Cake, is a delightful, golden brown sponge that was hugely popular during the rationing of WW2. It is a fat and egg free cake, that relies currants, raisins and mixed peel for sweetness, allowing it to be baked using less sugar. This might sound frugal, but this old fashioned fruity cake is a real treat. It's the perfect partner for a cup of tea, or you can serve it warmed up with cream or ice cream for a more indulgent dessert.

Another local delicacy is Northumbria Rice Cake. This light-as-a-feather sponge was traditionally served during the festive season as an alternative to rich Christmas cake. Baked with ground rice, its distinctive, chewy texture is hugely popular in its native Northumberland. It's delightful with a cup of tea or warmed through with cream or ice cream as a traditional dessert.

All Jenkins & Hustwit Loaf Cakes are priced £3.70, plus delivery.

Proper puds

Alongside their range of scrumptious cakes, Jenkins & Hustwit also offer proper, old fashioned, fruit and Christmas puddings. Made the traditional way with plenty of dried fruit, spice and booze, these puddings offer a real taste of Yorkshire and are available all year round, priced from £4.

While the emphasis is always on creating the authentic taste of traditional farmhouse bakes, Jenkins & Hustwit want everyone to be able to enjoy their cakes and puddings and have adapted their family recipes to offer gluten free and reduced sugar versions of their most popular fruit cakes and puddings.

To view the full range of traditional cakes and puddings visit www.jenkinsandhustwit.co.uk.

Hi-res images can be downloaded from Dropbox at [this link](#).

For more information and samples contact Jenkins and Hustwit on
01609 77 99 76

Notes to editors:

Jenkins & Hustwit is based in Northallerton, North Yorkshire. It specialises in baking traditional farmhouse fruit cakes, loaf cakes and puddings. Set up in 1990 by Ann Hustwit and Hilary Jenkins, two farmer's wives and cookery teachers wanted to bake and sell the proper, traditional Yorkshire cakes they remembered from their childhood. In 2016 it was bought by Sweet Moments and moved to its current premises. While the business is bigger today it remains dedicated to delivering the authentic, homemade flavour of Yorkshire's famous farmhouse fruit cakes and puddings. All of the cakes and puddings are available nationwide through their online store at www.jenkinsandhustwit.co.uk.