

# Case Study

## Gluten Escape



### Innovative Gluten-Free Bakery Goods

Daniel Kollar is an integral part of Moorlander HL, the ambitious food company behind Moorland who have launched Gluten Escape – a brand creating innovative gluten-free bakery goods.

#### Meet Moorlander

Daniel says, “Moorlander HL is our family business. My mother Ildiko is the Director and driving force, and her partner and my sister also both work in the business. We’re from Hungary and Moorlander is a translation of mum’s maiden name. Together we run our bakery business and also provide the in-house refreshments at The Food Works<sup>SW</sup> for events, meetings and the business lounge.



#### Introducing Gluten Escape

Moorlander has a business unit at The Food Works<sup>SW</sup> to develop its gluten-free brand, Gluten Escape. Ildiko is gluten intolerant and says she always feels hungry, and that the gluten-free products currently available aren’t satisfying enough. Gluten Escape is therefore on a mission to create breads, rolls and sweet and savoury baked goods and other products to truly satisfy gluten-free consumers.

#### What drew you to The Food Works<sup>SW</sup>?

Daniel arrived at The Food Work<sup>SW</sup> following an eleven-year career in the food and beverage industry on cruise ships, so large-scale food production isn’t new to him. Daniel says, “Food Works is a purpose-built food centre, and I know a well-equipped bakery and kitchen when I see one. We won the tender to run the café at FoodWorks and as soon as we’d toured the centre’s full facilities, realised we’d also found the perfect location to develop and launch Gluten Escape. It’s got everything we need from space and first-rate kit to access to industry professionals, technical advice and networking and training opportunities.



#### In-House Food Technical Advice

Daniel says, “As a new food business, we’ve benefited from the in-house expertise of Zoe Plant, a professional chef and The Food Works<sup>SW</sup>’ NPDI Innovation Manager. We’ve tested different ingredients, ratios, cooking methods and temperatures and have carried out in-depth nutritional analysis of our products. This is Ildiko’s first foray into the food production industry, but with Zoe’s support and guidance we’re already testing our first prototype – a light and perfectly textured gluten-free roll that tastes delicious and has an impressively long shelf life.”

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### Advice for Those Considering The Food Works<sup>SW</sup>

Daniel explains, “Food Works is a great place to network and to meet people. The goal of the in-house team is to help food businesses succeed, whether that’s tenants, those hiring the development kitchens or pilot Bakery and Dairy facilities, or the centre’s Business and Associate Members. It’s a very giving and supportive environment. We’ve been invited to join tasting panels for other tenants’ products and have had development conversations with other people based in this innovative, food-driven centre. Simply by being here, many of the potential barriers to starting a food business have been removed.”



“ We have a B2B focus. Alongside gluten-free rolls, we’ll make and wrap sandwiches and savouries at our Unit in a totally gluten-free environment to avoid any contamination risk. We’re also considering a lactose-free range. Food Works<sup>SW</sup>’ new pilot Bakery opened in late 2020 with a range of equipment to help businesses develop and trial new products. We enjoyed carrying out some initial R&D in there and are now equipping our own 100% gluten-free bakery and production unit.” ”



### Future Plans?

Daniel concludes, “Our main focus is to consolidate our Gluten Escape range and to launch, promote and distribute our new products in 2021 and beyond.”