

Artisan bakery invests in the Russell Compact Sieve® to handle rising demand from supermarkets



Studio Bakery improves efficiency by switching from manual sieving to a compact vibratory sieve

Studio Bakery is a small family-run business based in the Ribbles Valley in the U.K. The artisan bakery was founded in 2017 by Allison Metcalf in a small garden studio at her home, building on over 20 years of experience in the food industry.

The bakery's team of 45 people specializes in producing creative sweet treats by hand, using no artificial preservatives or flavors — only natural, good-quality ingredients. Its products include cakes, donuts, rocky roads, brownies, flapjacks, and scones.

The artisan bakery has built a nationwide brand and sells to leading supermarkets across the U.K., including Booths, Tesco, Waitrose, and Asda. It also serves local customers through the Bake House Shop at its manufacturing site and has recently opened a separate café too.

Even with large orders from national supermarket chains,



Studio Bakery handmaking flapjacks

Studio Bakery's approach is based on a handmade philosophy. As a result, the bakery creates its products in small batches using 25-liter mixers, with almost everything made by hand.

The challenge

For the first few years of the business, every batch of baking began with sifting flour by hand. One team member would spend an entire day sifting 16 kilograms of flour at a time. This task was strenuous work that involved lifting heavy bags of flour into the manual sieve.

With a small team in the bakery, the time-consuming process of sieving flour restricted the number of staff who could help with other areas of manufacturing. As the demand for its bakery products grew, Studio Bakery looked for ways to make its baking process more efficient.

The solution

Russell Finex recommended the Russell Compact Sieve® to Studio Bakery so it could avoid the manual work of sieving flour by hand. The Russell Compact Sieve® removes contamination from powders and only uses half the space of a traditional vibratory sieve.

“Almost everything is done on a small scale by hand. We have invested in a Russell Finex Compact Sieve, which has made a huge difference to the team. We don't use huge mixers or ovens; we bake in small batches. We use

25-litre mixers, which enables us to control the quality – it’s labour intensive but very much a labour of love,” said Lucy Metcalf, Director.

Metcalf continued, “We do try to streamline the products we supply as we want to keep our products niche and special - we are also very fussy about what kit we invest in.”

In addition, switching to the Russell Compact Sieve® has eliminated the bakery’s health and safety concerns about potential repetitive injuries for its bakers.

“We were keen to invest in the right piece of kit that would keep the quality, handmade approach, but make the bakery more efficient and we’re really happy with the Russell Finex Compact Sieve,” said Allison Metcalf, Founder and Director.

“We would highly recommend speaking to the guys at Russell Finex about kit that may make your operation easier. For peace of mind the Compact Sieve is excellent at removing any contamination, easy to clean and really quiet too. We’re very impressed and most importantly so are the bakers too, they don’t need to argue about who’s on sieving anymore.” said Allison Metcalf, Founder and Director.



The Russell Compact Sieve®

Key benefits:

- **Increased efficiency**
Higher capacity than standard vibrating screens
- **Improved quality**
Removes oversized contamination from products
- **Protects operators**
Prevents health and safety risks from manual sieving

About Russell Finex

Founded in 1934, Russell Finex designs and manufactures sieving machines for a range of industries. With its head office in the U.K. and subsidiaries in Belgium, the U.S.A., India, Brazil, and China the company supplies to over 140 countries. **Contact** Russell Finex today to find out more about its range of sieves, separators, and filtration equipment.