



LEGENDS

• IN THE BAKING •

The many fans of **Bostock Bakery** know only too well the wonders that owners Lindsay and Ross Baxter offer in their North Berwick and East Linton shops. They told **LIVING** the story behind their delicious pastry creations.

By Gayle Anderson





The shop is a draw for pastry fans



HOW do you spread the word about your favourite French pastry if those showy pain au chocolates and profiteroles are stealing all the glory?

Well, you could try naming your new business after it. It's a strategy that's worked out well for Lindsay and Ross Baxter at The Bostock Bakery in North Berwick.

"When we opened back in 2014, we wanted to name the bakery after a product we could introduce our customers to," Lindsay explains. "Something they maybe hadn't tried before. Something we could become known for."

"Bostock just fitted the bill. It doesn't even sound like a French word, does it? But as a pastry chef, Ross was very familiar with them and introduced me to them."

"We both love the variety they offer. Although they're traditionally made with almonds, we've created lots of other versions like banana and pecan and the customers love them. I don't know if we can take credit for making Bostocks better known in East Lothian, but I'd like to think we can!"

Other business names were considered then dismissed.

"Baxter's Bakery just didn't work for us. It

sounds like a traditional baker's. The sort of place you'd be disappointed if you couldn't buy a hot Scotch pie or a Yum Yum.

"We both grew up on that sort of stuff and we love it, but that's just not where Ross's skills lie."

The queues snaking along North Berwick High Street are testament to those skills.

"We've got such a strong core range," Lindsay says. "If you asked people what Bostock's known for, one person would say, 'their sourdough bread' because it's made from organic flour and proved for 36 hours. Someone else might say, 'oh, their cruffins' because there's no-one else around doing those. Another might choose our croissants."

"I think we've become known for quality and consistency. That's what we strive for every day. To be able to bake such an extensive range from scratch every morning and to try to hit the same level of quality each and every day is no easy task. But that's why people come back and that's why the queues are there."

It was a job offer that originally brought the Glasgow-born couple to the east coast.

"Ross became head pastry chef at Greywalls Hotel & Chez Roux in Gullane in 2011. It was a great career opportunity but we genuinely thought we'd only be here for a couple of years and then move on. In reality, we completely fell in love with the area and have been here ever since."



"Opening our own place became the dream. We knew it could work"

"Bostock came about because Ross reached a point when he really wanted out of restaurant kitchens. It's incredibly long hours – especially if you're a pastry chef. You're the last dish on the menu, aren't you?"

"He wanted a change and baking's in his blood. His grandfather owned a bakery in Stonehouse, South Lanarkshire."

"The idea of being able to bake fresh and sell directly to the customer was something he'd always

wanted to do and something he takes great delight in. Ross is a real feeder – he loves to see people enjoy food."

"Opening our own place became the dream. We knew it could work. We're both creatives."

"I've no culinary experience but my background's in design. I graduated from Glasgow School of Art then worked in production design for TV and film as well as retail design for Anthropologie in Edinburgh. I have a real strong sense of aesthetic. I'm also a total foodie."





“I was always planning a home birth as I didn’t have time to go to the hospital!”



Another batch of bakes

Surprising as it might seem, the bakery opening wasn’t Lindsay and Ross’s most memorable event of 2014.

“We opened in October and in December I gave birth to our daughter, Lois. I worked in the shop up until the day before she was born. I didn’t have any other choice, really. All our families are on the west coast and we were through here on our own.

“There was only myself and Ross and one other baker. We quickly recruited another staff member and that allowed me to take a day off to have a baby. I was always planning a home birth because I didn’t have time to go

to the hospital and I needed to be near the shop!”

That drive, dedication and hard work has paid off. In 2017, with business booming and those queues stretching ever longer, the couple bought their second premises in the village of East Linton.

“It was a case of right time, right place, I guess. The owner of the building asked if we were interested so Ross and I went to take a look.

“We saw so much potential. It was a former car show room that had lain empty for over 10 years. It had a sort of Americana vibe.

It’s a glass-fronted building sitting in isolation. You have to drive up to it through the car park. I could almost see the flashing neon doughnut sign above the door!

“The refurb’s been a big one. When we first took it on, it was used solely as our kitchen. Now we also have a café and retail space. We didn’t make it easy for ourselves, though. We did all the work in the midst of a global pandemic – I mean, who does that?”

“It’s been worth it, though. We now have a fantastic open-plan kitchen. There’s lots of interaction. Ross can see the customers and watch them oohing and aahing over his pastries and our regulars like to give the bakers a wee wave. It’s all about connecting with people.”

The couple also enjoy connecting via social media.

“We use Instagram a lot. It’s a great platform for foodies. We get a lot of people who see something on there and then come to check us out. They make it a day trip and travel from all over.

“Photographs used to be what they were after, but now it’s all about making short videos. We haven’t really got into TikTok yet. I feel we need to get a dance routine featuring croissants choreographed first!”

Speaking of croissants, an Instagram pic of one of their flaky delights caused quite a stir. It caught the attention of Rene Redzepi – chef patron of Copenhagen’s legendary three Michelin star Noma restaurant. Rene



told his followers that he had “pastry envy” and even sent one of his chefs over to North Berwick to pick up a few tips from Ross.

So what does the future hold for the ambitious pair? Could a Bostock Bakery in Glasgow or Edinburgh be on the cards?

“Yeah, we could see ourselves in a city at some point. I think Bostock is establishing itself as a brand and I don’t see it as solely being rural. It’s just a case of the right location and the right timing.

“Lois is seven now and family time is super-important to us. A city bakery is something to perhaps consider later on. But again these sort of things have a habit of just presenting themselves when we least expect it. So who knows? Watch this space.

“Well, actually, watch our social media posts – they’ll probably be more helpful!”

www.bostockbakery.co.uk
 [@bostockbakery](https://www.instagram.com/bostockbakery)

