

GREAT BRITISH BAKE OFF STAR AND ASYNT PARTNER TO COMBINE CHEMISTRY WITH CAKE AT CHEMUK

[Asynt](#), a global provider of innovative technologies and services for scientific research, is partnering with Great British Bake Off Finalist and Chemist, Dr Josh Smalley, to combine chemistry with cake at CHEMUK.

During the exhibition on Wednesday 15th May, Josh will demonstrate both his culinary and chemistry skills at Asynt's stand by creating sticky toffee pudding using Asynt's DrySyn® range of oil-free laboratory heating blocks.

Using regular cake batter, Josh will transfer the mixture into the DrySyn® Reaction Vial Inserts, which can be used for up to 27 parallel heated reactions at once. Subsequently, Josh will infuse cream for flavoured ganache using the DrySyn® Multi-S kit, whilst delving into the scientific underpinnings behind each step.

The DrySyn® range is designed to offer clean, safe synthesis for single or multiple reactions in a sustainable way and allows safe and rapid temperature ramping to over 300 °C. The low well design of DrySyn bases and inserts prevents cracking of glassware and gives excellent reaction visibility. The DrySyn heat blocks require no messy oil, have heat resistant handles and are simple to configure making the products and processes efficient and safe.

Commenting on the demonstration, Josh said:

“As a chemist by trade and avid baker, I’m extremely passionate about sharing the many ways chemistry influences our daily lives, particularly its parallels with baking, and what better way to do this than with a cake demonstration.

I’ve always hoped to use my platform to showcase how exciting chemistry can be and I’m thrilled to be partnering with Asynt to bring this to life using their DrySyn heating block range. And who knows, maybe this could be the future of baking!”

Martyn Fordham, Managing Director & Head of Product Development at Asynt, said:

“This is truly a unique collaboration which blends the world of chemistry and culinary arts and we can’t wait to watch the demonstration. Dr. Josh Smalley’s participation at CHEMUK with the Asynt team is a testament to our commitment to innovation, education, and sharing the joy of science.”

Find Asynt at Stand K80 where the equipment Josh will use to bake the cakes will be on show, in addition to the wider range of innovative, effective and sustainable laboratory equipment Asynt provides. Following the demonstration, Josh will be available for autograph signing, which is a perfect opportunity for fans and food enthusiasts to meet a true baking virtuoso and chemistry advocate.

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Asynt was formed in July 2003 with the aim to develop, supply and support new, sustainable and novel products central to the laboratory. Providing world-leading technologies for scientific research globally, Asynt's unique range of innovative products and services are developed by chemists for chemists all over the world.

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