

Baking business making a mark on Oswestry's food scene

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Bake Baby & Buff Bowls founder Abi. (Image: Invest in Oswestry)

A baking business born out of lockdown is now making a mark on [Oswestry](#)'s food scene.

Bake Baby & Buff Bowls, founded by a mum-of-two from the town, is opening a permanent indoor market stall in Oswestry after years of operating on the road.

Abi, the founder, said: "As a mum of two, running your own business gives you incredible flexibility, but it definitely has its downs.

"It has grown me immensely as a person, but by this summer, I was exhausted from moving from pillar to post.

"I was constantly travelling to markets and events from Wales to London.

"They were great fun, but I hated being away from my children so much."

A keen baker since childhood, she reignited her passion six years ago and began sharing her creations online for fun.

The response from the Oswestry community encouraged her to turn it into a business.

Balancing late-night baking with parenting led to moments where she nearly gave up, applying earlier this year for traditional jobs in search of a more predictable routine.

But a "miracle" opportunity changed everything when she saw a Facebook advert for a spot in Oswestry Indoor Market.

Abi said: "Permanent spots in the indoor market rarely come up, so I knew it had fallen into my hands for a reason.

"It was exactly what I'd wanted for years."

The new stall offers something different for Oswestry, combining traditional celebration cakes with high-protein, low-fat, macro-counted meals and sweet treats.

This includes 'Buff Bakes,' a line of protein-packed snacks designed to balance nutrition and taste.

Abi said: "I'm actually one of a very small group of bakers in the UK producing macro-counted protein bakes because the science behind getting them to taste great is so tricky.

"They've taken off massively in the gym community and with anyone looking for a healthier treat."

Other menu items include sweet potato jackets, custom macro-balanced meal bowls, protein bakes, cakes, and health-focused drinks.

She is also keen to collaborate with other market traders offering complementary products.

Abi said: "I just can't wait to see what the future holds for Bake Baby & Buff Bowls.

"Being rooted in the indoor market means I get to do what I love, serve the community I care about, and most importantly, be right here for my children."

The new stall will open at the Oswestry Indoor Market on Saturday, August 15 at 9:00am.