

Lockdown baker turns passion project into full-time Oswestry hub

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Updated:

What began as a lockdown cure for boredom has officially transformed into one of Oswestry's most talked-about culinary journeys.



Abi Smith in her new Oswestry Indoor Market unit

Local mother-of-two Abi, the founder of Bake Baby & Buff Bowls, is opening the doors to her first permanent indoor market stall on Saturday 15 August at 9 am, bringing a fresh fusion of artisan sweet treats and high-protein, health-focused meals to the heart of the town.

Abi's story began six years ago when, like many across the UK, she turned to baking to pass the time at home. Having loved baking as a child, she began sharing photos of her creations on Facebook purely for fun. The response from the local community was immediate, with residents eager to purchase her baked goods rather than simply admire them online.

Building a business from scratch, however, proved challenging. Balancing late-night baking sessions with childcare, Abi admits she almost threw in the towel three times to start over.

“As a mum of two, running your own business gives you incredible flexibility, but it definitely has its downs,” says Abi. “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.”

Feeling worn down by constant travel and yearning for stability, Abi reached a turning point earlier this year. She began applying for standard nine-to-five jobs, prepared to trade her passion for predictable hours closer to home.

Then came what she describes as a miracle. An advertisement appeared on Facebook for a unit in the Oswestry Indoor Market. Permanent spots in the market rarely become available, and Abi recognised the opportunity immediately as the perfect solution to anchor her business locally.

Securing the unit allowed Abi to transition from her outdoor stall to a permanent indoor home, putting an end to her grueling travel schedule while rooting her business right where her journey first began.

Alongside her traditional celebratory cakes, Abi is using the launch to introduce a new concept to Oswestry’s food scene: macro-counted, high-protein, low-fat meals and sweet treats. As a fitness enthusiast who often struggled to find healthy, convenient food options locally, she launched her “Buff Bakes” line in January to bridge the gap between nutrition and indulgence.

“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,” Abi explains. “They’ve taken off massively in the gym community and with anyone looking for a healthier treat.”

The new stall will offer town-first options such as sweet potato jackets and custom macro-balanced meal bowls, alongside her popular protein bakes, traditional cakes, and health-focused drinks. Far from viewing other market traders as competition, Abi is eager to collaborate with fellow stallholders selling party decor and complementary goods.

“I just can’t wait to see what the future holds for Bake Baby & Buff Bowls,” Abi adds. “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.”

Local residents are invited to celebrate the grand opening on Saturday, 15 August, from 9 am at Oswestry Indoor Market.

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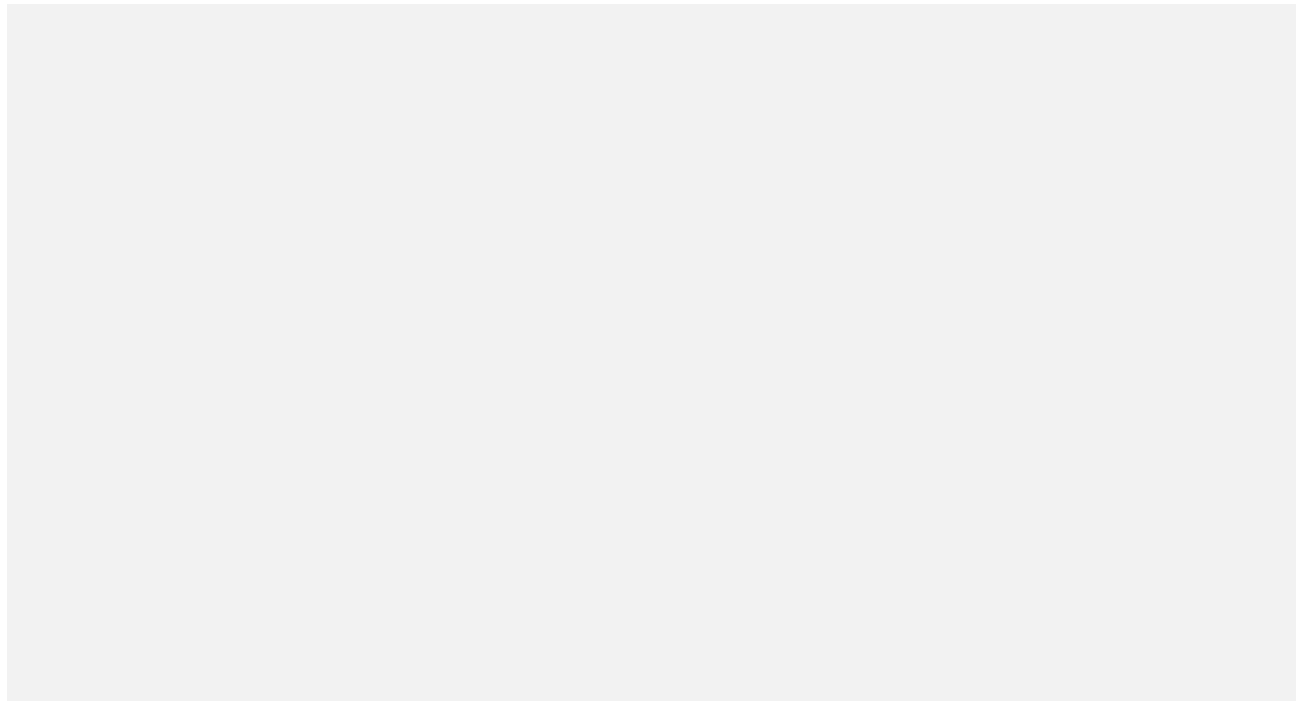
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