

Vanilla Custard

# Flavour of the month

May 2025

## Eggs add a rich, velvety creaminess to every dish

There is something undeniably alluring about the simplicity of custard. Made from just four ingredients—eggs, milk or cream, sugar, and, most importantly, vanilla—it carries a nostalgic charm, evoking memories of classic British desserts. Whether served hot or cold, custard has a way of transporting us back to childhood.

Custard has appeared in cookbooks as far back as the 14th century, but its popularity truly flourished in the 17th century when more experimental desserts emerged. From crème brûlée to custard tarts, the possibilities became endless. If you asked people to describe custard, opinions would vary on thickness and texture, but at its core, it remains a creamy, sweet, and rich accompaniment. Traditional custard thickens as egg proteins coagulate upon heating, but for a more set texture, such as in trifles, gelatin may be added. When cornflour is incorporated—such as in mille-feuille or filled pastries—custard becomes known as pastry cream. However, as long as rich egg yolks take center stage, it's still custard.

Custard tarts are among the most iconic ways to enjoy custard, with high-end patisseries elevating this humble treat. Rosewood Butterfly Pâtisserie, for instance, charges £10.31 per tart, crafting them with Hokkaido custard encased in croissant pastry—making them a highly sought-after delicacy.

Innovation in custard continues to evolve, with frozen custard emerging as a rival to ice cream in flavours like classic vanilla, banana, and jam roly-poly. Supermarkets are also tapping into the trend—Aldi has introduced high-protein custard pouches as a convenient on-the-go snack, while Asda has infused custard flavour into soda for a low-calorie indulgence. On the savory side, custard buns have been reimaged with cured salted egg yolks for a rich, moreish twist. Even cocktails have embraced custard, with miso-infused fat-washed spirits pairing beautifully with blackberry.

Custard is a blank canvas, ready to inspire new and imaginative creations.



Follow our **flavours**



01594 822885



[www.flavours.co.uk](http://www.flavours.co.uk)



[sales@flavours.co.uk](mailto:sales@flavours.co.uk)





Our vanilla custard flavouring perfectly balances creamy richness with the deep, caramelized notes that emerge from the delicate combination of eggs and sugar. This harmony creates a smooth, velvety finish that transforms a classic inspiration into the ultimate indulgence

A delicate choux base, infused with rich biscuit flavours, delivers an intensified caramelized crunch that perfectly complements its airy texture. This golden shell is generously filled with a luscious, vanilla custard-flavoured marshmallow, creating an irresistibly creamy and indulgent sensation. Taking this treat to the next level, the base is transformed into an apple crumble delight, featuring a luxuriously smooth set chocolate ganache flavoured with the tart sweetness of Cooked Bramley Apple

## Choux crumble



A Swiss roll infused with our signature vanilla custard flavour, enhancing the sponge with a rich, warm, cooked egg note for a deep, nostalgic indulgence. This delicate sponge is then wrapped around a luxuriously smooth rhubarb-flavoured French buttercream, striking the perfect balance between tangy brightness and buttery decadence. To elevate the experience further, it's crowned with a silky vanilla custard cream, delivering an extra layer of lusciousness

## Rhubarb Custard Roll



Follow our **flavours**<sup>®</sup>

 **01594 822885**

 [www.flavours.co.uk](http://www.flavours.co.uk)

 [sales@flavours.co.uk](mailto:sales@flavours.co.uk)