

# Golden Waffle Launches Just Add Water Mix, Redefining Speed and Consistency in Hospitality

*Golden Waffle introduces a Just Add Water waffle mix that slashes prep and cleaning time by 70%, redefining speed and consistency in hospitality kitchens.*

MANCHESTER, LANCASHIRE, UNITED KINGDOM, January 30, 2026 /EINPresswire.com/ -- The global hospitality industry is undergoing one of the most significant operational recalibrations in its history. Rising labour costs, persistent staffing shortages, increased regulatory pressure, and shifting consumer expectations are forcing operators to rethink how food is prepared, delivered, and scaled. While menu innovation has accelerated, many core kitchen processes remain rooted in outdated, labour-intensive systems that no longer align with modern operational realities.

It is within this context that [Golden Waffle](#) Group Ltd has introduced Golden Waffle, a UK-blended [Just Add Water waffle mix](#) designed specifically for professional hospitality environments. The product represents a structural change in how waffles can be produced at scale — prioritising speed, consistency, and operational efficiency without compromising quality.

Industry observers note that simplification at ingredient level is increasingly becoming a differentiator, particularly for high-margin menu items such as waffles, where labour input and inconsistency have historically limited scalability.



## Operational Pressure Is Redefining Kitchen Priorities

Across hotels, cafés, quick service restaurants (QSR), and dessert concepts, operators are being asked to do more with fewer resources. Recruitment challenges remain unresolved across much of the sector, while wage inflation continues to outpace menu price growth. In response, kitchen systems that reduce dependency on skilled labour and minimise variability are gaining renewed attention.

Waffle production, despite being a popular and profitable menu category, has traditionally required multiple fresh ingredients, precise measuring, and hands-on preparation. Eggs must be cracked, butter melted, ratios carefully controlled, and batter consistency monitored — all steps that introduce inefficiency and room for error.

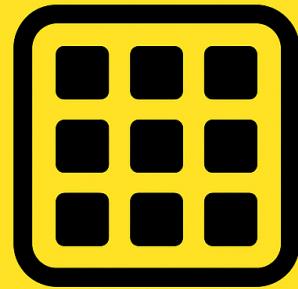
Golden Waffle was developed to address these challenges directly by removing unnecessary complexity at the formulation stage.

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Golden Waffle removes unnecessary complexity from waffle preparation, giving hospitality operators faster service, consistent results, and better control in busy kitchens.”

*Keith Wareing, Founder,  
Golden Waffle Group Ltd*

valuable. Variations in staff training, turnover, and execution can lead to uneven guest experiences and operational inefficiencies. A controlled ingredient system reduces those risks by ensuring repeatable results across locations and shifts.



## GOLDEN WAFFLE

Golden Waffle logo representing a new Just Add Water waffle mix concept designed to simplify preparation and improve consistency in hospitality kitchens.

### A Simplified System Designed for Consistency

Golden Waffle’s core innovation lies in its formulation. By integrating eggs and butter into the dry mix in precisely controlled proportions, the product allows operators to produce waffle batter by simply adding water and whisking. This approach standardises output regardless of staff experience or service pressure.

For multi-site operators, this consistency is particularly

Hospitality consultants increasingly point to ingredient standardisation as a key driver of scalable growth, particularly in concepts where speed of service and visual consistency are critical.

Reducing Prep and Cleaning Time by Up to 70%

Time efficiency remains one of the most significant cost levers in hospitality. Golden Waffle's Just Add Water format reduces preparation and cleaning time by up to 70% when compared to traditional waffle preparation methods.

By eliminating eggs, butter handling, and multiple preparation vessels, kitchens benefit from faster setup, simpler batching, and significantly reduced clean-down. In high-volume environments such as hotel breakfast services or dessert-focused QSRs, these savings can materially impact labour deployment and service flow.

Operators report that simplified preparation also reduces bottlenecks during peak periods, allowing waffles to be served more quickly and consistently without adding staff.

Designed Specifically for Professional Kitchens

Unlike consumer waffle mixes adapted for foodservice, Golden Waffle was engineered specifically for professional use. The product is supplied in a 7.5-litre commercial tub, optimised for storage efficiency, rapid batching, and hygiene compliance in

**✗ THE OLD WAY**

- ✗ Weighing
- ✗ Mixing
- ✗ Guessing
- ✗ Wasting



**+70% PREP TIME**

**✓ THE QSR WAY**

**ONE TUB ADD WATER DONE**

- ✓ No scales
- ✓ No mess
- ✓ No waste
- ✓ Same waffle. Every shift.



**SAVE 70% PREP TIME. SERVE MORE. STRESS LESS.**

Built for QSRs. Not kitchens stuck in 2005.  
[GoldenWaffle.com](http://GoldenWaffle.com)

A side-by-side comparison showing the traditional waffle preparation process versus Golden Waffle's Just Add Water system, highlighting how QSR kitchens can cut prep time by 70% while delivering consistent results every shift.



Golden Waffle's Just Add Water system cuts waffle prep and cleaning time by up to 70%, replacing messy, labour-heavy processes with a faster, more efficient solution for modern hospitality kitchens.

busy kitchens.

The [UK-blended supply chain](#) supports reduced food miles and shorter lead times, aligning with sustainability objectives increasingly prioritised by procurement teams, education caterers, and public-sector buyers. Local production also provides greater supply chain resilience at a time when international logistics remain volatile.

Private-label formats are available for wholesalers, distributors, and multi-site operators seeking differentiation without the cost and risk associated with in-house product development.

### Improving the Economics of Waffles

Waffles are widely regarded as one of the most profitable items on hospitality menus due to their strong visual appeal, versatility, and relatively low ingredient cost. However, their profitability is often undermined by labour intensity and inconsistency.

Golden Waffle improves unit economics by reducing labour input, minimising waste, and shortening preparation cycles. This allows operators to maintain premium menu pricing while improving gross margins and service speed.

The simplified system also lowers the barrier to entry for operators who may previously have avoided waffles due to operational constraints. Education catering, travel hubs, contract catering, and grab-and-go formats are increasingly able to introduce waffles as a viable menu option.

### Responding to Industry-Wide Labour Challenges

Labour availability remains one of the most pressing issues facing hospitality globally. With fewer experienced kitchen staff available, systems that reduce reliance on specialist skills are becoming essential.

Golden Waffle's formulation allows new or temporary staff to produce consistent results with minimal training. This reduces onboarding time, limits quality variation, and helps operators maintain service standards during staffing fluctuations.



Golden Waffle branded taxi in Manchester, reflecting the company's UK roots and growing presence across the hospitality and foodservice industry.

Industry analysts increasingly highlight that products enabling “skill compression” — where outcomes are less dependent on individual expertise — are likely to see accelerated adoption in the coming years.

### A Shift Away From Ingredient Complexity

Golden Waffle’s launch reflects a broader shift within hospitality toward ingredient-level innovation rather than menu-level novelty. While new flavours and concepts continue to emerge, operational simplicity is increasingly seen as the foundation for sustainable growth.

The company takes a clear position that many traditional preparation methods persist not because they are optimal, but because they are familiar. By re-engineering the process upstream, Golden Waffle allows kitchens to operate more efficiently downstream.

This approach aligns with trends seen in other high-volume categories, where pre-standardised solutions have enabled faster service, reduced waste, and improved consistency without eroding quality.

### Early Market Response and Industry Interest

Since its introduction, Golden Waffle has attracted interest from independent cafés, hotel groups, dessert brands, and foodservice distributors seeking operational improvements rather than incremental product changes.

Wholesalers have noted that simplicity and consistency are increasingly decisive factors in purchasing decisions, particularly for customers managing multiple sites or high staff turnover. The Just Add Water proposition provides a clear operational narrative that resonates with buyers focused on efficiency and reliability.

Golden Waffle is compatible with leading commercial waffle machines and supported by a wider ecosystem of equipment and accessories, enabling operators to adopt the system without extensive infrastructure changes.

### Positioned for Growth and Distribution

Golden Waffle is currently available across the UK, with international distribution discussions underway. The company is engaging with wholesalers, distributors, and strategic partners interested in bringing the product to new markets.

As hospitality continues to adapt to economic and labour pressures, solutions that simplify operations while protecting margins are expected to play an increasingly central role. Golden Waffle positions itself as part of this next phase of industry evolution.

## About Golden Waffle Group Ltd

Golden Waffle Group Ltd is a UK-based hospitality supplier focused on simplifying high-margin menu items through smarter product design. Built on over a decade of industry experience, the company develops solutions that reduce labour dependency, improve consistency, and support scalable growth across hospitality formats.

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