

Profile

The Vincents of Matakana



Photo by Hannah Sutherland, Matakana

PLUS

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A different competition

Conference plans

Retail price survey 2007

Excellence rewarded

Travels in North America

Recipe – spicy pear upside-down cake



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MEMBERS

WHERE IS YOUR NEWS?

WHAT ARE YOUR VIEWS?

Please let us know about events and developments in your baking life and business.

Redesigned your bakery?

Moved premises?

Realigned your business?

New products and ideas you can share? Let us know.

Contact the journal editor, David Tossman or the executive officer, Mike Meaclem.

Contact details are here and on the back of the Journal.

We look forward to *your* news and views.

Exciting year ahead

From the President

Hi All,

As you will see we have a busy year planned for baking and bakers.



I hope you are as excited as the executive is about what we have planned for you. It is certainly ambitious, but given the support we have from our members, allied traders and stakeholders, I am confident of our prospects.

Thanks to Mike

I would like to pay a special tribute to Mike Meaclem who has worked tirelessly as our executive officer for the past three years.

Mike has recently reassessed his personal goals and has chosen to move back into the teaching field where he is highly respected.

He is keeping things moving for us as we recruit a replacement for him, and has



Mike Meaclem
– achieved a great deal in challenging times.

committed to continuing his support for the BIANZ.

Mike has achieved a great deal for us in what have been challenging times, particularly following the death of Peter Gray when the he had to shoulder a much greater load than anyone could have expected and did so admirably.

Many thanks also to the executive committee members, allied traders and other stakeholders for their help in my term to date as President.

Regards,

Simon

Aims and directions renewed

The BIANZ committee this year has established a renewed set of aims and objects for the organisation and made detailed plans towards achieving them.

The aims are:

- To make the BIA more widely recognised as the expert voice and public face of the baking industry.
- To grow BIANZ membership from the current 330 to 600 within the next two years.
- To lead efforts to increase the number of bakers and baking apprentices in New Zealand
- To respond positively to a reduced demand for baked goods, particularly in schools, resulting from increasing concerns about obesity, fat and sugar.
- To extend the initiatives begun in 2006 to raise the profile of the industry.

The voice and face

Becoming more widely recognised as the voice of the industry means addressing several different audiences but with the same underlying aim: losing baking's "poor cousin of cooking" image and ultimately growing the industry.

For the public at large – our customers – the BIANZ's ultimate aim is to increase sales of baked goods.

This means taking note of the nutritional concerns that arise from science and social movements from time to time, and also requires that we keep tabs on current dietary fads and fashions. Both are needed so we can tailor our message to fit the climate.

Addressing present and potential bakery employees, the BIANZ has to raise awareness of the skills shortage,



explain the nature and benefits of apprenticeships, and drive recruitment of apprentices.

Talking to bakers and bakeries, the BIANZ aims to promote, support and reward efforts to improve skills and technical knowledge.

In relation to industry stakeholders such as suppliers and training providers, the BIANZ aims to work actively as a leader and strategic partner to address and resolve industry issues.

Careers Expo

The BIANZ's stand at the Auckland Expo in 2006 was deemed successful and this activity will be expanded to four events in 2007 (see article on page 2).

Emphasis will be placed in 2007 on involving partners and sponsors in the planning and implementation of BIANZ exhibits at Careers Expos, and working to mutual benefit.

Vital audiences

The Careers Expo audience includes several vital interest groups: secondary school pupils, parents, teachers, industry associations and training providers,

and government agencies such as Career Services.

'Becoming more widely recognised as the voice of the industry means addressing several different audiences but with the same underlying aim: losing baking's "poor cousin of cooking" image and ultimately growing the industry.'

Continued on page 2



Aims and directions renewed

Continued from page 1

The Conference

The aim this year is firstly to increase the number of bakery attendees at the conference, to broaden the range of baking industry representatives attending, and to create a forum for discussing and addressing important industry issues.

The conference will also be used as a platform to grow BIANZ membership and reinforce the organisation's role as the voice of the industry.

The conference will be shorter and sharper, just two days midweek including an awards dinner timed for good media exposure.

Time and Place

It is proposed to hold from conference from Tuesday to Thursday 11-13 September at the Hilton Hotel in Auckland.

The Awards Dinner is scheduled for the Wednesday evening, and the BIANZ AGM is to be held on the Thursday afternoon.

BIANZ Competition



This year marks the 40th year of the BIANZ. As a celebration we are having a special one-off competition with a high level of consumer involvement in place of our regular Baker of the Year®. The format of the competition is currently being finalised. See details so far on page 3.

Pie Group

As a first step in reinforcing its role as voice of the industry, the BIANZ has led the formation of a Pie Group.

Key representatives from the industry including the BIANZ, ingredient suppliers and pie manufacturers have met with representation from the New Zealand Heart Foundation.

The first meeting was devoted to identifying the possibilities and realities of improving the nutrition profile of pies from both an industry and a health perspective.

It is well documented that small changes to reduce the energy content of high volume, high energy foods such as pies can have a good effect on health at the population level.

The 'Chip Group', where industry and health representatives have worked together to improve processes for preparing and cooking hot potato chips, could provide a useful model for the Pie Group to follow.

Careers Expo



BIANZ will be taking full advantage of all the Coca-Cola Careers Expos this year. At last year's Expo in Auckland, 400 students filled out a questionnaire from BIANZ saying they wanted to know more about baking as a career.

Coca-Cola Careers Expos offer great opportunities for showcasing baking as a career and for talking one-on-one with potential apprentices. Students arrive prepared and focused on exploring career options. Before attending, students are given career planning handbooks and are encouraged by their schools' Careers Teachers to do some thinking about their 'career pathway'.

Teachers too can explore the exhibits and are also hosted at special evenings in advance of the Expos in their cities.

Events & Dates

Christchurch Coca-Cola Careers Expo	13 – 15 May
Dunedin Coca-Cola Careers Expo	23 – 24 May
Auckland Coca-Cola Careers Expo	8 – 10 August
Wellington Coca-Cola Careers Expo	15 – 16 August

A different competition

NZ Bakery of the Year goes for more public impact



Competition objectives

The aim is to create a competition that is easy for bakeries to enter by limiting the number of product categories

The competition should add credibility to the 'national' title by having a nationally representative field of competitors

It should generate media exposure for bakers, bakeries and the industry and create sales promotion opportunities for competing bakeries and the industry broadly.

The aim also is to promote sales of key products and product categories while creating value for competition sponsors and baking industry stakeholders

The competition aims also to shift the focus from individual bakers to bakeries as a whole.

Concept

We will extend an invitation to bakeries across New Zealand – regardless of BIANZ membership – to enter the NZ Bakery of the Year 2007 Competition.

Consideration is being given to having bakeries submit one product in each of three categories: pastry, cake and bread. Alternatively, three 'iconic Kiwi products' could be selected to determine the 'Best Bakery' title.

Whichever entry requirements are set, a range of individual product options will be available within each category, and clear judging criteria will be outlined for each type of product to ensure, among other considerations, that the level of technical difficulty for various products is weighted accurately in the judging process.

Each bakery that registers in the competition will receive a comprehensive entry package which includes entry guidelines, in-store marketing materials and a customised box for submitting product entries.

Each bakery will be encouraged to nominate the three products it will enter in the competition and promote these products in-store for several weeks before the judging.

The 'Top 10 Bakeries', as well as individual Product Category winners will be chosen and announced.

One place in the top 10 will be determined through public voting. The 'People's Choice NZ Bakery of the Year' award will be voted on via text, the BIANZ website and in-store physical ballots.

Gaining entrants

We will create a direct mail invitation and entry form and distribute them to bakeries across New Zealand.

We will also provide entry forms to suppliers and trading partners and encourage them to promote the revamped New Zealand Bakery of the Year competition to their bakery customers and contacts.

Entries will be returned to BIANZ via mail and online entry will also be offered on the BIANZ website.

Entry pack

All entrants will receive a comprehensive entry package that includes:

- ▶ Entry guidelines and a judging criteria information booklet
- ▶ Point of sale materials for promoting the competition, identifying the bakery as a participant and encouraging customers to vote for their bakery in-store, online or via text
- ▶ Point of sale materials for promoting the specific products that bakery is entering
- ▶ Ballots and box for the People's Choice award
- ▶ Boxes for submitting product entries

Suppliers will assist with delivery of the entry packs to bakeries.

In-store promotions

People's Choice Award – text, online & ballot

Competition entrants will be encouraged to display point of sale materials that encourage their customers to vote for them via text, online or physical ballot as the NZ Bakery of the Year.

Ballots and boxes will also be provided.

Text voting will be coordinated through Vodafone as a BIANZ partner

The People's Choice Bakery of the Year will be determined by a simple tally of votes. The winner will be announced at an awards event and publicised in the media.



BAKERY INGREDIENTS SINCE 1904

 **BAKELS**
FOOD SERVICE



Bakels has specifically developed a core range of 11 premium foodservice products to ensure the same quality bakery products are available in compact sizes, with all the diversity, convenience and quality expected from the Bakels name.

The recently launched foodservice lines include:

- Bakels Café Latte No Bake Slice
- Bakels Chocolate Fudge No Bake Slice
- Bakels Lemon & Ginger No Bake Slice
- Bakels Muffin Mix
- Bakels Chocolate Leamington Dip
- Bakels Raspberry Leamington Dip
- Bakels Cheesecake Filling
- Bakels Biscuit Crumb Mix
- Bakels Custard Powder
- Bakels Baking Powder
- Bakels Pancake & Pikelet Mix

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Ingredients for Inspiration

**Contact your local Bakery Advisor or Phone 0800 BAKELS
for further information**

Getting them going

Want Caffeine With Your Doughnut?



Need more caffeine but don't want to drink too much coffee? Then try biting into a Buzz Donut or Buzzed Bagel, shot through with caffeine, the Associated Press reports. A molecular scientist by day and café owner by night, Dr. Robert Bohannon developed a way to put caffeine baked goods, one that hides the natural, bitter taste of caffeine.

"This gives people the opportunity if they want to have a glass of milk and want to have caffeine. It will get them going," Bohannon told the newswire.

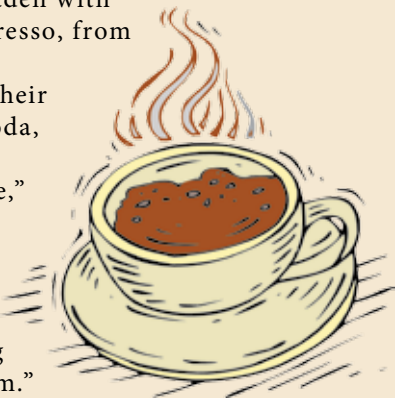
While the amount of caffeine in his inventions can vary, he can add 100 milligrams of caffeine – the equivalent of a 5-ounce cup of drip-brewed coffee – into the baked goods he plans to market under the "Buzz Donuts" and "Buzzed Bagels" names.

Owner of the Sips Coffee & Tea cafe in Durham, North Carolina, Bohannon's creations are not for sale just yet, though. He has begun looking into patents and contacting companies such as Krispy Kreme Doughnuts Inc., Dunkin' Donuts and Starbucks Corp., about his products. However, he hasn't heard back on whether or not the companies like the combination of bread and caffeine.

Bohannon told the newswire that the journey toward his caffeine-enhanced baked goods began six years ago.

"I was sitting with a glass of milk and a doughnut," he said. "I needed a little jolt in the morning," he said. At his café, he sees more of a demand for drinks laden with caffeine, such as espresso, from his customers.

"Some people get their caffeine buzz from soda, chocolate and other sources besides coffee," he said. "The Buzz Donut and the Buzzed Bagel lets them get the caffeine buzz by simply eating a delicious pastry item."



News

Wellington bagel baker franchising into fresh fields

Wellington bagel house Wholly Bagels is moving to franchise more stores this year.

The announcement was reported in the Dominion Post newspaper in Wellington in March. Wholly Bagels founder Charlie Daily told the newspaper that he has fielded more and more calls over the years from people wanting to open a Wholly Bagels outlet and so has decided that 2007 is a good year to franchise the business.

"It's always been the vision from day one, but we wanted to get the product right," he told the newspaper.



He had franchised two of the five cafés in the Wellington area and was pleased with the outcome. "It's a case of finding the right person," he said.

Charlie Daily learned to bake bagels in Washington DC before migrating to New Zealand with his Kiwi wife. A chain of bagel cafes was his plan from the beginning.

Mr Daily started his first store next to Midland Park, just off Lambton Quay, in 1997. He says that the key to running a successful operation is good service and he is determined that should continue.

Jenni Stringer from Remax business sales told the Dominion Post that Wellington and Kapiti would be the first franchises to go, followed by Palmerston North and other North Island centres.

The bagels themselves will be made in a Wellington factory and shipped to stores for finishing.

New Zealand baker opens new artisan bakery in Shanghai

The first of three new artisan bakeries operating under the "Baker – Dean Brettschneider" brand has opened this week in Shanghai.

The range of breads includes Dean's signature 'Baker – Dean Brettschneider' sourdough loaf, and features distinctive paper-and-ribbon packaging.

The new business venture involves internationally-recognised ex-pat New Zealand baker Dean Brettschneider and high profile chef David Laris of the famous Laris restaurant at 'three-on-the-bund' in Shanghai.

The first bakery is located within a cafe-deli called Slice. Another will be opening in the French Concession in May.



Innovative Training

Cutting edge solutions to training from Crop and Food Research



Crop and Food Research (CFR) has revolutionised their approach to the delivery of the National Certificate in Baking (Craft Baking) (Level 4) (v2).

This unique approach will increase successful completion of trainees, improve trainee commitment, offer excellent consistency in delivery and provide better value to employers. The time and cost to employers has also been improved thus providing greater value to the baking industry as a whole.

Crop & Food Research will provide assistance and guidance which will enable all unit standards to be registered on block courses. This will eliminate the need for a workplace assessor and assessments to be delivered on-job.

Advantages for the trainee

Advantages for the trainee will result in a greater application of skills and knowledge learnt on our courses being integrated into your workplace.

You will be provided with a high level of assistance and support throughout your qualification.

CFR will be better able to manage your learning and support you through to a successful result. It also means that units are better able to be integrated saving you time and increasing the relevance of the Certificate to you and your workplace.

For the employer

For the employer this will have a number of advantages:

- The trainee will be better able to focus on the content and its application to your business as much of the administration associated with traditional courses has been eliminated.

- Additional unit standards are offered to meet local body statutory requirements such as food safety and hygiene.
- Crop and Food Research tutors are industry experienced and recognised.

Why train with Crop and Food Research?

- It is New Zealand's only food related educator supported by the full resources of a Crown Research Institute.
- It offers highly skilled and experienced tutors from the baking industry.
- CFR has a great track record of quality delivery.
- Smaller classes mean more attention for individual trainees.
- Scratch baking methods are taught on our block courses.
- CFR provides quality industry endorsed resources and information
- Courses are delivered in three easily accessible locations nationwide (Auckland, Palmerston North and Christchurch).
- CFR works in conjunction with NZ Bakels Ltd, one of New Zealand's leading suppliers of ingredients to the baking industry.
- Results are forwarded to NZQA on a regular basis for timely recognition of the student's progress.
- CFR is the only nationwide Modern Apprenticeship Coordinator in Baking and Food Processing
- CFR can assist with identifying and delivering training for your workplace
- CFR has NZQA accreditation to Level 7 in food production
- CFR offers a wide range of unit standards and National Certificates including Health and Safety, First Line Management, Retail, Logistics and Distribution.

National Modern Apprenticeship Co-ordinators

This is a **Free Mentoring Service for 16–21 Year Olds** which means that throughout their training they will be visited by a co-ordinator who will help keep their training on track.

All you need to do is let Crop & Food and Skills4Work know at the start of an apprenticeship or traineeship that you would like to be a Modern Apprentice with Crop & Food and you will be assigned a co-ordinator.

Angela Blank co-ordinates the South Island and Lower North Island. Alison Dundass co-ordinates the rest of the North Island.

Advantages of the Modern Apprenticeship Programme

- The Modern Apprenticeship Programme is free. It costs the employer and apprentice/trainee nothing but their time.
- Benefits of regular visits make sure you are on track with the training programme
- Assistance with theory unit standards and on-job assessment
- Able to break down training programme into achievable portions
- Facilitate the training process
- Liaise with employers, Industry Training Organisations and training providers, and support the employment relationship
- Identify individual Modern Apprentices key skill requirements such as literacy and numeracy and provide learning assistance.

Contact Alison Dundass on 027 439 1787 for more information.



Alison Dundass
Manager



Margaret Stokes
Administration



Malcolm Cook
Bakery Tutor



Yvonne Osborne
Distance Learning



Angela Blank
Coordinator

Baking Society Buying Group

These companies support the Baking Society and its members through the buying group. Please support them and enjoy the special Baking Society Member terms they offer.



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Suppliers of high quality and innovative ingredients supported by a team of experienced bakery and technical advisors.




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BrokerWeb
The "Baker Plus" Insurance Facility has been specifically developed for Baking Society members looking for local face-to-face service.



SHELL
Shell NZ has put together a great Shell Card deal for Baking Society members. Baking Society scheme number is 1115P. Call 0800 351 111 to apply.



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the flour bakers trust

Training

Excellence in baking rewarded



CPIT's most outstanding baking student, Frances Matthews, received the \$2,500 Competenz Excellence in Baking Award from Competenz Area Manager, Tony Greenwood.

Frances Matthews, a young Christchurch baker, faces a sweet future in baking after winning a \$2,500 award.

The annual 'Excellence in Baking' award is presented to CPIT's most outstanding baking student by Competenz, the New Zealand Food and Manufacturing Industry Training Organisation.

Frances, 21, is now considering options for a baking apprenticeship.

"I've always loved being in the kitchen - I just love food. I definitely want to study further in the food industry area and I'm looking at a baking apprenticeship. This money will definitely help out."

CPIT Baking Tutor, Evelyne Baumgartner, says Frances continues to demonstrate a flair for great food.

"I'm always impressed with the quality of Frances' work. She has a lot of talent and has worked very hard throughout the year," says Evelyne.

Forty apprentices, trainees and baking students were also recognised at the prizegiving ceremony on 8 November for achieving their National Certificates across a number of baking qualifications, ranging from Food and Related Products Processing to Craft and Plant Baking Level 4.

"It was great to see a few CPIT (modern) apprentices receiving certificates as well as celebrating our full-time students achievements," said Evelyne Baumgartner.

Other winners receiving special trophies at the awards included Corinna Woodard (runner up - most outstanding student), Yu Han Ho (second runner up - most outstanding student) and Katherine Scripps (most consistent student).

Retail price survey 2007

Once again many were called but few answered with just 23 members taking part in this survey. Non-responders: tut tut! The questionnaire would have taken less than five minutes to fill out. I wonder whether the non-participants are just too busy or simply not interested, If that's you, you should stop looking at the results right now!

Small price rise on average

The five most "standardised" items – the three pies, the sausage roll and the ham filled roll, rose in price an average about 5.5 percent. This is a little ahead of inflation and hopefully reflects an increase in both quality and profitability.

Other items obviously vary enormously in size and quality so straight price comparisons are probably not much use, but you can see the healthy prices some retailers achieve. If you're not making enough from your business, the answer – at least in part – could lie here.

Also noted

Pies: One bakery listed two prices and sizes for the mince pie and the steak and cheese: \$2.60 and \$3.60. These were averaged at \$3.10 for the statistics.

Coffee: Two of cheapest sellers (\$2.50 and \$2.80) mentioned that their cappuccinos are sold from automatic machines. Obviously those machines give some good savings, certainly on labour, so the margins are probably comparable with the espresso stuff, in other words pretty comfortable.

Taking out those prices and the two others in that range which are probably also dispenser-made, the average for a cappuccino rises to \$3.36 with a top of \$3.80, a lowest of \$3.00 and a typical (most common) of \$3.50.

Chocolate Gateau: Two bakeries clarified their prices with two sizes: One said 10 inch: \$35.00, 8 inch: \$26.00. Another noted their large for \$28.50 and a \$20.00 small. The higher prices were used.

Christmas Cake per kg: one bakery charges \$10 per inch iced, another noted that their charge of \$18 was for uniced. The per inch return was eliminated from the averaging.

Christmas Mince Pies: one bakery offers two sizes, a mini for \$1.20 and a standard for \$2.00, selling them at \$13.50 and \$20 respectively per baker's dozen. The standard price was used for averaging.

Stollen: One bakery with an obvious fondness for stollen offers a small for \$12.50, a medium for \$15.00 and a large for \$18.00. The medium was used for averaging.

Product	Average	Lowest	Highest	2006 Average	Difference
Mince Pie	\$2.84	\$2.20	\$3.40	\$2.71	\$0.13
Steak & Kidney	2.99	2.40	3.50	2.89	0.10
Steak & Cheese	3.03	2.30	3.60	2.88	0.15
Sausage Roll	1.54	1.10	2.20	1.49	0.05
Vienna Loaf	2.81	1.60	4.00	2.57	0.24
Ham Filled Roll	3.40	2.40	4.90	3.15	0.25
Cream Doughnut	1.90	1.20	2.50	1.70	0.20
Fresh Cream Sponge	9.28	4.80	21.50	9.62	-0.34
Cappucino Latte	3.38	3.00	3.80	2.97	0.41
Chocolate Gateau	24.15	15.00	35.00	22.44	1.71
Hot Cross Buns each	1.21	0.60	2.10	1.23	-0.02
Stollen	12.70	4.80	17.50	10.98	1.72
Christmas Cake per kg	17.69	10.50	28.00	14.70	2.99
Christmas Mince Pies each	1.51	1.00	2.00	1.19	0.32
Christmas Mince Pies Doz.	13.49	7.00	21.00	10.75	2.74

"Gourmet pies all at \$4.50"

New products introduced

Survey participants were asked whether they had introduced any new products during 2006 and if so what. One answer probably reflected the most common approach: "Nothing major [introduced], just consistently trying new stuff to keep all interested." Here are some other more detailed responses.

- ▶ Gourmet pies all at \$4.50: peppered steak; chicken; steak and mushroom, steak and cheese, resulting in a 30% increase in pie sales.
- ▶ Tortilla stack made with salmon, lettuce, red onion, cream cheese, tomato, sauces, etc.
- ▶ Take out salads, take out fresh fruit snacks (real fruit pieces).
- ▶ Gluten free bread \$4.00 per loaf, three flavours: plain, cheese, caramel and sesame.
- ▶ Steak Cheese Bacon pie for \$3.10
- ▶ Small citrus tarts, small pecan, white chocolate, raspberry tarts, small pecan, apple tarts, vanilla bean and custard tarts
- ▶ Extensive Christmas range, extended decorated cakes, handmade chocolates and truffles, continental breads and filled rolls.
- ▶ Salad portions, cafe style products.
- ▶ We introduced a large sausage roll retailing at \$2.20 and in some of our outlets at \$2.60.
- ▶ Every two months we will develop a new pie flavour and if it is successful we will drop the lowest seller.

Price Survey comments and discussion points

Survey respondents were asked to offer comments on the survey or on business in general. Perhaps some members might like to comment on these in the journal or on the website. A discussion blog can easily be set up.

- ▶ If your product is fresh and beautifully presented a slightly higher price is completely acceptable to your customers. Quality means value for money. Our customers drive across town to buy our food. We serve our food with a smile and cheery word. Word of mouth is the best ever advertising!
 - ▶ Up to the end of January trading was very good but as usual each year it is very quiet now, but this year it seems to be a little bit too quiet.
 - ▶ Staff hard to find and hold onto, costs rising. Attention to pricing and quality is critical.
 - ▶ Business continues to be very strong with new products, innovation and thinking outside the square. We are looking at hiring at least two more staff in preparation for busy winter months.
 - ▶ Steady sales this year. It will be good to hear how other bakeries going and their prices.
- ▶ Business seems to be booming along, certainly no indication of any economic down turn. People are still spending money on food to take away with them. Our customers seem to be from all walks of life and age groups.
 - ▶ People eating healthier and not the market for cream goods.
 - ▶ Business is good, seasonal fluctuations about the same, weather!
 - ▶ 2006 a boomer year, good growth and better profit. Extra wage bill (public holiday laws) is only negative and will be in 2007 also.
 - ▶ Minimum wage is OK as we paid all over the new minimum anyway. Four weeks holidays is a massive setback (no skilled staff to carry the load).
 - ▶ I would like to know what the general feeling is in regard to selling sweet products. Is there growth or decline? Are we different in that respect to Australia? How can we change perception and eating habits?
 - ▶ When people talk pies they relate instantly to getting fat, while the average total fat level of our pies is less than 10%, and it's not replaced by sugar [as it is in] a muesli bar.



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Making their bakery dream come true

In 2001 Tyrone and Delwyn discovered a tiny bakery in need of some tender loving care in what they describe as “the quaintest of little villages”, Matakana, near Warkworth north of Auckland.

They bought the bakery, renovated it and proudly reopened its doors as the Pop-in Patisserie in June 2001.

Their journey as bakery owners started out slowly. “We had around 200 customers a week and we thought that was great,” says Tyrone. “People used to pull up on horse-back and come in to enjoy a hot pie and something sweet.”

Quality work was always the aim. “In the beginning our dream was to create an award-winning bakery. It would burst at the seams with hand-shaped breads, flavoursome muffins and tempting sweet delicacies. All of the products would be made to the highest of standards.

We were sure that with this mix customers would visit once and not be able to resist returning.”



The Matakana Apple Tart.

Tyrone and Delwyn married in 2002, having already started their business together with a one-year-old son, Joshua. It is always hard work starting a business and trying to be “good” first time parents, but many people have done it and done it well, says Delwyn. “We thought we could too.”

In 2003 the family grew with the birth of Reuben. Now with “double the trouble” boys and a growing demand for their goods, life was buzzing at the Pop-in Patisserie.

Pop-in pops off

By 2005 the ever-expanding product range and custom meant that the Pop-in Patisserie was truly bursting at the seams.

The Vincent’s had to set out on a mission to find the perfect new premises. And to be perfect it had to be in their new found paradise of Matakana.



Tyrone, Delwyn, Reuben and Joshua Vincent.

Photo by Hannah Sutherland, Matakana

A new journey

With “a bit of luck” they found the new shop, started the renovations and began on what they call a new journey. “Customer feedback drew us to our new name. We felt we had earned the right now to call ourselves Matakana Patisserie.

“We promised our customers a place with indoor and outdoor café seating, off-street parking, and we promised a much larger display of gastronomic delights in a place they could call their own.”

Pop-in Patisserie closed its doors on the 7th of April 2006. Then with a buzz of excitement the Matakana Patisserie opened its larger doors at sunrise on April 8th.

Today they have over 170,000 customers per year.

“Our team all put in a hundred percent and the bakers in our team care about every product. Tyrone wouldn’t have it any other way,” says Delwyn. “It makes it easy for us to run a good retail shop when you have such high quality product to sell.”

“We source many supplies locally. The produce up here is fantastic and the meat we use is from Stubbs, so every cut is top quality,” says Vincent.

A pleasant surprise

The Vincent’s form an impressive team but the success they have gained so far has been added to by their choice of location: once obscure little Matakana has become in just a few years one of the country’s “name” wine areas and so a growing foodie destination. That rapid development has been a bit of a pleasant surprise, although at times “a

little daunting when you’ve opted for a quiet country lifestyle,” says Tyrone.

Tyrone attributes much of their success to their customers. “They’ve led the way and we are so grateful for their support. Without them we wouldn’t have the wide recognition we enjoy today.”

Prizes all round

Tyrone Vincent is an achiever with seven golds from NZ Baker of the Year® competitions in just four years plus an impressive collection of silvers and bronzes.

Delwyn too is a winner. In July last year, she scooped the “Most Inspirational Role Model” in the *Her Business* Businesswoman of the Year competition. “We have successfully designed an inviting place where people can relax and enjoy our vast array of gourmet delights,” said Delwyn.

Delwyn spent many hours preparing her application for the award, and found the process to be valuable to the business. “Sometimes we get so tied up in what we’re doing we forget the many challenges we faced along the way. As our three-year-old son constantly reminds us ‘don’t forget to stop Mum. You need to smell the flowers.’”



The Foccacia Loaf.



Millefeuille Slice.

Thanks to Dad

Tyrone started his apprenticeship in Oamaru at age 18. “I found my passion in baking,” says Tyrone. “My love of artisan baking combined with my artistic ability allows me to work passionately.”

So, what he would like to be if he were not a baker?

“The truth is, I don’t know,” says Vincent “I can’t imagine ever doing anything else.

“Growing up I thought I’d like to be a draughtsman or architect, but my Dad heard of an apprenticeship with a local baker and suggested to me that I apply. And I’m glad I did.

“The early starts were hard for an 18 year old, but if I didn’t get going it was a bucket of cold water from my dad, so I guess he made me into the passionate baker I am today”

Flour Girl to Baker’s Bride

Delwyn started work as an office junior in Auckland. Quickly moving up through the ranks at Champion Flour Mills, Delwyn eventually became a sales representative for the company, selling to bakeries from Auckland to Kaitia. That was how she and Tyrone first met, but it was years later that the friendship grew.

Delwyn did her OE and lived in the UK for 19 months, and then worked for some large companies in Auckland, further developing her sales and marketing skills.

“Tyrone’s love of baking teamed with my selling skills was a recipe for success,” says Delwyn. “We aim to continue for a long time yet.”

Buy the book

Matakana Patisserie launched the first edition of their Product Guide & Recipe Book in December. “It tells the story of our journey combined with a comprehensive list of our products,” says Delwyn.

“Our customers kept telling us the



Matakana artisan breads: the Apple Sourdough and the Chocolate and Pecan Sourdough.

exciting meals they were making with



our products, so we got them to submit their stories and recipes, hence the creation of this book. It’s a celebration of the success we have experienced in the Matakana Wine Region.”

A dollar from every book sold goes to the local Volunteer Fire Brigade’s fire station appeal.

Where to from here

See the Matakana Patisserie website, www.matakanapatisserie.co.nz to see what the Vincents are up to next.

“But by all means if you have a business mind and love the baking industry we are always keen to talk about opportunities,” says Delwyn.



The Gourmet Filled Bagel.



Chocolate & Pistachio Meringue.



Matakana is unknown to many Aucklanders, even some who travel north frequently.

Ten kilometres east of Warkworth and only an hour from Auckland, it is on the way to Omaha, Leigh and Pakiri.

The region features an array of little rivers, estuaries and harbours, and some spectacular beaches. There are now some 30 wineries in the Matakana region and along with those a diversity of cheesemakers, olive growers and other gourmet and traveller focussed businesses.

The area combines the warmth of Northland with the sophistication of Auckland and a charm all its own.



Travels in North America

In October, I went to Canada via the United States to present a paper at a conference on mobile learning. I stayed with relatives and friends in Los Angeles, Calgary and Vancouver and the conference was held at Banff, a tourist town very similar to Queenstown in New Zealand.

Here are some thoughts and observations from my perspective as an avid foody, bakery tutor, lacto-vegetarian and traveller.

This is a very quick first impressions report as I spent just three or four days in each destination and I didn't eat out or indulge in shopping all the time. I also did not make demands on my hosts to take me to specific places (apart from a few 'must sees') but tended to follow them to their normal grocery shopping places. I think that this gave me a look at what the average North American consumer has available in bakery products. I then compared these places to the stores and bakeries I go to in Christchurch.

Here are some of the thoughts I brought back to New Zealand.

Ethnic foods less available

Larger ethnic populations in North America mean that a great variety of ethnic foods can be found.

However, because most ethnic food stores are situated in the various 'towns' or suburbs where large numbers of people of the same ethnicity live, the products tend to not be available as easily in the mainstream supermarkets where non-ethnics live.

Therefore to buy a decent oyster sauce as available in most New Zealand supermarkets means a trip to the local Chinatown.

Quality and variety of ethnic food would be better in Melbourne (my favourite foody city).

The car rules

Local stores don't exist except in poorer neighbourhoods and ethnic enclaves.

The nearest equivalent to a dairy would be the local gas (petrol) station and you generally need a car to get to them as they are usually on very busy multiple lane roads (not on the freeways which are even more congested with traffic).

Big stores, big orders

Mega stores such as Costco and Walmart dominate the market. Costco is a super-market, hardware, appliance, stationery and bookshop all under one roof. Services

are also include a pharmacy, optician, bank and undertaker. Costco specialises in bulk packs, so you buy a dozen muffins, or

three dozen cookies or six loaves of bread. Very few individual packs are available.

Bakery products more limited

Bakery products in all sectors were more limited. Large population bases tended to mean that retailers are able to specialise. The average bakery/café in North America has a much smaller range of products than the average bakery café or in-store bakery in New Zealand. There were no meat pies or sausage rolls nor any good selections of filled rolls. The range in bread, cake, biscuit and slice varieties were also much smaller.

“Many products looked good but were poor in flavour.”

In general, bakery products were large and generally affordable. Product quality was not as good as in New Zealand. Many products looked good but were poor in flavour.

There are no equivalents to our quintessential Kiwi grain breads (our Vogels and Burgens seem to be unique in the English speaking world) or of Hubbards cereals or of the milk varieties (mega, calcium rich etc).

I didn't see spreadable butter on the supermarket shelves but instead there was a huge range of margarines and spreads.

Pockets of excellence

There were pockets of excellence and high prices. Several bakeries specialise in the high end of the market and are able to sell 8 inch

mousse based gateaux for US\$25. Artisanal breads (especially if they were also organic) could fetch US\$6–8 a loaf.

Organics at Trader Joe

Good range of organic, GM free and environmentally friendly products and ingredients is available if you're prepared to travel to your nearest Trader Joe store. They even feature organic New Zealand wine.

Big portions

Portion sizes are very large. Wait staff are trained to ask as a matter of course if you would like to doggy-bag your leftovers.

Vegetarians OK

Though still seen to be a minority market, Vegetarians are generally well catered for with a wider range of vegetarian alternatives in the average North American supermarket than here.

Less variety, lower quality

Food in Banff is more expensive with less variety and of a poorer quality than what we find in Queenstown, Glenorchy or Wanaka.

How lucky we are

I returned from my trip greatly optimistic about what we do here in New Zealand.

We have a lively culinary culture that is not afraid to try ingredients or products. Our wine is world class. Our ingredients are GM free, fresh, comparatively easy to get hold of and cheap. No wonder tourists here in New Zealand are impressed by the variety of food available.

So, there are advantages to living in a country with a small population base. We have

to cater for a wider spread of consumer requirements so that our bakers are more multi-skilled.

Bakers also have to compete for a smaller number of customers, so they are more market

driven. Innovation becomes the norm and quality improves.

That is not to say that we can rest on our laurels. We need to keep up our high standards and convey to the New Zealand consumer how lucky they are to have access to world class bakery products.

Recipe idea from Malcolm Cook courtesy of NZ Bakels Ltd

Individual spicy pear upside-down cakes

When you think of this time of the year you automatically think of spicy Easter products.

In the past we have done the hot cross buns, spiced Easter cookies and stollen, which is why I have gone for the spicy pear upside down cake.

The spicy pear upside down cake works equally as well in an individual serving or as a whole cake.

Crushed or diced pear can also be folded through the batter.

The mild ginger flavour complements the pear.

The spicy pear upside down cake also makes an excellent dessert product served warm.

To get the best shelf life (approximately 5 days) from this product it should be kept refrigerated.

Enjoy.

Recipe

Yield = 12 cakes at 65–70 grams
or 1 × 9 inch cake

Soft Butter	200 grams
Castor Sugar	100 grams
Brown Sugar	100 grams
Eggs	200 grams (room temp)
Soft Flour	200 grams
Salt	1 grams
Baking Powder	2 grams
Mixed Spice	2 grams
Ginger	1 gram

Method

Beat soft butter and sugars on medium speed until light and creamy.

Add eggs slowly while beating until it is well blended.

Sieve all dry ingredients together, fold into batter until smooth.



Assembly

Using Bakels Sprink cake releasing agent, spray the inside of the pans.

Place slices of drained pears in the centre on the bottom of the pans.

Deposit 65–70 grams of cake batter on the top of the pears.

Bake in a preheated oven at 180 degrees for 20 to 25 minutes.

Leave to cool before tipping the cakes upside down.

Glaze lightly with Hadeja flan gel. This will enhance the appearance and help retain the moisture and freshness.

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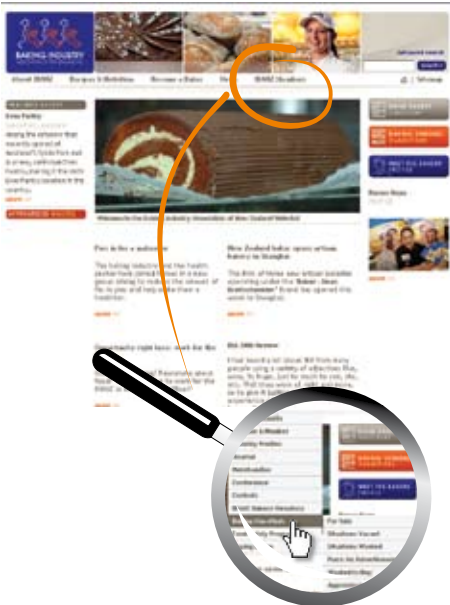
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Situations Vacant

Baker/Pastrycook Norfolk Island Lifestyle plus.

Our Hot Krust Bakery is situated in a central shopping mall, catering to the major portion of the Island's residents and visitors, requires a suitably qualified tradesperson Baker/Pastrycook to commence duties ASAP. Experience in scratch dough baking along with a wider experience of the pastry cooking and baking industries is essential. Preferably the successful applicant will also have experience in the baking of Continental/European style breads. We are seeking an honest self motivated person with a mature attitude. Norfolk Island is situated approximately 1000km north of Auckland, has a moderate sub-tropical climate and a relaxed lifestyle. Salary package, tax free, and in Australian dollars is negotiable commensurate with experience and qualifications. Certain criteria are required for residency on Norfolk Island and therefore we request a full personal and career resume. Replies can be sent by fax, email or by airmail in the first instance to:

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