

slice

for cafés, caterers and bakeries

Retail prices now
the latest survey

Sustainable bakeries
doing well while doing good

Where vanilla slices reign supreme

How giving cakes away makes business sense



The **medical evidence** is clear that **whole grains** have **health benefits** which reduce the risk of heart disease, stroke, cancer, diabetes and obesity.

For more information on whole grains visit:

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A member of the International BAKELS Group

Slice® is published by the
BIANZ and incorporates the
New Zealand Bakers Journal.

ISSN 1175-141X



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From the Office

BIANZ EXECUTIVE OFFICER **BELINDA JEURSEN** REPORTS

Christmas is long gone, Easter is almost here. The baking year is partly determined by religious and public holidays and the products associated with these. Hot cross buns and Simnel cake are Autumn fare for us in the Southern hemisphere, cheering us up just as the colder months are setting in.

Correspondence

The following letter has been received and is much appreciated.

Dear Belinda and team

We would like thank you all for all the hard work that you do in each of your different tasks relating to your positions in the executive of the BIANZ.

We would like to especially thank you for organising the BIANZ conference and baking competition. It was a great honour to win the award 'Bakery of the Year'. The prizes that you gave were very generous and we thank you for that. All that you gave has been great for business and we are very proud to be able to showcase our awards. The billboard has been very successful, with lots of comments from our customers. Thanks once again and see you next year.

Kind regards

John & Anneke Kloeg

Michael & Rosalie Kloeg

Ten O'clock Cookie Bakery Cafe



Competition, conference and a show

Before we know it, it will be mid-year and the Fine Food Show will be on in Auckland.

The BIANZ executive and I are working hard to get ready for the event, taking place at the ASB Showgrounds from 13-15 June. It's the first time we are combining our annual conference and competition with such a prestigious show and we are really looking forward to offering our members and other traders an opportunity to see exactly who we are, what goes into judging our competition, and some great baking from New Zealand's best bakeries.

Free access

If you are a BIANZ member you will have free access to our exclusive members' lounge – somewhere to relax, do business and take part in facilitated workshops during the three-day show.

We'll be sending out registration packs to you in late April and

registration for the Fine Food Show is free if you register in advance, so do take advantage of this. We'll send you your entry ticket for the show and a free pass for the members' lounge.

Our popular Annual Awards Dinner will be held at the Rendezvous Hotel in Auckland at the same time and tickets for this will be on sale from April onwards.

The registration pack will have the details on this, and our website will be updated regularly, so if you need information visit www.bianz.co.nz

A chance to shine

Entry forms for the Bakery of the Year Competition will be sent out with the April issue of *Slice* so please look out for these and enter. It's a great chance to showcase your products to thousands of traders at the Fine Food Show. You can also enter online from the beginning of May.

An opportunity to save

To all BIANZ members, I am here to help. Please phone or email me if there is any baking-related business I can assist you with.

Our Food Safety Programme is being used by many of our members now, as are our employment agreements and the free legal advice offered by our solicitors.

The BIANZ Partners also offer you excellent discounts on their products and services. See the back of this magazine for a list of these partners. Make the most of your membership.

We hope to see you at the Fine Food Show in June.

Belinda Jeursen



NEW MEMBERS

The Baking Industry Association welcomes these new members:

The Naked Baker Ltd

Christchurch

Brumbys NZ (rejoined)

Auckland

Cake Connection (rejoined)

Wanganui

From the President

JASON HEAVEN KEEPS IN TOUCH



I hope everyone had a great Christmas and managed to get some time off with family and friends. I know in the bakery business it's not always easy to get away after Christmas.

This year is getting busy quickly with only a few months till BAKENZ 2010 @ Fine Food New Zealand. It's shaping up to be an event not to be missed. Not only will you have all the usual benefits that come with attending our conference but also plenty to see at Fine Food, a host of awards to be won in this year's Bakery of the Year Competition, and innovations galore to inspire you. Be sure to mark 13–15 June down in your calendar.

What else will this year bring? Well I know from personal experience that it's not easy being in business these days: the minimum wage is on the rise, the government is talking about putting GST up to

15 percent, and the cost of raw materials is not as stable as in past years.

I feel that managing costings and prices will play a big part in running your business over the next six months. In our business we use the Milly costing system and the BIANZ has just done a deal on the price of this for our members. Also as a BIANZ member you have a network of bakers out there who are more than happy to talk to you about costing.

Folic Acid

The folic acid issue has not gone away entirely (see page 13) and the Executive Committee will be organising more information about it for members this year.

Facebook

Over the past few months I have been checking out bakeries on Facebook. It is a novel and cost-effective tool for keeping

in touch with your customers. I suggest you take a look, search for bakeries and watch their postings. You'll probably get some good ideas for promoting your own business.

With Easter just around the corner, things will be getting busy in the baking world with everyone making hot cross buns.

Information has been sent out for Champion's *Easter Bun Bake Off 2010*. This is a great way to promote your hot cross buns. When you register they send you a promotional display kit that will make your buns stand out and also show customers that you have entered into the nationwide competition.

Well, happy hot cross bun baking and I hope that you all have a great Easter trade.

Jason Heaven

Holidays Act set to change

by Amanda Munting-Kilworth

The Government is reviewing the Holidays Act 2003 with the aim of making it easier to understand and apply, reducing compliance costs, and making it more readily applicable to different employment patterns.

A Ministerial Advisory Group made up of employer and union representatives was set up to look at what could be done.

The employers' representatives recommend simplifying the way relevant daily pay is calculated for statutory leave. The union opposed details of the employers' representatives recommendation, offering an alternative method of calculation.

Holidays for cash

The employers' representatives proposed that employees' representatives be able to trade all but three weeks of their annual holidays for cash, an idea strongly opposed by the union representatives.

The Advisory Group also looked at recommendations regarding casual workers, the possibility of employers and employees agreeing to transfer public holidays, and considered the treatment of alternative holidays.

The group recommends no changes to the current law regarding public holidays. The union recommends however that Easter Sunday becomes the 12th public holiday while the employer representatives recommend the status quo.

Following the Advisory Group's recommendations we anticipate that a bill will be drafted for introduction into parliament in the near future.

Amanda Munting-Kilworth is Employers' Advocate MGZ Ltd. (Sarah Bradshaw is on maternity leave.)

McPhail Gibson & Zwart Limited specialise in providing employment law advice to employers.

BIANZ members are provided with a free telephone advisory service for an initial consultation (after which the standard charge-out rates will apply).

If you wish to discuss any employment law-related issue, please call Sarah Bradshaw at McPhail Gibson & Zwart Limited on 03 365 2345.

news and views

Fine Food on the up and up

Fine Food New Zealand, venue for the BIANZ conference and competitions, is looking more exciting and interesting every day.

The family of Fine Food shows are arguably Australasia's largest foodservice, retail, and hospitality trade events, with shows in Sydney, Melbourne, Brisbane, Perth, and now Auckland plating up the latest products and services from bakery goods, equipment, food and drink, to furniture, hotel supplies and tableware.

"We're already at 70 percent capacity with exhibitors for Fine Food New Zealand, which is fantastic, and now we can help New Zealand exhibitors expand their presence in the Australian market and further strengthen trans-Tasman business links," says **Dona White**, CEO of North Port Events.

"Fine Food New Zealand is already benefitting from its massive exposure to the Australian and international markets with about 20 percent of our exhibitors coming from Australia, Italy, the USA, and Asia.

"On top of that, about a quarter of our visitor pre-bookings are being made by people from Australia, the United States, Malaysia and China."

Kiwi exhibitors booked so far include Allpress Espresso (coffee roaster), River Farm (boutique winery), Kapiti Cheese, The Pastry House, Ceres (organics), NZ Fresh Cuts (salad greens), and Telegraph Hill (premium olive products from Hawke's Bay).

Exhibitors from overseas include the Southern United States Trade Association, the British Consulate, Imperial Tea (Sri Lanka) and Pantainorasingh Manufacturer (Thailand).

All up, White expects to feature about 250 exhibitors at Fine Food New Zealand and attract between 5000 and 6000 registered trade visitors.

World record chocolate log

It's official. Whakatane in the Bay of Plenty is the home of the world's longest chocolate log.

Created by bakers at New World Whakatane, the massive cake, 35.79 metres long and weighing 77.976 kilograms, won a place in the *Guinness Book of Records* after its measurements were verified in November.



Photo from the Whakatane Beacon

The Whakatane New World team start to slice their record-breaking chocolate log for supporters in Whakatane.

The previous record was a mere 10 metres long.

Containing 3200 eggs and 33 kilograms of flour, the log was baked in sections which were assembled in a length of nylon guttering before being iced, decorated with fresh strawberries and displayed in the supermarket's carpark.

The initial aim of creating a 50 metre log had been abandoned as too time-consuming, bakery manager **Carla Hird** said.

The brainchild of Whakatane store operations manager **Rosemary Sloman**, the successful record bid was set up to benefit Canteen, an organisation for teenage cancer sufferers and their siblings.

Slices were sold for gold coin donations and the money was used to send a Canteen representative on a leadership training course.

Mrs Sloman said challenging the world record had involved meeting strict criteria. "We had to prove both the recipe and the weights and it took six weeks to register the attempt with Guinness."

Wages rise

The Government has increased the minimum wage from \$12.50 to \$12.75 per hour. The announcement in January will come into effect on April 1. The training and new entrants' minimum wages will increase from \$10 to \$10.20.

The increase was condemned as too small by various unions while Business NZ Chief Executive Phil O'Reilly said that the current environment makes adjusting the minimum wage a difficult balancing act and that the increase "is probably reasonable in the circumstances."

Starbucks debranding?

It's hard to retain that aura of cool, the relaxed hint-of-ex-hippie atmosphere, when all your outlets clearly have the same corporate-designed look.

Now Starbucks in the US is about to change its image with an attempt at more localised "authenticity." The compulsory colour scheme and interiors will be varied with local artefacts, community noticeboards and possibly, rumour says, second-hand furniture.

To kick off their "rebranding" initiative in the US, they opened a new outlet in Seattle branded '15th Ave. Coffee and Tea Inspired by Starbucks'.

So will we be seeing an "Onehunga Café and Pies Inspired by Starbucks" here? Restaurant Brands, the New Zealand operators, aren't saying.

Kiss and Bake Up grows up

SK Bakery in Otaki (profiled in The Bakers Journal in October 2007) was relaunched last year as Kiss and Bake Up.

Originally the Sponge Kitchen, **James and Annette Cootes** renamed it SK Bakery when they took over in 2002. Since then they've grown the business enormously, with two outlets now in Otaki – one on SH1 where it passes through the eastern end of town and another in Otaki-proper – plus another down in Waikanae, nearer Wellington.

They've also developed ancillary businesses, building on their highly successful cake decorating side by making figurines for other bakers, and extending the catering side with team-building events featuring baking.

US National Cupcake confusion ...

Several US "authorities" (ie food bloggers) point to October 18th as National Cupcake Day in the USA.

However, along with National Cheeseball Day (April 17), National Candied Orange Peel Day (May 4), National Peaches and Cream Day (June 21), National Blueberry Popsicle Day (September 2), National Gazpacho Day (December 6), the website National Food Holidays lists December 15th as National Cupcake Day.

What's a cupcake blogger to do? One suggested that in the worst case, they get to celebrate twice!

... while Australia turns to custard

Meanwhile Australia's national Vanilla Slice Day is celebrated as a moveable feast on the first Friday of September, focussing on the northwest Victoria town of Ouyen where the Great Australian Vanilla Slice competition is judged.

The Australian passion for the vanilla custard slice is rapidly making it as iconic as the meat pie. (See article on page 18.)

Roy West moves to Hospitality

Well-known Auckland baker **Roy West**, who sold his Albany bakery last year, has joined Southern Hospitality as Bakery Sales Consultant, based in Albany.

Banks to Bakels

Formerly with Southern Hospitality, **Clifford Banks** has taken up a position with NZ Bakels as Key Account Manager to Progressive Enterprises.

Peter Grant takes a break



Peter Grant, Chief Judge of the Bakels Supreme Pie Awards, did his last marathon judging session for the 2009 competition and was farewelled at a small formal morning tea function in Auckland in December.

Bakels GM **Duncan Loney** paid tribute to Peter Grant's knowledge and patience, recalling also the dismay he felt when Peter and his team selected a poached pear pie as supreme winner at his first competition in the role. From a marketing point of view, Duncan felt a meat pie would have been much more suitable.

"I got a bit of stick for that," Peter recalls. "I described it as the best pie I'd ever seen."

Peter Grant had not been told the nature of the morning tea to which he had been invited, so it was a surprise party for him. Nevertheless he delivered a typically graceful and entertaining thank-you speech, recalling some of the funnier, more memorable moments of his career as a baker and judge.

Peter entered baking in 1983 after a career in quantity surveying and management. He was a judge from the beginning of the Bakels Supreme Pie Awards and took over as Chief Judge from Peter Gray after Peter died in 2005.

NZ Bakels presented Peter Grant with a miniature version of the Supreme Pie Awards rolling-pin trophy.

Dennis Kirkpatrick is taking over as Chief Judge of the Supreme Pie awards and **Paul Hansen** takes on the role of Auditor.

Europain goes biennial

This year's exhibition in March in Paris marks a shift to a biennial schedule for Europain. Previously it has been held every three years. The next Europain happens in 2012.

New dates for iba

The next iba is set for 17–22 September 2012 in Munich. It will now start before the Oktoberfest and end on the first day of the festival, thus the dates for iba will no longer overlap with those of the Oktoberfest as they have in the past.

Permanent venue

The main reason for the date change was the recent decision to make Munich the permanent home of the event in future. The earlier dates are expected to bring twin advantages to exhibitors and visitors: on the one hand the cost of accommodation is considerably reduced, and on the other it still gives participants a chance to combine iba with a trip to the Oktoberfest.

more news and views

John Crawford jammed in



John Crawford, ex-Westons, has cornered himself with a hole-in-the-wall café at the western end of Manners St, Wellington.

He opened last August, taking over the space from a sushi bar via a Trade-Me ad. The name, clearly suited to the triangular cupboard-like space, actually stands for John and (his wife) Melanie.

The hours – 6.30 am to 3.30 pm – are giving him a welcome amount of family time at present, although he's now itching to get his hands back in the dough and tempted to take on an offsite bakehouse for at least some of his goods.

He's keen to take another crack at the Bakery of Year awards. He did well in those a few years back.

With a flash-looking website, a busy Facebook presence, a lively Twitter feed, random stunts (check out the gorilla suit on the website) and a variety of online and on-the-spot promotions – he recommends voucher swapping with neighbouring businesses – he reckons he's quickly built a loyal base of "damn good customers."

See www.jamcafe.co.nz

Joint venture in Colorado

The Ganja Gourmet, America's first medical marijuana ("MMJ") restaurant-dispensary, has opened in Colorado.



Marijuana can be bought and sold legally in small quantities strictly for medicinal use in many US states now.

The Ganja Gourmet's

blackboard menu offers "Medicinal Edibles, Medicinal Chocolates, Brownies, Cheesecakes, Almond Horns, Medicated Pizza & Lasagna".

Customers are also invited to sit down at the "Bud Bar" and choose their strains from the "Bud-Tenders".



The Ganja Gourmet advertises that it sells strictly locally grown crops, mainly organic and soil grown, "in order to ensure our patient's health."

Food Safety Plans to be Mandatory in the USA

A US Senate health committee unanimously passed the FDA Food Safety Modernization Act late last year. The bill amends the Federal Food, Drug and Cosmetic Act.

"Food safety is the highest priority for bakers," said Robb MacKie, president and CEO of the American Bakery Association (ABA). "And ABA commends the Senate HELP Committee for addressing these critical issues."

The bill includes a host of proposals to improve food safety, including mandatory food safety plans in food facilities and tighter food-borne illness surveillance.

Cholesterol cutting foods named

America's top-rated Harvard Medical School has recommended 11 foods that make easy work of lowering cholesterol.

The foods on the new list are all capable of lowering cholesterol but do so in different ways.

Some deliver soluble fibre, which binds cholesterol and its precursors in the digestive system and drags them out of the body before they get into circulation. Others give you polyunsaturated fats, which directly lower LDL, and some contain plant sterols and stanols that block cholesterol absorption.

Most of the 11 cholesterol fighting food groups are in the bakery domain. They are:

- Oats
- Barley and other whole grains
- Beans
- Eggplant and okra
- Nuts
- Vegetable oils
- Apples, grapes, strawberries and citrus fruits
- Foods fortified with sterols and stanols
- Soy
- Fatty fish
- Fibre supplements.

Harvard Medical School elaborated on this list with information on potential sources of these food groups and data on their nutritional value.

Bakery cafés boom in bust

US bakery cafés are going from strength to strength, despite the country's weak economy, with the top 25 bakery café chains' sales growing to more than \$4.5 billion, a nearly 12 percent increase, according to the 2009 Technomic Top 25 Bakery Café Chains Restaurant Report.

Led by Panera Bread, Einstein Bros. Bagels and Au Bon Pain, units increased by nearly 7 percent to 3,108 locations.

NEW products

Intelligent weighing system



Now available in Australasia, the **Stevens** intelligent weighing system helps manufacturers and food processors improve recipe control and product consistency, and reduce raw wastage. At the same time it offers a paperless traceability system.

Goodman Fielder already has three systems installed in New Zealand and Palmerston North's Golden Crust Pastry Makers installed one in August.

Wedderburn Scales is Australasian agent for the Stevens system.

"The Stevens system is the only intelligent weighing system we're aware of in the New Zealand market which controls the manufacturing process," explains Brenda Davenport, Wedderburn's New Zealand marketing manager.

"In essence, unless an operator weighs each ingredient out to management-set tolerances, he or she cannot proceed through the recipe to the next ingredient. In short it polices the manufacturing process 24/7."

Wedderburn now conducts site valuations, supplies hardware and software on behalf of Stevens, and provides full after-sales technical support. Visit their website to view installation reports from around the world.

For further information contact:
Wedderburn, Freephone: 0800 800 379
Email: enquiries@wedderburn.co.nz
or visit: www.wedderburn.co.nz

Pear reshaped?

New from Enzafoods New Zealand Ltd: Fresh Fields maple flavoured New Zealand pear syrup.



Described as "a delicious vibrant, tangy taste sensation," Enzafood say the new product is "great at breakfast. Drizzle over pancakes, waffles, muesli and porridge. Boosts flavours to meat marinades, jus or gravy. Perfect tenderiser or ham glaze."

"Maple pear syrup complements desserts as an exquisite topping ingredient

or plate decoration".

The new product will be on show (and on taste) at Fine Food in June.

Contact Enzafoods for further details



Opportunity

Slice is looking for news from suppliers about new products and services. We are offering free space to promote these with up to 150 words of copy plus a small photo (high resolution please) or branding – or maybe both.

Contact David Tossman
davidt@bianz.co.nz
04 801 9942



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CLEAN UP THE COMPETITION!!!

2010 Weston Milling Trainee of the Year Entry Form

The Weston Milling Trainee of the year competition is now in its prime! It only gets bigger and better every year. This year we have even more prizes, a completely new plan of attack at an absolutely amazing show, which is the first of its kind to come to New Zealand. That's right, the Weston Milling Trainee of the year competition will be held LIVE at the very first New Zealand Fine Food show, in Auckland 13-15 June 2010 in conjunction with the BIANZ conference.

What does this mean for your apprentices?

Massive industry exposure, great new skills, awesome prizes and a load of fun! What does this mean for the bakery/training institute which the apprentice is from? Also, massive media and industry exposure, priceless knowledge and skills which could be passed on to the business/institute and overall recognition.

Sarah Harrap, was our winner for 2009 and she will be present at this competition yet again, but this time, to judge her fellow apprentices and bring previous competition knowledge to the show. Sarah has lifted the bar, and we look forward to seeing more apprentices with knowledge and experience similar to that of Sarah's.

Watch this space for competition entry details, and more information about the bake-off or visit www.westonmilling.co.nz for regular updates.



PRIZES (up to the value of \$20k)

- NZ Mill Tours (Tip Top, Purity, Weston Milling Akl, Well, Chch) \$3000
- Australia Mill Tour (Top Taste, Speedi Bake) \$5000
- Teddy Mixer \$3000
- 2 night getaway in NZ \$2000
- \$2000 Weston Milling product of your choice for your Bakery/Training Institution
- \$4000 Scholarship

Dates to be aware of:

- 15th March - Entry form due
- 9th April - Judging for the top contestants
- 3/4/5th May - Training at Heavens Bakery in Napier
- 13/14/15th June - Final Bake Off Comp in Auckland (Fine Foods Show)

ENTRY FORM

NAME _____

PHONE (Home) _____

(Mobile) _____

(Work) _____

EMAIL _____

MAILING ADDRESS (NO PO BOX numbers!) _____

Bakery/Employer/education institution in which you are completing your training

(Name) _____

(Phone Number) _____

Your current level of training at the above institute/bakery:

(E.G First Year, Level three?) _____

Entry form needs to be returned by 15th March 2010.

Please send this through to:

Mail: PO Box 22-753, Otahuhu, Auckland 1640

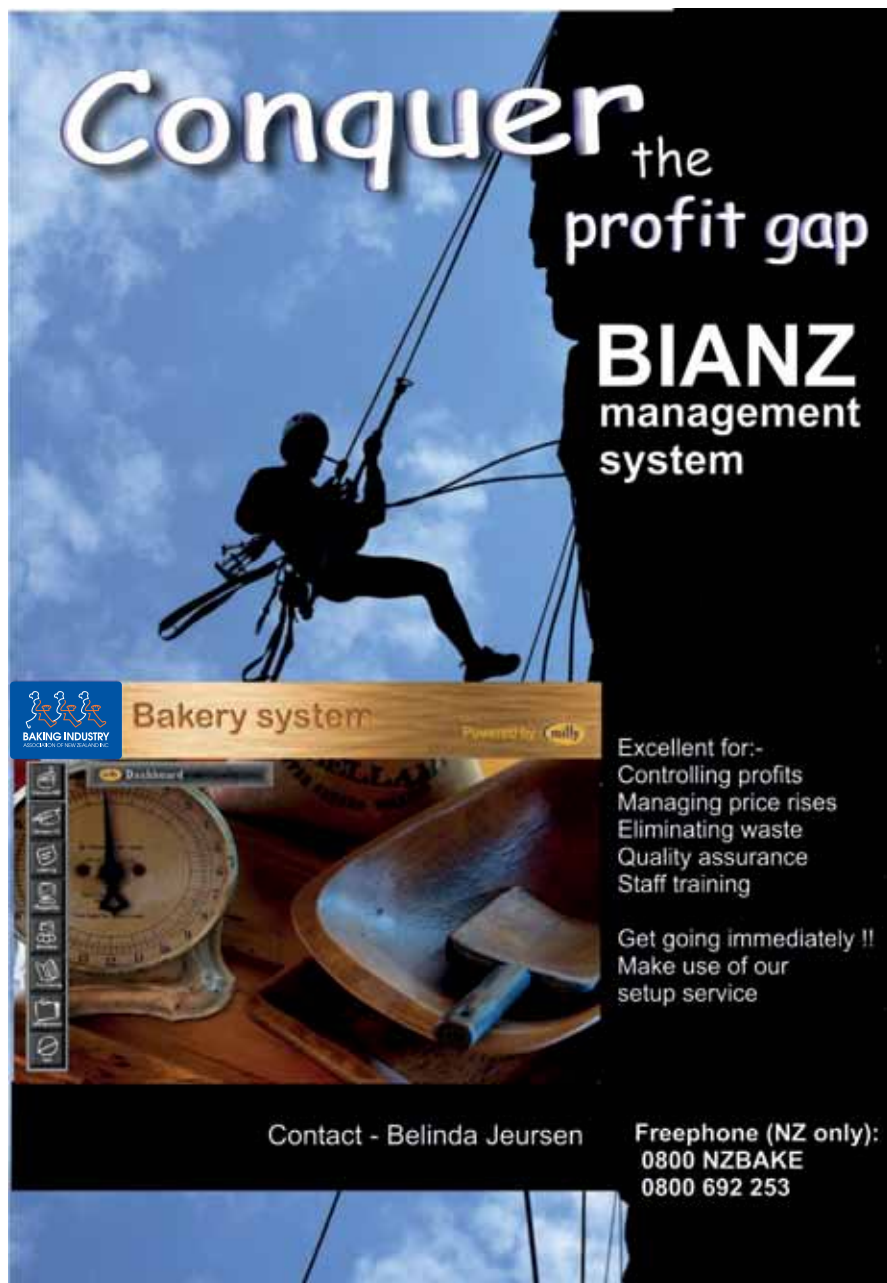
Email: veronica.thompson@gwf.com.au

Thank-you for entering into this year's Weston Milling Trainee of the Year 2010 competition.

We will be in contact with you shortly.



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Contact - Belinda Jeursen Freephone (NZ only):
0800 NZBAKE
0800 692 253

BAKING INDUSTRY ASSOCIATION OF NEW ZEALAND INC.

Great news for bakers

The BIANZ executive committee have been concerned for some time now with the impact of rising prices on practically all the raw ingredients bakers use. Now a solution is at hand.

Dealing with rising costs

Despite a so-called recession, prices have risen relentlessly, putting huge pressure on the viability of many bakeries (see retail price survey, page 20).

The most effective way to combat this is to cost every product you make and then figure out how to maintain your profitability.

Without a computer system to help it's practically impossible to do that.

Maintaining your margins

Following an agreement signed in February 2010 with Milly Systems Ltd, BIANZ members now have available their own BIANZ costing and labelling program at a very good price.

Milly Systems Ltd provides the BIANZ Bakery System itself and the support. In addition Milly Systems can provide a setup service so that busy bakery owners and managers can take advantage of the system almost straight away.

In the words of Jason Heaven, "this can only make the industry stronger."



Katrina Gordon
TRADE SHOWS

Katrina Gordon Trade Shows 2010

Hamilton	24 March	Claudlands Event Centre
Auckland	14 April	Ellerslie Event Centre
Manawatu	4 May	Plymouth International
Taranaki	6 May	Convention Centre
Rotorua	18 May	Convention Centre
Wellington	2 June	Overseas Terminal
Christchurch	14 July	Addington Event Centre
Dunedin	4 August	Edgar Centre
Nelson	17 August	Suburban Club
Greymouth	19 August	Regent Theatre
Invercargill	21 September	Ascot Park Hotel
Queenstown	23 September	Event Centre
Tauranga	6 October	Tauranga Racecourse
Hawkes Bay	13 October	Pettigrew Green Arena
Northland	3 November	Forum North Centre

And the winner is ...

Participants in both recent online BIANZ surveys, the folic acid survey and retail price survey, went into a draw for a copy of *Ladies a Plate – traditional home baking* by Alexa Johnston.

The winner is **Brooklyn Bread & Bagels** in Wellington.

The draw was witnessed by a JP in Wellington on February 19, 2010.

Manukau trainees do their tutor proud



Ralf Schmidt of the School of Baking and Patisserie at Manukau Institute of Technology felt that his students' work for their final assessments last year "went rather well."

"Some showpieces and cakes have been outstanding in ambition and quality," he said.

Enthusiasm at times outstrips ability, but anyone who doubts the commitment of today's up and coming bakers and patissiers should have plenty to be pleased with here.





Fine Food New Zealand

13 - 15 June 2010, ASB Showgrounds, Auckland

The most crucial 3 days of the year
for food and food service professionals.

It's a New Zealand first.

A powerful international trade show that meets the needs of the times and brings the whole dynamic food and food service together in one event: food, drink and equipment. Be here with the best and see live competitions and displays of a standard that really reflects the vitality of the profession.

Plan to cover all your networking needs at this perfectly timed, entertainment plus, all-encompassing event.

www.finefoodnz.co.nz

Register online now for free entry.

Live at the Show and not to be missed! A major BIANZ feature that includes:

- On-site judging of the Bakery of the Year
- Weston Milling Trainee of the Year Competition
- Static displays and more...!



Visitor Info: 0800 727 469

Exhibitor Enquiries:

Gail Lorigan, gail@finefoodnz.co.nz

Supported by the
BIANZ, NZ Chefs
Association and
NARGON



Events calendar

What	When	Where
 Europain & Intersuc 6-10 MARS/MARCH 2010 PARIS NORD VILLEPINTE - FRANCE boulangers, pâtisseries, traiteurs, charcutiers, glaciers, confiseurs, chocolatiers ...	6-10 March	Paris
Wildfoods Festival	13 March	Hokitika
Fine Food Queensland	14-16 March	Brisbane
Wine & Gourmet Japan	7-9 April	Tokyo
Bakery & Pastry 2010 9th International exhibition for the bakery and pastry industry. Part of FoodAsia 2010	20-23 April	Singapore International Convention Centre
Expo 2010	1 May-31 October	Shanghai
 BIANZ Conference Hands-on demonstrations, competitions, networking, the AGM and all of Fine Food New Zealand  Fine Food New Zealand including Weston Milling Apprentice of the Year bake-off, New Zealand Bakery of the Year, and much more.	13-15 June	ASB Showgrounds, Auckland
 Bakels Pie Awards judging	22 July	Auckland
 Bakels Pie Awards dinner	27 July	Auckland
Fine Food Australia	7-10 September	Sydney Convention and Exhibition Centre
Sachsenback trade fair for the bakery and confectionary trades.	11-13 September	Dresden, Germany
IBIE International Baking Industry Exposition	26-29 September	Las Vegas Convention Center
Bakery Indonesia	27-30 October	Jakarta International Expo
Australian Society of Baking Conference	October	Melbourne

Reducing salt in your bread – why the big guys have done it

150 tonnes of salt gone!

Goodman Fielder NZ Ltd, George Weston Foods NZ Ltd, Couplands Bakeries Ltd, Foodstuffs NZ Ltd and Progressive Enterprises Ltd have been working collaboratively with the Heart Foundation to reduce salt content in bread.

Why? These companies are doing their bit to help address New Zealand's number one killer – cardiovascular disease (heart disease and stroke).

Salt is the main source of sodium in our diet. There is a very strong link between high sodium intake and high blood pressure – a major risk factor for heart disease.

New Zealanders consume more than twice the recommended sodium level and 80 per cent of it comes from food such as breads, breakfast cereals and processed meats.

Since 2007, plant bakers have reduced sodium in most, if not all, packaged breads to 450 mg sodium/100 g bread. Collectively, this group have removed around 150 tonnes of salt annually from the New Zealand bread supply. To get to the target 450 mg sodium/100 g bread, they use salt at 1.7 percent of the combined cereal (flour and grains) weight of their dough. This level has been shown to have no detrimental effect on taste OR the handling of the dough.

You too can help address a serious health concern for all New Zealanders by incrementally reducing salt in your breads.

For more information please contact Namalie Jayasinha, Project Manager Food Reformulation, Heart Foundation, phone 09 571 4760; email namaliej@nhf.org.nz

TRY A TASTE

Make a loaf and tell us what you think. This recipe has the correct amounts of ingredients to get approximately 450 mg of sodium to 100 g of bread.

Flour (white)	875 g
Sugar	22 g
Salt	15 g
Instant yeast	2 sachets
Olive oil	65 ml
Hot water	310 ml
Cold milk	310 ml

The folic acid issue

A Slice survey by David Tossman

It ain't going away.

Having successfully pressured the government into abandoning its plan for compulsory fortification, the issue still gets many bakers hot under the collar.

A total of 51 bakers responded to the survey, which was run late last year via the internet.

Asked whether they understood how voluntary fortification works, eight responded "completely", 23 said "pretty much" and 17 said they would like more information. One declared him- or herself quite bluntly "not interested".

Just three of the bakers surveyed were actually fortifying bread voluntarily, one adding it to all bread except gluten free. Another is adding it to about 30 percent of their bread range and the third is adding it to just one percent of their bread.

Asked whether they intend to offer folic acid fortified breads in the future, 27 of the 51 bakers flatly said no and three said they would if it became mandatory. The other 21 ranged from a definite "yes" (one respondent) to various hedging responses such as "maybe", "not sure", "not immediately", "undecided", and "depends on customers".

The last question was "How could BIANZ or NZFSA help you with voluntary

fortification?" There were 37 responses, 16 of them asking in various ways for more information. These "more information please" responses included "Give us reasons why this is a good idea", "tell us a supplier", "a clear letter or email in simple terms about what it means ...", "supply costing per dose per kg of flour etc." and "publish some recipes."

One baker, keen on a more organic approach, suggested that "24 hour fermentation ... can double the levels of naturally occurring folates in the bread."

The other 21 respondents either made it clear that they didn't want to know ("The whole idea is stupid") or offered reasons why they would not be interested such as "Our brand and reputation is built on no additives ..."

One respondent helpfully suggested making the additive available in smaller quantities, pointing out that Bakels sells it in 15 kg bags, adding "At the required usage rate I will never get through the bag. I am only a small bakery!"

Overall it seems that there will probably be a little more uptake of the voluntary fortification scheme by smaller bakeries if more and clearer information becomes available. If there isn't such an uptake, the organisations pressuring the government for a mandatory regime just might renew their efforts.

In a nutshell

Folic acid is a naturally occurring substance in many foods that has been shown to prevent neural tube defects in babies (often resulting in spina bifida) if the mother takes it during the first weeks of pregnancy. Women likely to become pregnant have long been able to get a folic acid supplement in pills through their GPs.

The government, through the NZ Food Safety Authority and in conjunction with its Australian equivalent, last year proposed adding a manufactured form of folic acid (also known as folate) to virtually all bread in New Zealand, and began moves to make this fortification mandatory by law. (The proposed law did make exceptions for various special breads.)

In Australia, all breadmaking flour has to be so fortified. In New Zealand, for complex reasons, the fortification of flour is not practicable.

The BIANZ along with the New Zealand Association of Bakers (representing the major plant bakers) successfully convinced the government last year to abandon its proposed law.

Apart from major issues of freedom and choice, there are some doubts about the effect of the manufactured version of the chemical on healthy people. Also, adding tiny amounts of folate to batches of product would be costly and fiddly for many smaller bakeries.

The government agreed instead to voluntary fortification on the part of bakers. All the major plant bakers have since introduced fortified lines of bread as optional products.

There are pressure groups continuing to lobby for mandatory fortification.

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better all the time

Belinda Jeurssen looks at South African baking trends

I've just come back from a trip to South Africa where I took the opportunity to visit bakeries, cafés and food stores to see what is happening in another baking industry. It has been five years since I was last there and I was pleasantly surprised by the very noticeable improvement in the baking and café scene there.

South Africa has become a coffee culture in much the same way that New Zealand did a few years ago, and this has led to an explosion of cafés selling baked goods alongside coffee.

Many food stores and book shops now have in-store cafés that sell bread and pastries to take away or have on-site, and micro bakeries in restaurants are also becoming more common.

Many bakeries are combined with delicatessens and also sell cheese, speciality meats, sauces and preserves. Take home meals are in demand and the emphasis is on freshness, convenience and innovation.

Par-baked breads are sold in every supermarket and food hall and are regarded as everyday products by some sectors of the population.

Like New Zealand, the baking industry in South Africa has moved on from tired old favourites and stepped up the quality and range of what is available. As customers become more educated, the variety of breads, pastries and cakes continues to improve.

There is far less focus on traditional South African baked products and a noticeable move towards European style breads and pastries – a wonderful mix of Dutch, French, German and Malaysian baking.

For the first time there are wonderful artisan breads for sale everywhere, with sourdough, ciabatta, rye bread and seed loaves being the most popular.

Croissants and cupcakes are also very popular and are sold in supermarket bakeries too, something one would not have seen a few years ago.

There is also a huge range of organic products available now and many cafés market themselves as producing purely organic products.

There is an unprecedented amount of gluten- and wheat-free baking to be had and it seems that South Africa is following world-wide trends of niche marketing.

My first stop was Cape Town, a city which makes the best of a wonderful mix of European and African traditions. I had done some online research before I left and had a list of bakeries and cafés to visit. I was lucky enough to stay in Newlands, an area full of upmarket cafes, food stores and patisseries. My first morning was spent walking from one to another buying bread, pastries and biscuits to try.

Headed up by renowned pastry chef Patrick Moreau, Cassis Paris Patisserie sells French gateaux, viennoiseries and macarons. Their range of authentic, traditional French pastries made with real chocolate, butter and imported French flour was beautiful to look at and even better to eat. I bought a round sourdough loaf, almond daquoise, nougat pomme – a tart with roasted apples, topped with caramelised almonds in a case of sweet dough, a pear and almond tart, and bostock – brioche rounds dipped in almond syrup, topped and baked with almond cream and sliced.



There is far less focus on traditional South African baked products and a noticeable move towards European style breads and pastries – a wonderful mix of Dutch, French, German and Malaysian baking.



Next stop was Melissa's Food Store which sells a lot of packaged baked goods and incorporates a café serving delicious croissants and coffee. Sitting at a table outside with a view of Table Mountain on a beautiful summer morning reminded me again that baking is all about the good things in life. Taste and memory are so intricately connected and baking is a very evocative art. Melissa's sells some traditional South African products such as rusks, as well as breads and other biscuits. They obviously attract lots of locals and are a popular breakfast destination.

Also in Newlands is Bon Fromage, a café that combines with a deli and bakery. They make a small range of tasty artisan breads and pastries, sold alongside delicious local cheeses.

Paternoster is a small traditional fishing village about two hours from Cape Town on the West Coast. It has become a crowded holiday destination and cafés and bars have opened for visitors in the summer months.

We avoided the main hotel and instead found Die Winkel Op Paternoster (The Shop at Paternoster). After eyeing up their home-made farm bread, butter and cheesecakes, we stepped out the back and found the most delightful garden where breakfasts and lunches are served. It was an oasis amongst the madness of the tourists and I enjoyed a breakfast of toasted farm bread, with bokkom butter and scrambled eggs. (Bokkom is a little fish caught locally, mashed up and mixed with butter to create a wonderfully savoury but subtle accompaniment to toast.)

Sitting in the shade with a pot of "moer koffie" (mud coffee) – stove-top coffee made very strong and served with hot milk – it

was one of the highlights of my holiday. We bought a cheesecake to take away with us and enjoyed that with afternoon tea later in the day.

In Durban a week later I was taken to Remos, an Italian restaurant and café which has a micro bakery where artisan breads and pastries are made for use in the restaurant and for sale to customers.

With its tiled floors, ceiling fans and enormous chandeliers, Remos feels distinctly European. There are even chandeliers above the bakery area and the products are made in view of diners, something one would not have seen a few years ago in South Africa. Their chocolate croissants were among the best I have tasted, quite an achievement when the temperature generally hovers around 30 degrees or more and there is no air conditioning in the kitchen. They are served on paper on a small wooden chopping board, a common trend in cafés there.

Woolworths is also worth mentioning. The South African equivalent of Marks & Spencer in the UK, they have moved way beyond being a clothing store – their food halls have sprung up everywhere and focus on high quality, fresh, convenience foods for singles and busy families.

They also stock a great range of packaged baked goods, from muffins and cupcakes to croissants, speciality breads, hot cross buns, mini swiss rolls and biscuits. Despite being quite expensive these food halls are always full.

Woolworths have also opened cafes in their stores with only organic coffee, juices and freshly made food that is sold by weight. What a pity they won't open here in New Zealand.

Cosmo 2009

Michael Gray reports on his visit to Victoria with Jason Heaven

Jason Heaven and I went to Melbourne in October for Cosmo09, the BIAV (Baking Industry Association of Victoria) conference, their first in a number of years.

It was a worthwhile event for BIANZ to be represented at and offered a good insight into how the BIAV is tailoring its conferences, giving us new ideas on how we might encourage greater diversity and attendance at our conferences.

A number of our New Zealand suppliers were also there, and I believe showing our support for the industry on an international basis helped affirm the BIANZ's position in the industry.

There is great interest in having all Australian and New Zealand baking associations meet once or twice a year in a think-tank style forum where we can discuss what is working for each association and hopefully help solve each other's problems.

Good on us

The Australian associations applauded our efforts in the rejection of mandatory folic acid fortification. Australian associations believe that we need to deal with such issues jointly and with force in future.

The conference

The conference began on a Wednesday with registrations: a very casual session giving people a chance to look at supplier stands and do some useful networking while the BIAV and National State baking competitions were being judged.

The next two days were packed with hands-on workshops. My favourite was a panel of well-known Australian bakery owners. It proved to be very informative with many ideas and theories being discussed by panelists and delegates: a great way to learn.

Pumped

The infamous Tom O'Toole from the legendary Beechworth Bakery gave yet again an inspirational motivational address. I have seen his presentation at least five times now and I am still

pumped up and itching to get back to work afterwards.

Dean Brettschneider gave a presentation on bread. Most delegates found this very interesting and enjoyed sampling some of his great tasting sourdoughs and unusual flavour combinations. (If you're in Auckland I recommend checking out Dean's new 'micro bakery' at the always-popular Zarbo in Newmarket.)

Dare to dream

A great goal-setting session was run by an Australian business coach, Richie Williams. As business owners, managers and employees we all need to set goals and draw a map of the road we wish to follow. The distant future, said Richie Williams, is the best place to start. Dream of what and where you and your business want to be and work backwards until you have a plan for the next month. Then write it down so you can hold yourself accountable to it.

The road trip

What conference isn't complete without a bakery visiting road trip? Regrettably the planned coach trip fell through but we got a list of bakeries to check out and did a bit of a drive – over 800 kilometres in a single day.



Time for reflection: the bakery business discussion panel at Cosmo09

We went up through Healesville then Shepparton —known as the fruit bowl of Australia and – after passing several dead possums, two kangaroos and one struck-down cat – arrived in Tatura where we met Jeff and Glenda Alexander from Tatura Hot Bread. They had won both the training award and also the Bakery of the Year Victoria. They have an amazing bakehouse that up until April 2008 was still using an old wood-fired oven.

See the interview on page page 18.

We continued to Echuca, Bendigo and finally back to Melbourne. This sort of road trip is a great way to meet people and gain useful ideas and a must for us every time we travel.

I always ask suppliers to recommend bakeries to visit as they often have reps in the region.

Brunetti blows the mind

Melbourne has always been one of my favourite cities, with such a diverse and ever-changing range of food to see but I do have some regulars including Patterson Cakes, David Jones food court, and Brunetti, an authentic Roman pasticceria. Those of you who have seen Brunetti will surely agree that they are mindblowing. If you haven't been there, plan a trip.



Michael Gray, Jean Alexander, Jeff Alexander and Jason Heaven with the wood-fired oven used until recently at Tatura Hot Bread.

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Vanilla slice secrets stay intact

Tatura Hot Bread impresses many experts

David Tossman reports

With the likes of Beechworth, for one, the small towns of Central Victoria are rightly famous for their great little bakeries. A steady stream of “grey nomads” – retired Australians (and quite a few Kiwis) – provides an internal tourist industry for the small towns that can’t be matched in New Zealand. The nomads are out for good old-fashioned treats and that is where the money is.

Checking out a number of those great little businesses on their recent dash around the Victorian countryside, Jason Heaven and Michael Gray were most impressed by Tatura Hot Bread.

The small town of Tatura lies a little beyond Shepparton in the “fruitbowl of Australia”. The bakery was established in 1878. Current owners, Jeff and Jean Alexander, took over in 1982.



Top shop: Tatura Hot Bread.

I spoke to Jean Alexander in January. “We had it from 1982-87 when we sold it to Jeff’s brother Glenn, then bought it back from him in 1999 and we’ve had it ever since,” she says.

The old oven

“Up until April of last year we cooked our products in our old wood-fired oven,” Jean said. “We still used wood, but found that it wasn’t coping with the amount of product we were making. We decided to renovate so that we could put in an electric oven, and make our seating area bigger because of demand.

“Two weeks before we shut the oven down we had bits of brick falling out of



Above: the objects of desire, the famous Tatura vanilla slices. Below left: our intrepid investigators seek out the secret ingredients. Below right: sprung with a smile and a friendly but firm refusal to show anything but the precious slices in their finished form.



the roof – which wasn’t a good thing, and the fire box we throw the wood in had collapsed as well. At the moment we’re not using it because we have to do a lot of work to get back to working order, but we’ve done it up as a feature of the shop.”

Quality rewards

“We like to provide quality products. We’ve proved ourselves by winning a lot of awards for our products.

At the Cosmo awards in 2009 we won 16 awards altogether, 12 of them for product. We also won the Bakery Trainer of the Year award, we came second in the Overall Breads category, second in the Overall Cake and Pastry category, and our apprentice came second in the Apprenticeship category. We were very busy that morning, but we’ve got good staff – which is all that matters!”

The tourist trade

“We won [The Great Australian Vanilla Slice competition] in 2006 and 2007. We went from making 250 vanilla slices a week to 3000 a week six weeks after we won it the second time. It has levelled out now, but that’s a lot of vanilla slices in a

day, believe me. They’re all sold through the shop; people come from far and wide to get our vanilla slices. We’ve become a tourist attraction.

“There’s a lifestyle TV show over here called The Great Outdoors and we’ve

actually had a reporter come up and do a story on the vanilla slices two years ago. That gave us exposure all over Australia which is how we’ve become a tourist attraction.

“Earlier in the year another lifestyle show called Coxy’s Big Break came up and did a story on making vanilla slices too. That’s great advertising for our business.”

Rave review

For enthusiasm it’s hard to beat this review of Tatura Vanilla Slices from the *Vanilla Slice Blog* <<http://vanillaslice.wordpress.com>> written in 2008.

Currently rated Australia’s Slice of Perfection, and rightly so. The custard and pastry were perfect; a sweet, soft, eggy vanilla cream sandwiched between wood fired crisp, unsweetened buttery pastry and topped off with a meltingly soft, sticky icing ... Sensational!

I asked Jean Alexander about their plans for the future. “We employ 31 staff and we can seat 50. Because we just finished our renovations in November last year, we want to now focus on getting everything settled and all our procedures right, just enjoy the ride – try to kick back a little and let the staff take over. We’ll still be here but we’ll let them take a little more responsibility now, reap the benefits of all our hard work, and just enjoy ourselves for a few more years to come!”



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— Andrew Fearnside
Director Wild Wheat Limited



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over the many years.

I was involved with the NZ Baking Society for many years, Southern Hospitality have since become a preferred supplier and offer great discounts to members. They are one of the major sponsors of the baking competitions. It is great to see a New Zealand owned company putting back something into its customer base.

Dennis Kilpatrick
Jimmy's Pies



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CHALLENGE ON AGAIN – SOONER THAN YOU THINK!

Look out for Bakery of the Year Competition entry forms in the next issue of *Slice*, coming out in early May. The competition is coming up a bit faster than usual this year. BIANZ is taking part in Fine Food New Zealand and our competition will be judged live for the first time ever at the show, with entered products on view for the duration of the event.

Registration to enter the competition will open at the beginning of May. Judging will take place in view of Fine Food Show visitors on 13 June at the ASB Showgrounds in Auckland.

For more information about the 2010 Bakery of the Year Competition, make sure you get an entry form in the next issue of *Slice* magazine, or register online at www.bianz.co.nz. Registration closes on Monday 31 May and entered product needs to reach the ASB Showgrounds on Saturday 12 June.



The pizza oven – part 3

by Gary Cameron

It happened!

We got a fine Saturday, so the oven was fired up, ingredients made ready, bases rolled out, and cheese grated. The whole nine yards, and it worked, we sold pizzas. In fact we sold out, and it proved to be a great talking point with customers.

So all the effort has been worthwhile, and it is now a permanent fixture – weather permitting. No fun in the rain.

I must mention that the café is not endowed with a large mixer so we prevailed on the local Woodville baker to make up bulk dough for our use, which we scale off and freeze.

Considering he had only owned the bakery for three weeks at the time and he's not a qualified baker, he is doing a great job. Just the sort BIANZ needs.

All has been successful, but I await with interest (or trepidation) my daughter's next bright idea.

Cheers,
Gary



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All in the family



Brendan Williams looks at family conflicts in the workplace and how to deal with them

Conflict between family members in a family-run business can be an especially unpleasant experience, both for those in the family and those working in the confines of such a place.

Because of the familiarity family members have with one another, there can be a tendency to forget the norms associated with workplace behaviour and revert to pushing each other's buttons to make a point. This is rarely constructive and can be viewed with disdain, unease or embarrassment by non-related employees. There is a real danger that the more valued members of your workforce will see such behaviour for what it really is and judge that it has no place in a well-tuned workplace, while those with no real desire to help your business succeed will often joke together about it at the pub after work and diminish further the respect they have for their workplace and those who run it.

There are many bonuses to working with family members in that trust is rarely an issue, similarly their desire to make your family a success. Maybe you don't like your relative or, conversely, you're very close to that person? You could be overly critical or overly protective of them and overlook their mistakes. Nepotism is a real concern in family-run businesses and non-related workers will be less likely to put in the hard yards if they perceive a double-standard for family members.

As a result of the familiarity you have with family, you may find it difficult to be rational, logical, accurate or fair with your thoughts, feelings and behaviours when it comes to interacting with them. Your relationship with them, both at work and in your personal life, is probably suffering, so how can you make it work?

1. Acknowledge that there is a problem and it's affecting the success of your business and your family;
2. Discuss the impact that this behaviour is having on your business and/or other employees;

3. Agree to work together to maximise the relationship for your own sake as well as that of the business. Make your interaction less personal and more professional;
4. Specify goals so that interactive behaviour can be measured against achieving them. Make sure your goals are SMART (Specific, Measurable, Attainable, Realistic and Timely);
5. Outline clearly **who** is responsible for **what**. When employees at any level are confused about who is responsible for any given area, conflict and misunderstandings result. Productivity, worker satisfaction and customer satisfaction all decrease. Make sure all tasks and responsibilities have owners, each person's reporting relationships are clearly outlined, and their title and spot on the organisational chart is clear;
6. Outline daily decision-making processes (including who can make what kind of decisions, who is involved in these steps, and how decisions are to be made) and clearly define the channels of communication advising the outcome of these decisions. This means that respect is maintained and no-one feels left out;
7. Leave your work at work. *Don't* take it home.

Now that you've made the big step to change the working relationship you have with your family, remember to stick to the plan. Make sure that others can trust what you're saying and doing by backing up your thoughts and actions with clarity and explanation.

Separating personal feelings towards your family from those that are necessary for your business to prosper and grow will not only make your business a better place for all, but will ensure that you can still be family outside the workplace.



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Retail prices survey

by David Tossman

PRODUCT	Average Price	Highest	Lowest
Mince pie	\$3.60	\$5.80	\$2.20
Steak & Cheese pie	3.83	5.80	2.20
Sausage roll	2.10	3.70	0.79
Basic Ham Filled Roll	4.26	6.50	2.90
White tinned loaf	3.46	5.50	1.50
Chocolate Gateau – 8 inch (20 cm)	28.48	45.00	8.50
Hot Cross Buns - each	1.49	2.80	0.50
Chicken pie	4.07	7.00	2.20
Top gourmet pie	4.63	7.00	3.00
Plain gluten-free bread loaf	6.03	9.00	2.50
Wholemeal loaf	3.67	6.00	1.50
Blueberry (or similar) muffin	2.76	4.20	1.40
Cheese scone	2.35	3.50	1.00
Afghans – each	2.24	4.00	0.86
Croissant	1.93	3.50	1.00
Chocolate caramel square (or similar)	2.58	4.50	1.40
Apple turnover	2.82	4.00	1.00
Long black coffee	3.27	4.50	2.00
Latte	3.66	4.50	2.00

A steady rise

The retail prices survey ran on the internet through January and early February 2010. It garnered 49 responses, 29 from the North Island and 20 from the South.

The survey reveals a steady rise in prices, mainly reflecting, from the comments added, higher raw material costs. These are worrying some, while others simply raise their prices and maintain sales anyway. Mince pies average \$3.60 now, up from \$2.80 in late 2009 and \$2.70 in 2006.

Clearly price comparisons are not always fair in this kind of survey. Some of the respondents noted this in their comments (eg "My filled roll is not really basic ..."). You should assume then that the top prices show what customers are prepared to pay if the product looks really good.

The mood

Asked how business was generally, 18 respondents ticked "better than last year", 25 ticked "about the same" and five ticked "worse".

Looking forward, 22 thought the year ahead would be about the same as last year, 22 thought it would be about the same. No-one ticked the "worse" option.

New products

Just over a third of the bakeries in the survey said they had introduced new products during the past year. Some bakeries listed several. Three mentioned new gluten-free products. Among the new products:

- Cheese & Relish Sausage Roll
- Vegetable Frittata (Gluten-free)
- Thai Chicken Gourmet Pie
- Nougat-Orange Madeira Layer Cake
- Wraps
- Mousse Products In Different Forms
- Friands
- Brownies
- Brioche
- Cupcakes (several bakeries)
- Hot Roast Beef Sandwiches
- Fresh Strawberry Tarts
- Danish Plaits
- Cinnamon Twists
- Venison Pie.

Gourmet pies

Thirty six of the bakeries gave their top-selling gourmet pies. Four mentioned butter chicken.

The complete list:

- Beef, Sweet Chilli, Cheese
- Boil-up (Pork & Cress)
- Butter Chicken (4)
- Chicken & Camembert
- Chicken, Apricot & Brie

- Chicken, Brie & Cranberry (2)
- Corned Beef & Mustard
- Feta & Spinach
- Lamb & Kumara
- Lamb & Mint Sauce (2)
- Lamb Mint & Red Wine
- Moroccan Chicken
- Moroccan Lamb (2)
- Mushroom
- Seafood
- Smoked Fish
- Smokey Pork & Watercress
- Steak & Cheese
- Steak & Stout (2)
- Steak, Bacon & Cheese
- Steak, Bacon & Mushroom
- Steak, Bacon, Cheese & Onion
- Steak, Kumara, Tomato
- Venison.

General comments

Respondents were asked for comments about business in general.

- Still very tough with the minimum wage increase and the price increase of cheese and butter will make it even harder.
- Think we need to put more into retail staff training and encourage them to up-sell like McDonalds (very hard).
- All ticking along just fine ... although quieter spells now in café between peak periods ... we have upped our prices in the last year at least four times to counteract losses in profit margin!
- Business in general is slower than usual, although over the Xmas period we were far busier over the counter than we were with our wholesale customers.
- We have found business over the past year to be very good. The recession hasn't seemed to affect us at all ...
- Business in general last year was very good.
- Sales have not been too bad, even with a recession.
- Have noticed over the last year that people are willing to pay a little more for a high quality cake or treat. Had a record winter on pies.
- Business is very good. We are up on last year ... a lot of tourists around.
- On average more customers came in but spent less money.
- Business is tough as the discretionary dollar is getting smaller. There has been no growth in the industry. Now the minimum wage is going up and coffee and milk prices going up as well. [These] will have to be passed on to the customer as usual.
- More foot traffic would certainly help business ...

SURVEY THANKS TO

Andres Pies *
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 The Bakery'
 The Busy Baker & Cafe
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 The Gingerbread Man Bakery
 The Sheffield Pie Shop *
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KEY: Price Survey Folic Acid Survey Both *

Books

“A little of what you fancy does you good”

Two books that will affect the market, says **Belinda Jeursen**

bake – favourite home-made recipes by **Allyson Gofton**

Ladies, a Plate – Traditional Home Baking by **Alexa Johnston**

Home baking has become hugely popular lately as in a recession people attempt to look and feel like they are cutting back on eating out. The irony, however, is that it often costs more to bake at home, once you add up the ingredients, power and time, than it does to buy something from a bakery or café.

And trends like the one towards home baking don't necessarily mean everyone is going to start baking at home, but they do affect consumer demand as more people want to buy baked products that have a home-made look, in tune with what they've seen in magazines and baking books. Two books published in the last 18 months have taken this trend towards tradition and home baking as their starting point. Both have many recipes that could easily be adapted for the bakery or café, hence these reviews.

A friend gave me *Ladies, a Plate* last Christmas. She works in a book store and managed to get a copy before they sold out, which they did, incredibly fast. Alexa Johnston herself was taken by surprise at the book's mad popularity and has now brought out a follow-up book.

Alexa Johnston's book presents recipes she has collected over the years from dozens of community manuscripts and recipe books published over the last hundred years. She baked all the recipes in her own kitchen and took photos of what she baked as well as the original recipes sources, so the book is also a history of New Zealand's home baking tradition. Each recipe is accompanied by

an introduction which says where and who it came from and there are even photographs of the women involved. It harks back to the days when women were expected to turn up to events with a plate of something they had made themselves.

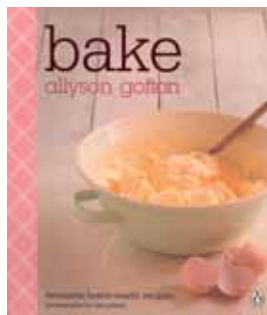
I've dipped into the book and made everything from Belgian biscuits with my six year old, almond fingers, fudge cake (on a far-too-regular basis), and apricot shortcake for a dinner party dessert, to

Friendly Road buns for lunchbox treats. *Ladies, a Plate* will be a classic and will remind people who grew up here of their childhoods.

Allyson Gofton's *bake* has contributed to my family's kilojoule count this year too. Anzac biscuits, chocolate shortbread, Louise slice, lemon squares, caramel oat slice (dangerously good), oat bran scones, date loaf, yoghurt and coconut loaf, feijoa and honey loaf, spice cake, banana cake, plum tart – I have been busy. This book has a huge variety of recipes and most work pretty well.

There are some unusual recipes alongside the more traditional ones, and occasionally just the use of an alternative ingredient puts a whole new twist on something familiar. The Casa Luna spice cake uses coconut milk and a special spice mix and was particularly flavoursome and different.

Of course, the other side to the home baking coin is that sometimes people want to buy and eat something that they simply can't make at home, due to lack of skill, time or equipment. It's here that good bakeries and cafés come into their own. But it's always good to keep an eye on what's being touted in current magazines and baking books to make sure you aren't left behind in the strange world of consumer whimsy.



Good works

La Madre does good business with good food and good environmental practices



Tez Kemp and Anna Spurling

New Zealand might be keen on its clean green image but when it comes to real sustainability in the bakery, some Australian bakers can probably offer Kiwis a few lessons.

A business of a type and size familiar to New Zealanders, La Madre Bakery in Geelong supplies organic sourdough, traditional breads, pastries and sweet seasonal treats to restaurants, cafés, gourmet food stores and farmers' markets in Geelong, Melbourne, the Surf Coast and Country Victoria.

Last November, La Madre took out the top award at the second annual Baking Industry Association of Victoria's "Excellence in Baking" awards by winning the "2009 Baking Manufacturer of the Year".

Ralph Plarre of the Ferguson Plarre Bakehouse group (see page 27), winner-incumbent when handing on the award, described La Madre as "a truly refreshing, progressive bakery operation."

Anna Spurling and Tez Kemp (a couple in life and in business) took over the existing bakery three years ago, and since then have put their savvy stamp over the entire operation and offering. They're keen to show, as Anna Spurling put it, that "small to medium businesses can be sustainable if they're serious about it."

Anna tells how their environmental strategy began: "It wasn't long after we took over the business that I started to analyse the electricity bills that we were getting. When I put it into a

household spend initially we were using per day 16 households worth of energy. I felt we were doubling the whole street's worth of electricity usage, and therefore carbon usage."

She suggested to Tez that an environmental strategy was worth looking at in terms of a point of difference as well as a social responsibility.

"But also," says Anna, "we use organic flour, and there are no preservatives or additives in our products. So we felt that we were talking to consumers that were probably quite conscious of what they were eating and quite aware of the lack of 'nasties' in our products, and they were also therefore likely to warm to the way we were thinking about the environment as well. That wasn't done with any particularly stringent market research, that was just a gut feeling that I had about it."

Anna and Tez worked through government-backed and Chamber of Commerce programmes to obtain a framework for the changes needed. "That meant anything from using double-sided paper and really basic stuff, recycling and stuff, which a lot of businesses are doing to some extent, in a water-tight kind of way. And it just sort of grew from there.

"We then outgrew our premises, so when we bought the new building I was determined to make sure that it was as environmentally sustainable as we could possibly make it – considering that we were retrofitting it rather than building it from scratch."

The environmental measures in La Madre's new premises include a solar hot water system, extra insulation, double-glazed windows, a rain water cache, and a heat shifter.

Anna describes the heat shifter as "the most simple thing – a basic builder can do it." An extractor fan above the ovens sends heat through pipes into the office during the winter to warm up the office and the shop.

"The next stage of our sustainability journey is we are just about to receive a report on going carbon neutral as a business and with certain products," says Anna.

They are hoping to achieve a "carbon footprint per loaf". They then plan to use the per-product footprints to promote the products "with a difference." Anna is keen to see that their sustainability message is "really hammered home, and that it's not just lip service. It's absolutely essential and actually now forms a part of the core of the company."

Anna Spurling doesn't suggest it's easy. "At the moment there's a wilderness of jargon out there, with all these acronyms and confusion."

"If you've got the passion and you're determined to do it then break through all that jargon and just look at the real reason why you want to do it, and if it feels right then generally it is the right thing to do."

At the bigger end of the bakery business, the Ferguson Plarre Bakehouses group in Melbourne runs ahead in the environmental stakes.

Co-directors Ralph Plarre and his sons Steven and Michael are well known to many New Zealand bakers for their friendly openness and enthusiasm.

Ferguson Plarre Bakehouses have 40 franchised outlets across Victoria, supplying them with cakes and pastries from their newly-built bakehouse in Melbourne.

Ferguson Plarre have won a number of prestigious Australia-wide awards recently for their environmental efforts, demonstrating that sound financial practice can work hand-in-hand with strategies for protecting the planet.

"By harnessing the waste heat from our refrigeration systems, redistributing heat recovered from freshly baked products, employing hybrid vehicle technologies and offsetting the remaining emissions via tree planting, we have reduced our carbon footprint by over 5000 tonnes of CO₂ annually," Steven Plarre says.

"And our savings in electricity alone paid for our investment in the very first year."

Clean, green and prosperous

One of the biggest and most successful of the New Zealand bakeries following the green and clean – both organic and carbon-neutral – path is Paraoa Bakehouse, on the Kapiti Coast near Wellington.

Paraoa Bakehouse was declared New Zealand's most sustainable business in 2008, winning the top Sustainable Business Network's award.

Turning out some 5000 loaves of bread a week, Paraoa Bakehouse has a 100 percent commitment to sustainability. This was the company's founding objective at its inception 13 years ago under the guiding hand of founder and managing director, Robert Glensor.

The company now employs 18 staff producing a range of organic, wheat and gluten-free breads under the Purebread brand, sold nationwide. The Paraoa promise to their customers is: "You'll smell the difference and taste the difference, and your body (and our planet) will appreciate the difference!"

Rachel Brown, Chief Executive of the Sustainable Business Network, was most impressed with the company's efforts to minimise and mitigate the impact of their business activities. "Paraoa Bakehouse provides us with a restorative sustainable business model and its owner, Robert Glensor, is a visionary entrepreneur and role model for the rest of us.

"The bulk of the waste from their operations becomes nutrients for animals or for the soil, which means the more

“It's all about seeing the life cycle of products and packaging right through. Every little step helps, and waste not want not.”

– Robert Glensor

the business grows, the healthier we, collectively, become.”

Paraoa Bakehouse sources grain and other ingredients that have been grown using organic farming practices, and has been BioGro certified since 1996.

Along with their commitment to healthy food, Paraoa Bakehouse has made remarkable waste reduction efforts. Although they produce some 4000 kilograms of food products weekly their waste reduction efforts have reduced the amount of rubbish going to landfill each week to less than the size of a netball (less than 1 kilogram of waste).

What you can do

Perhaps one of the best ways to begin building a sustainable business in New Zealand is to join the Sustainable Business Network (SBN).

The SBN is a nationwide membership-based organisation representing over 700 organisations from large corporations to small businesses and Not for Profits. The network has five regional offices and promotes sustainable business practice through networking, practical advice and support, research and policy.

Network membership is annual and you can join as a national, regional or individual member. Pricing is tiered depending on your turnover. You'll find plenty of information online at www.sustainable.org.nz



Vic's Bakehouse

by Amanda Cropp

The bakers at Vic's Bakehouse firmly believe good things take time and their refusal to compromise over artisan baking methods has won them a slew of awards.

The Christchurch bakery has picked up the best bread baker award for two years in a row, as well as medals for its sourdough, multigrain loaf and hot cross buns.

Owner Graham Perrem established the European style bakery as part of Vic's Café in Victoria Street a decade ago, and in 2005 the baking operation shifted to larger premises in Ferry Road where chief baker Paul Millar heads a staff of 15.

The Bakehouse produces a dozen different artisan breads and seven varieties of bagels, supplying Vic's café, and serving about 100 wholesale customers ranging from cafés and delis to restaurants and wineries.

The bakery has a small retail outlet catering to passing trade and Graham Perrem puts in a regular stint selling at the weekly Lyttelton Farmers' Market.

"I do the market myself because it's so enjoyable. People recognize you and have a chat about the bread. We get wharfies coming along here and buying the bread; it's the taste."

At its peak the bakery turns out 800 loaves a day but Graham would never consider abandoning traditional hearth ovens. "No way, you don't get the bloom, that instant rise. As soon as you put the bread on the sole of the oven, it jumps, whereas if you put it on a tray, the heat has to get through the tray first."

Bakery night shift supervisor Marc Teale agrees. He was responsible for last year's (2009) award winning multigrain loaf and hot cross buns, and says there's nothing like baking bread directly on stones in the bottom on the oven. "Because all the heat comes from underneath you get a nicer crust as well as flavour and texture."

Teale says the other key to artisan bread is the long slow bulk fermentation, but he admits changes in temperature and humidity can play havoc with the

process, and hot Canterbury north-west weather is a huge challenge.

"Within half an hour the doughs are going off. Normally there's just one or two of us moulding but we do have the fridge, so as long as we can keep on top of the moulding and fridge and retard it, that's our safety net."

Teale is a big fan of moulding bread by hand and is sad to see that skill being lost as bakeries become increasingly mechanised.

"You get to feel the dough and the way to become a good baker is by mixing and moulding your own bread. You can really gauge what's going on and it's a shame so much of it is being done by machine. With ciabatta cutters you can cut hundreds and hundreds perfectly, and hey our breads are not always perfect, but the flavour is what people like."

That emphasis on flavour means the bakery only uses organic flour in its ciabatta, because although regular flours are about a third of the cost they cannot handle the recipe's high water content.

"The organic flour absorbs and holds the water much better."

Teale says the popularity of sourdough bread has grown considerably and the bakery now makes four varieties, creating its own fermented flour and water mixes or "sours" to leaven the bread.



Marc Teale (right), Nik Sime (left), Steve Hall (background).

"When we moved here just over three years ago we'd make 12 to 13 kilos of stone ground sour dough a night. Now on a Friday night we do 110 kilos."

Despite that growth, Graham Perrem says their approach to bread-making hasn't changed.

"The bottom line is that we use natural ingredients. At the café we make everything, we don't buy anything in apart from raw ingredients. It's the same at the bakery, it's basically flour, water, salt – and some breads have yeast obviously – but there's nothing else."

"Most people fall into the trap of getting bigger and better and the quality falls off."

We're concentrating on quality and service, and we're doing all right so I don't see why we should change."





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Recipes

Simnel cake (or Simnel mini-cakes)

Belinda Jeursen has an idea for a slightly different traditional Easter treat.



Left: traditional Simnel cake.
Right: mini-Simnel cakes.



Most bakeries are gearing up now to make truckloads of hot cross buns, but you may want to try something different this Easter. Last year I made a Simnel cake for the first time. The combination of light, moist fruit cake and a deliciously sticky marzipan layer in the middle had me wondering why I hadn't seen it in bakeries everywhere. It isn't difficult to make and after we had eaten half of it over a few days I sliced and froze it for later, and so enjoyed the taste of Easter for rather a long while after the holiday had passed.

I recently called a few bakeries to see whether they were going to make Simnel cake this Easter. No-one I called was, although some told me that they get asked for it every year. Perhaps the idea of trying to sell a whole fruit cake puts bakeries off, and it isn't the easiest cake to slice for portions, which might put cafés off it. So this year I baked it in smaller tins with the idea that it might be viable as mini cakes, in much the way many bakeries now do Christmas cakes. Mini portions suit current health trends, and cater for singles and smaller families. It worked out well, hence the recipe below.

Ingredients

Marzipan	500 g
(200 g of marzipan if you're not going to decorate the top)	
Butter, softened	185 g
Soft brown sugar	185 g
Grated lemon rind	1 teaspoon
Eggs, lightly beaten	4
Self-raising flour	220 g
Ground cinnamon	½ teaspoon
Ground ginger	¼ teaspoon
Sultanas	160 g
Glacé cherry halves	105 g
Currants	185 g
Apricot jam (optional)	2 tablespoons

Method

If you plan to decorate the tops of your cakes, roll out 300 g of the marzipan between two sheets of baking paper. Cut out shapes to fit your cakes, then cover them with plastic and set aside. Repeat this process with the remaining 200 g of marzipan to make thinner shapes for the middle of the cakes.

Preheat the oven to 160° C. Lightly grease your tins and line the base and sides with baking paper.

Cream the butter, sugar and lemon rind in a small bowl until light and fluffy. Gradually add the eggs. If necessary, add two tablespoons of the flour to prevent the mixture curdling and continue beating until well combined. Fold in the rest of the flour. Add the fruit and stir well until combined and the mixture is smooth.

Spoon half the mixture into the prepared tins. Carefully place the thinner marzipan shapes over the mixture in each tin and gently press it down. Spoon the rest of the mixture over this and smooth the surface.

You will need to adjust your baking times depending on the tins you are using, but a general guide is to bake for 40 minutes at 160° C, then reduce the oven temperature to 150° C and bake for another 20 to 30 minutes, or when the cakes are a lovely golden colour, firm on top and slightly shrunk away from the sides of the tin. A skewer does not always give a good indication as this is a very moist cake. Remove from the oven and set aside to cool.

These cake are delicious with just a light sprinkling of icing sugar, so you don't have to decorate them.

If you are going to decorate them, heat the apricot jam in a small saucepan until warm, brush over the surface of the cakes and place the marzipan shapes on top.

Briefly place the cakes under a medium grill until the marzipan is a light golden colour. It's a good idea to rotate the cakes while this is being done to prevent them burning in one spot. This could be done more easily with a blow torch.

You could use almond icing instead of marzipan to decorate the cakes.

Allow to cool completely and then decorate with small marzipan balls or eggs and dust with icing sugar. These cakes would look beautiful with a wide ribbon tied around the edge.

This cakes should be eaten within four weeks of baking. Store refrigerated in an airtight container.

Simnel cake – history

Simnel cake dates back to at least the 16th century in Britain. There are a quite a few theories about its origins, none certain, but it was traditionally eaten on the fourth Sunday in Lent, known as Mothering Sunday. For a long time now, however, it has been an Easter confection, eaten on Easter Sunday.

Traditionally eleven balls of marzipan are placed on top of the cake representing the eleven apostles (Judas is left out for obvious reasons). Sometimes egg-shaped decorations are also used.

Recipe idea from Malcolm Cook courtesy of NZ Bakels.

Mushroom Bread

A very moist loaf with a crisp, thin crust, a subtle mushroom flavour and a hint of rosemary.

This dough has a 13 percent fermented dough addition to give a nice open texture, a thin crisp crust and a slight sourdough type flavour. Any more than 15 percent and the flavour will start to overpower the mushroom and rosemary.

Kept in a sealed container, this mushroom bread can last for three or four days. The flavour is at its best on the second day.

Preparation

Fermented dough (made the day before)

Water (20 degrees)	136 g
Dry yeast	2 g
Strong Bakers Flour	200 g
Salt	4 g

Method

Stir the dry yeast into the water until dissolved. Add the flour on top of the water and the salt last.

Mix for two minutes on 1st and 3 minutes on 2nd speed or until the dough is 70 to 75% developed.

Finished dough temperature should be 24° C. The dough will ferment more easily and quicker if it is not fully developed.



Fermented

Place the fermented dough into a covered container, let rest and allow to ferment at room temperature for approximately one hour and then store in the cooler for up to 48 hours or until you are ready to use it. The ferment should have tripled in size and have a smooth, bold appearance.

If it is still small or has insufficient proof or has collapsed it will affect the volume, texture and flavour of the finished loaf.

Mushroom and Rosemary Mix

Mushrooms	600 g
Salted butter	100 g
Fresh rosemary (chopped)	20 g
Hot water	300 g

Method

Heat a saucepan and add the butter.

Evenly slice the mushrooms and sauté with the chopped rosemary.

Add the hot water and reduce or simmer until the mushrooms are soft.

Drain the mix and let cool. Use the drained liquid in the water in the bread dough.

Mushroom bread dough

Water (include mushroom liquid)	1586 g
Dry Yeast	22 g
Strong Bakers Flour	2600 g
Fermented Dough	340 g
Soft salted butter	156 g
Salt	55 g
Mushroom Mix	

Method

Stir the dry yeast into the water until dissolved. Add the flour, fermented dough and butter. Mix for two minutes on 1st and three minutes on 2nd speed or until the dough is 70% to 75% developed.

Add the salt and mix on 2nd speed for another 3 minutes or until dough is fully developed.

Lastly add the mushroom mix and mix on slow speed until clear or evenly dispersed. More mushroom stock or flavour can be added at this stage if you feel more flavour is required. I don't.

Place the finished dough into a lightly oiled container and rest or ferment for approximately 90 minutes.

Processing

Divide dough into 8 x 600 g pieces and gently mould round.

Shape and place on a setter or cloth, cover and dry proof at room temperature for approximately 30 minutes or until nearly fully proved.

Dust with flour, cut and bake on the sole of the oven at 220° C. Steam the oven, bake for 15 minutes and then vent the oven or release the steam.

Bake for a further 20 minutes or until the loaf is fully baked. Once the loaves are out of the oven, tap the bottom of a loaf: there should be a hard, hollow sound when baked.



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Recipes

Traditional ciabatta

with **poolish** preferment

Courtesy of Australasian Baker



Poolish

Ingredients

Baker's flour	2.5 kg
Dry Yeast	2.5 g
Water	2.5 kg

Method

Mix on low speed for 4 minutes using paddle, or can be mixed by hand. Ferment for 12–16 hours at 22°–24° C.

Final dough

Ingredients

Bakers flour	5 kg
Poolish	5 kg
Sea salt	150 g
Yeast (dry)	3 g
Water stage 1	3 kg

Double hydration

Olive oil	15 g
Water stage 2	1 kg

Method

1. Place ingredients including only stage 1 water. Mix on low speed for 4 minutes then mix on high speed for 4 minutes.
2. Add the stage 2 water and the olive oil. Mix for 4 minutes on high speed. *Note : at this stage the dough will be very slack and sticky but should have a smooth, shiny appearance.*
3. Place into oiled tub for 45 minutes then lift and fold.
4. Rest a further 45 minutes then lift and fold again.
5. Rest for 45 minutes then tip onto floured surface and divide into desired weight.
6. Place onto a heavily floured silicon-parchment-lined tray or floured board for final proof (45 minutes – 1 hour).
7. Pick up dough and stretch while placing onto silicon parchment ready for oven.
8. Place onto pre-heated oven stone or baker's tray with silicon parchment under dough.
9. Bake at 220° C with steam for 15 minutes then turn oven down to 190° C for 30–45 minutes.

Florentines

by Michael Kloeg



Formerly a Baking Apprentice of the Year, Michael Kloeg is manager of 10 O'Clock Cookie Company Bakery Cafe in Masterton, Bakery of the Year 2009.



These very luxurious biscuits are a delicious mixture of toasted nuts and candied fruit that are coated in a sweet, sticky mixture of cream and sugar that hardens when baked into a delicate and crisp cookie.

Ingredients

Cream	65 g
Butter	210 g
Sugar	210 g
Liquid glucose	60 g
Sliced almonds	200 g
Glacé cherries	60 g

Method

1. Chop the glacé cherries.
2. Place the cream, butter, sugar, and the liquid glucose in a heavy bottomed saucepan.
3. On medium heat, bring to the boil, giving a gentle stir occasionally.
4. Add the almonds and cook for 2-3 minutes till the mixture starts to darken ever so slightly.
5. Spoon into lightly oiled rings or bake in silicon moulds. Approx. 30 grams per Florentine.
6. Bake at 175° C for 10–15 minutes or till caramelised and golden.
7. When cool, dip the bottom in chocolate.

Chocolate Pecan Biscotti



Quantity: 1.0

Scaling weight: 1980

No. trays: 0

Group

1	Butter, Soft	300 g
2	Paste, Chocolate	30 g
2	Eggs	170 g
2	Flour, Maximus	240 g
2	XL Muffin Mix	1000 g
3	Pecan Nuts	240 g

Method

1. Place Group 1 into mixer fitted with paddle attachment and mix for 1 minute on speed 2 to soften. Add Group 2 and fold through for 2 minutes on speed 1.
2. Roughly chop the pecans and add to the mix. Mix for 30 seconds to evenly disperse nuts.
3. Remove from the bowl and divide into 4 even pieces. Shape into 4 half-rounded logs.
4. Place onto a prepared tray and bake for 35 minutes at 170°C.
5. Allow to cool. Cut the biscotti into 5mm thick slices.
6. Place back onto a tray and bake at 140°C for another 25-30 minutes to dry. (Can also be made using walnuts)

Hot Cross Bun



Quantity: 327.5

Scaling weight: 70

No. trays: 0

Group

1	Water	5800 g
1	Yeast, Prime Instant	175 g
1	HVST Sweet Conc. 15%	1500 g
1	Flour, Maximus	10,000 g
2	Bunspice Essence	150 g
2	WM Spice Blend	300 g
3	Currants	2000 g
3	Sultanas	3000 g

Method

1. Soak the sultanas and currants in warm water for 5 minutes. Drain well.
2. Place Group 1 into spiral mixer. Mix on speed one for 2 minutes followed by 5 minutes on speed two.
3. Add Group 2 and mix for a further 3 minutes on speed two.
4. Add the washed fruit and fold through on speed one. Be sure not to over mix and crush fruit.
5. Divide into 70 g portions and round up. Place onto a 3 sided baking tray 6 across and 10 down. Allow to proof to 80% normal size. Using WM Crossing mix pipe crosses onto buns. Bake at 190°C for 20 minutes or until baked through.
6. Remove from trays immediately after baking and glaze with sugar syrup while hot.
7. Use 270 g of prepared crossing mix per 60 buns. (4.5 g per bun)



Two ideas for the café
from Barkers Fruit Processors



Savoury Twists

Method

1. Using a standard white bread recipe develop the dough and rest on the bench for 5 minutes. (Make sure the dough is covered to avoid skinning.)
2. Scale the dough into 350 g pieces, mould dough and rest for 5 minutes.
3. Pin the dough out to a rectangle shape (approximately 20 cm length × 30 cm width).
4. Smear 80 g of Barker's Savoury Filling onto the dough piece and spread out evenly.
5. Then sprinkle with 30 g of grated cheese on top of the savoury filling (optional).
6. Roll up the dough tightly as for making a Chelsea bun or a jam roll.
7. Using a metal scraper cut the dough into half lengthways leaving one half uncut and still intact.
8. Slightly separate the two strands and plait by twisting each strand over each other to form a plait effect.
9. Cut the rest of the dough piece and repeat the plait.
10. Place in the prover for approximately 40–45 minutes.
11. Bake at 210° C for approximately 18–22 minutes or until golden brown in colour.
12. Remove from the oven and brush with olive oil.

Note: You can top with seeds or cheese after proving.



Rhubarb, Apple & Custard Scrolls with Crumble Topping

Self-raising flour	330 g	
Pinch of salt		
Cream	110 g	
Lemonade	110 g	
Barker's Rhubarb & Apple Patisserie Filling	250 g	} Depending on amount of filling wanted in scrolls
Barker's Custard Flavoured Patisserie Crème	250 g	
Crumble topping		

Method

1. Sift flour and salt into a large bowl.
2. Make a well in the centre and pour in cream and lemonade. Mix with a knife until the mixture comes together.
3. Turn dough onto a lightly-floured surface and pat out to a one centimetre thick rectangle.
4. Spread with Barker's Custard Flavoured Patisserie Crème followed by Barker's Rhubarb & Apple Patisserie Crème.
5. Gently roll up from the long side then cut into slices.
6. Sprinkle the top of the scrolls with a crumble topping.
7. Lay slices close together on a lightly greased oven tray.
8. Bake at 220° C for 10 to 12 minutes or until golden in colour.

Brighter baking

Hints and tips from Holger Schinz of Sunbeam Cakes in Melbourne, Victoria



Holger Schinz, recently inducted as a master baker in Australia, is well known to many New Zealanders as a visitor and judge at conferences and competitions here, as a former president of the Baking Industry Association of Victoria, and as a man always ready to share his knowledge and experience.

- ★ **Make lighter yeast-raised sweet doughs**
Substitute some fat with vegetable oil to produce a lighter finished product
- ★ **Revive old nuts**
Blanche in saltwater, dry, and they taste fresh again
- ★ **Make lighter butter cake**
Add a few drops of white vinegar to get a lighter crumb structure
- ★ **Cut a perfect slice of pavlova**
Have a light film of light vegetable oil on the cutting knife instead of water
- ★ **Crumble topping**
To enhance the flavour – add some cold-setting custard powder
- ★ **Better butter cream**
Instead of adding water use sweet condensed milk (yum)
- ★ **Upgrade everyday shortbread**
After cutting cookies out, brush top with condensed milk
- ★ **Soften dry persipan, marzipan or plastic icing**
Just a few seconds in the microwave will make it soft again
- ★ **Create a better shine on your chocolate-covered products**
Reheat melted chocolate twice
- ★ **For whipped egg white left standing too long and gone soft**
Add a few drops of lemon juice and whisk till firm again
- ★ **Krokant – for decoration or adding to fillings**
Caramelize 200 grams sugar, add 150 grams nuts or (eco version) rolled oats. Spread onto lightly oiled surface and crush with a rolling pin
- ★ **Quick test for yeast-raised sweet dough**
Speed up your trial version of a new product by placing it on defrost for a few minutes in a microwave oven
- ★ **Better yeast-raised donuts**
Keep the lid closed on the first bake then finish with open lid. (The steam will get you a bigger product and the white ring.)
- ★ **Rejuvenate chocolate-covered cakes (including mud cakes)**
Use the hairdryer
- ★ **Add some flavour to a standard bread/roll dough by adding some of this mix:**
Fennel seed, caraway seed, aniseed, coriander seed – all of equal amounts except the coriander (only half). Grind the lot in a \$10 coffee grinder and add to your dough

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Just quietly, it sounds cheap to me! (It's cheaper for us to give a complimentary cake than a coffee.)

A wall poster might help.





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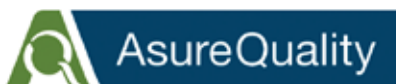
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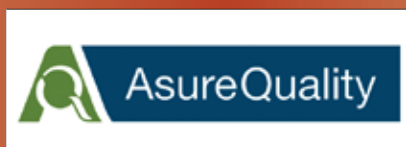


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