

slice



from the Baking Industry Association
for cafés, caterers and bakeries

NZ Bakery of the Year 2011

Complete results

Bakery Expo

The big event in Napier

Weston Milling Trainee of the Year

The big bake-off pulls a crowd in Napier

A mighty feat

King Country bakers
strike the double

Divine intervention

A Christchurch bakery makes
the best of a bad time

The bakers' challenge

James Cootes's gold medal entry in the
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Bakery of the Year competition.

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Next issue deadline

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A cracker of a day

18

BIANZ Expo in Napier pleases a multitude

Kearns clean up

20

King Country bakers conquer the big two competitions



Hay day

23

Jason Hay makes Weston Milling Apprentice of the Year 2011

From the Office by Belinda Jeursen	2
From the President by Brendan Williams	3
From the Vice President by Michael Gray	4
Letter to the editor	4
Training – a solution by Thomas Thomas	4
Food safety – Matters of concern by David Plunkett	5
Service awards	10
Make your pie more famous by Dean Brettschneider	11
Being ready – crisis management from the government	12
Events calendar	13
Positive feedback for Pie Guidelines by Kaihong Tai	14
Bakery of the Year Competition 2011 results	16
BAKENZ 2011 – EXPO	18
The Awards Dinner – BakeNZ 2011	20
The Weston Milling Trainee of the Year Competition	23
Sam's Story by Sam Heaven	26
Commodity Report from Brooke Holdings Ltd	27
Supreme Pie 2011 — the complete results	31
Profile: The good bread baker by David Tossman	34
Profile: Divine intervention by Belinda Jeursen	36
3D printers leave the laboratory by David Tossman	38
Recipes	
A Creative Cranberry Christmas from Ocean Spray	41
Nestlé Crème Pâtisserie fillings by Marcus Braun	42
Butter Chicken Pies from Barker's Fruit Processors	43
Golden Kumara Tart by Belinda Jeursen	44
Hazelnut Apple and Blueberry Custard Strudel by Malcolm Cook	45
Omelette Mosel by Holger Schinz	46
Choc-peanut ganache slice from Weston Milling	47



From the Office

BIANZ EXECUTIVE OFFICER
BELINDA JEURSEN REPORTS

This time last week I was snowed in and madly trying to finalise arrangements for BakeNZ 2011 while wondering if I was even going to get to Napier. This morning the sun is shining and I write this happy in the knowledge that BIANZ's annual event was a resounding success. Even the taxi driver who took me to Napier airport said he had been hearing wonderful reports from delegates travelling home.

Our Annual Awards Dinner sold out and was an exciting and enjoyable evening, the Bakery Expo positively buzzed with activity all day and our Bakery of the Year Competition attracted some outstanding entries. Congratulations to all Bakery of the Year Competition winners.

Of course none of this would have happened without the generosity of those involved in our industry. Our Buying Partners and other sponsors make it all possible in the first place, but it is the dedication of the people involved on the ground that make it happen on the day.

Heavens Bakery was an outstanding venue for our Bakery Expo and Trainee of the Year Competition. Jason and his team impressed everyone with just how far out of their way they were willing to go to accommodate our event, to welcome people into their work space and to make it a worthwhile opportunity for all those who participated and attended.

Our demonstrators and stand holders provided the content, the tasting samples, the learning, the business opportunities and the overall colour to the Expo.

The networking at this event was beneficial to everyone and there will be many business relationships forged out of it.

The amount of work behind the scenes to get a day like this organised cannot be overstated. The BIANZ executive put enormous effort into making it the success it was. We were also assisted behind the scenes by a lot of very willing and able people – these contributions are what make the difference between a good event and a great one.

Our Annual General Meeting saw an excellent turnout of members. There was lively discussion of training issues and consensus that the executive have been doing a good job. David Plunkett has resigned from the board; however we are happy to welcome on board Craig Rust from Divine Cakes in Christchurch.

Craig has excellent credentials and will add fresh perspective to our team. Brendan Williams has been voted in as President for another term, and Michael Gray as Vice President. Thomas Thomas, Jason Heaven and Mike Meaclem were also re-elected.

I look forward to working with them. We have a lot planned and I hope it is going to be an exciting year, in all the right ways.

Worth Knowing

Credit application forms for members

BIANZ now provides a generic credit application agreement to its members. This has been created specifically for distribution to and use by our members.

It is available in the Members Only section of our website or you can call the BIANZ office for a copy. Please be aware that the document is a template and should be reviewed and adapted by you before being distributed.

We are always keen to hear your ideas so if there are any other documents or forms you would like BIANZ to supply, please send us your requests and we will look in to it.

Please contact the BIANZ office if you do not know your login details for the Members Only section of the website.

Merchant Service Fee drops

Westpac and BIANZ have worked together to reduce preferential member benefit rates for electronic Visa and MasterCard transactions.

Members processing their Visa and MasterCard credit card transactions via EFTPOS and Westpac enjoyed a drop from the 2.65% Merchant Service Fee to 2.35% from 1 June 2011.

BIANZ members who do not yet process via Westpac, or who are with Westpac and have not registered to the BIANZ scheme, should contact Westpac's EFTPOS Direct team on 0800 888 066 (option 3).



New Members

The association welcomes these new members

Bells Bakery	Invercargill
MNH Foods Ltd	Queenstown
Hollywood Bakery Ltd	Auckland
COPAC	Christchurch
New Zealand Chefs Association	Auckland
Food for Chefs Ltd	Auckland

From the President

BRENDAN WILLIAMS KEEPS IN TOUCH



It is with some pride that I sit down and write this column after an entertaining and enjoyable few days in Napier at our annual BakeNZ event. There was a lot of debate on our Executive panel as to where to hold our event after the terrible events in Christchurch cancelled our show there. The success of the 2011 event however will be dissected and some of the magic distilled from it to be sprinkled over future events.

The energy and passion shown by our members and industry participants in Napier was infectious and gave our collection of events a life of their own.

A special club

The longer I spend with our members and the group of die-hards working in the carousel of companies that feed our industry, the more I feel I belong to a rather special club.

The club that brings us together is also the very thing that feeds our thoughts and propels our industry forward. The clashing of minds and the dissection of methods and philosophies that inevitably occur at these get-togethers creates a cauldron of ideas that are discussed and either put to use over the intervening 12 months or are forgotten.

It would be just as well for you to put those new ideas learned at the Expo, or the competition or after a couple of frosties at the Thirsty Whale to use as soon as possible in your bakeries as this information is free and best of all has been proven in the real world.

An impressive space

The BakeNZ Expo was held at Heavens Bakery this year and a big thanks must go out to Jason and his team for emptying their bakery for the day and putting it all back together again for production the next day. It really is an impressive space, and was filled to the brim with bakery specific displays from our partners and the competitive Trainee of the Year competition.

The Expo was sold-out and the venue was brim-full from start to finish with a fantastic atmosphere all day. A big thanks must go to all exhibitors and of course none of this would have been possible without the support we receive from our partners.

It was with the greatest pleasure however that we awarded the Bakery of the Year to Shane, Kathy and their family at the dinner on Saturday night. It was a privilege to reward their hard work with the highest award we could give and I think I can speak for

the rest of the Exec in saying that to see how much it meant to them makes all the hard work worthwhile.

Your executive committee will be with you for another year almost unchanged, however David Plunkett has retired and has been replaced by Craig Rust, the Managing Director of Divine Cakes in Christchurch. I will continue as President and Michael Gray will continue as vice-president.

An interesting year

We have an interesting year ahead with the Rugby World Cup upon us and an uncertain global financial and political situation, so what I think the world really needs is a good custard square.

Yours in baking, Brendan Williams.

The success of the 2011 event will be dissected and some of the magic distilled from it to be sprinkled over future events.

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From the Vice President

Michael Gray Reports

Custard

"Turned to custard." A phrase that we have all probably heard before and can all most likely relate to.

After some research I found that the phrase is a New Zealand colloquialism that seems to have originated back in the 1990s. That surprised me; I thought it would have dated back further.

It basically means that something has gone awry; that one's best laid plans have turned out worse than one could have expected.

In business it is important to plan where we are going but what surprises me is how few organisation have plans in place for when things turn to custard.

(See "Being ready" on page 12 for more on this topic.)

In our business we have a policy of not just doing backup but also a second level of backup. This has been important in our business as it has allowed our team to carry on when difficult situations have arisen.

Sometimes though, even secondary plans fail and then it is thinking outside the square helps.

I think BIANZ's big event this year has been a good example. The executive had worked hard planning what would have been a superb event in Christchurch, to be held in conjunction with Salon Culinare. Then came the earthquakes and it was essential to develop a plan B.

After discussions with Jason Heaven, the idea was pitched to unleash a baking extravaganza in Napier. It was very exciting, developing the BAKENZ 2011 Expo, applying some fresh thinking and delivering to the industry what we understood it wanted.

Taking the event to the regions rather than main centres seems to have been popular, along with the hands-on and visually appealing approach of the Expo.

It has laid down a great challenge to future events and shown just what you can make with custard.

Letter to the editor

Suppliers are unsung heroes

Thanks for your earthquake update in *Slice*. It was good to hear how everyone was coping.

I'd like to make known what I forgot to mention in my comments. The suppliers to the industry that we deal with were magnificent. They were in contact soon after the quakes to check on how we all were. They ensured supplies got through to ensure the bakeries still operating kept going.

We were told not to worry about paying accounts on time if that would help us get through.

We didn't need to use this facility but greatly appreciated the offer of help, it meant a lot to us. Business is not just about money, it's about relationships. We will remember the concern and help from these people for a long time.

On behalf of Kidd's Cakes and all the other bakeries you gave support to: thank you very much.

Martin Meehan
Kidd's Cakes and Bakery, Christchurch

Training

A solution to the skills shortage

Thomas Thomas reports back on behalf of BIANZ

The baking industry has been put back on the government's skills shortage list. Obviously we as an industry are looking overseas for skilled bakers to help us in our businesses.

This to me is a short term solution to a problem that will go on for years.

A real solution to the skills shortage is to train: to take on apprentices and teach them the skills we need to ensure we have a continuation of home grown qualified bakers.

This will assist us and help reduce unemployment as well.

A lot of people looking

There certainly are a lot people out there looking for work and who are prepared to train.

It is no longer a complicated process

to train an apprentice. Once you have selected a suitable candidate, all you have to do is select a training provider and work with them to ensure a suitable learning programme is put in place.

The programme has to suit both the employer and employee.

If you are struggling to find a suitable candidate, a lot of schools run a programme called Gateway which has had great success in revealing willing candidates. You can contact your local secondary school for help and information on this.

For more help and information on the new, easier-to-manage training system, contact Competenz.

See www.competenz.org.nz for contact details for your local area manager, freephone Competenz on 0800 526 1800, or email csc@competenz.org.nz

Matters of concern

Two major factors have affected the food safety portfolio during my tenure on the executive of the Baking Industry Association.

The folic acid issue

The one that has the largest profile is still the fortification of baked goods with folic acid. Originally, fortification was to become mandatory back in 2010 but, due to the large public outcry, making it law was held off until further information could be presented. This was a big step for the government to take as it was against the direction that the Australian legislators had taken and meant New Zealand was significantly different from Australia in this aspect of the joint Food Standards code.

The review is now due to be completed early next year and mandatory fortification becomes law then unless the government actively decides against it. A study underway at the University of Otago, due for completion in December, will be a major factor in shaping government thinking.

We continue to maintain that fortification should be voluntary so that consumers can make up their own minds on the issue. In adopting this stance, I have been pleased to see several manufacturers have included folate-fortified products in their ranges. This is important as it means we are giving people choice. Thus we can avoid being forced into the mass fortification of baked goods for all consumers.

If you have not already included some fortified products in your range then I would encourage you to do so, as doing nothing only helps the case of those who believe the industry cannot provide fortified product without legislation.

There is still a lot of debate to come on this issue and the more examples we can point to of our members giving consumers choice then the more robust our argument in favour of that choice can be.

The NZFSA issue

The second change for the year has been

David Plunkett reports

the integration of NZFSA into MAF. While this change went through with no real objections, it has become apparent lately that MAF will change some of the ways that food safety issues are dealt with. For example, it is clear MAF wants to take greater control in the notification and handling of any positive *Listeria* results originating from the food industry.

While this may not appear at first to be a big issue, a detailed look reveals that this has the potential to require businesses to have full clearance from a MAF representative before being allowed to continue to operate should a *Listeria* incident occur. As I say, this is in its early stages and meetings will take place before any changes are made. As more information becomes available we will share with our members the results of these meetings.

Finally I would thank you all for the support given during this challenging and extremely busy year. This is written while we continue to shake in Christchurch.

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news and views

Food blogger jailed for bad review

A food blogger in Taiwan was sentenced to 30 days in jail, given two years probation and fined 200,000 New Taiwan Dollars (about \$NZ6000) for writing a negative review of a restaurant in Taichung, Taiwan.

The blogger, whose surname is Liu, called the food "too salty" and said that there were cockroaches in the kitchen. A regular customer read the blog and told the restaurant's owner about it. The owner sued Liu for libel. The court decided that Liu's review was libelous because it was written after just one dinner and so was not well-informed enough for such harsh judgment. The decision is final.

Making Whoopie

A bitter dispute has broken out between two US states, Maine and Pennsylvania, about which can claim to be the state of origin of the whoopie (or whoopee) pie.

The icing-filled hamburger-size chocolate cake sandwiches are made commercially in large quantities and have spread from mom-and-pop shops in Pennsylvania and Maine to even Harrods in London.

Since politicians have entered the fray, the dispute makes the Kiwi-Aussie dispute about the pavlova look quite tame. In 2009, the town of Dover-Foxcroft in Maine started a whoopie-pie festival. And last year, the state governor declared the fourth Saturday in June the state's "Whoopie Pie Day".

Pennsylvania loyalists have cried foul, claiming the pie was an Amish invention.

Meanwhile researchers can find only more confusion: the first newspaper ad found for a whoopee pie was published in yet another state, Massachusetts.

US shoppers look for positives, ignore negatives

A shift in how American consumers perceive food and beverage products may be underway, according to a study conducted by the US-based *Food Marketing Institute and Prevention* magazine.

What used to matter most to consumers was which undesirable characteristics such as fat, sugar, salt and calories their foods did not contain.

Now the survey found a rising demand for products featuring ingredients perceived as healthy, with fibre being the most sought-after ingredient followed by whole grains, protein, omega-3 fatty acids and antioxidants.

"While the main criteria for healthy foods was previously determined by ingredients it did not contain, today's shoppers are now instead wondering what's in their food, seeking to better understand the nutritional components of what they eat," said Cary Silvers, director of consumer insights for Prevention.

UK bakers squeezed by lunchboxes

The return of the adult lunchbox and escalating raw material costs could hit British high street bakery chains as long as the UK's consumer downturn continues, analysts at British firm Oriel Securities have warned.

The analysts cited research published in British publication *The Grocer* that showed adult lunchbox consumption was up 3% year-on-year overall and up 5.6% among 17- to 34-year olds.

Lunchbox users were said to save about 50p a day compared to buying from a bakery. The trend is expected to reverse with an improvement in the economy.

Bakels snaps up Nutribake

Global bakery ingredients supplier Bakels has acquired the Swiss firm Nutribake.

Nutribake, a trading firm that develops recipes then works with specialist powder blenders to produce bakery mixes, was bought for an undisclosed sum from the Hochdorf Group.

Nutribake has a turnover in excess of \$NZ50m and supplies both industrial and craft bakers.

More students enrol on British bakery courses

Bakery colleges in the UK report increasing numbers of students signing up for courses this year, due partly to increased publicity and a raft of bakery-related TV programmes.

University College Birmingham said 80 students had been offered a place on the first-year bakery course compared to the 92 students who had enrolled across all three years last year. Taster days for schools and running a "Junior Bakers Academy" on Saturday mornings for 14- to 16-year-olds, had helped create interest, along with school visits and open days.

Marketing manager Jane Smith said: "Around 250 young people have taken part in the Junior Bakers Academy, many of whom have then chosen to enrol on bakery courses here."

Tameside College said bakery enrolments were 25-30% up on last year. Their part-time Level 1 cake decorating course is full and has 60 people on the waiting list.

Dr John Marchant, head of the National Bakery School at London South Bank University, said it had seen an increase in interest in all its courses. "On our Foundation Degree we are taking 42 students for 2011/12, but we also have 11 students on the waiting list.

SIGEP Bread Cup 2012

The sixth SIGEP Bread Cup International Bakery Contest which will be held from 21 to 25 January 2012 in Rimini, Italy.

The competition takes place at the Sigep exhibition, a trade fair devoted to the artisan production of gelato, pastry, confectionery and baked products.

The competition organisers will welcome ten teams from ten countries who will compete in four categories: traditional bread, healthy bread, baked dessert, and artistic bread.

The contest takes place over four days.

Last year's competition saw an Australian team take third place with Germany second and Hungary first.



Cupcake recipes foil al-Qaeda

British government sources have revealed that their intelligence officers successfully sabotaged the launch of the first English language website set up by an al-Qaeda affiliate.

The officers at the Government Communications Headquarters (GCHQ) attacked *Inspire*, an online jihadist magazine in English devised by supporters of al-Qaeda in the Arabian Peninsula.

A pdf file containing fairy cake recipes was inserted into *Inspire* to garble most of its 67 pages, including instructions on how to "Make a Bomb in the Kitchen of Your Mom".

Though the authenticity of claims made about *Inspire* have been questioned, British sources say they believe the magazine, and the bomb-making instructions, were genuine.

The sabotage took place a year ago, following a dispute between agencies in the US about who should take on the role of attacking the *Inspire* website.

Publicising the achievement amounted to little more than a propaganda exercise – "just to let them know", as one British official put it on Thursday.

Et voilà: baguettes from a vending machine

Talking to the *New York Times*, French baker Jean-Louis Hecht said he hopes his bread vending machine will ensure people can get their hands on fresh baguette at any time of the day or night.

France is the home of the baguette, that savoury, crisp staple of a fabled gastronomy. But just try getting a fresh one in the evening, or on a holiday, or even in August, when many of the country's 33,000 bakeries are closed for a summer holiday.

Jean-Louis Hecht thinks he has the answer. The baker from northeast France has rolled out a 24-hour automated baguette dispenser, promising warm bread for hungry night owls, shift workers or anyone else who didn't have time to pick one up during their bakery's opening hours.

"This is the bakery of tomorrow," proclaimed Hecht, who foresees expansion in Paris, around Europe and even the US.

"If other bakers don't want to enter the niche, they're going to get decimated."

For now, though, that's a lot of talk.

He's only operating two machines – one in Paris, another in the town of Hombourg-Haut in northeastern France – each next to his own bakeries.

The vending machines take partly precooked loaves, bake them up and deliver them steaming within seconds to customers, all for €1 (NZ\$1.72).

Despite the expansion of fast-food chains, millions of French remain true to their beloved baguette: it's the biggest breakfast basic – most often with *beurre et confiture* (butter and jam) – and the preferred accompaniment for lunch, dinner and cheese.

Yet customer convenience here often takes a back seat to lifestyle rhythms. Many stores in small towns and even lower-traffic areas of Paris close for lunchtime. And in August, many shops – including bakeries – shut down for part or all of the summer holiday month.

Late-night supermarkets are rare, even in Paris. And they're generally seen as a source of low-grade bread, not the artisanal product of a certified baker.

Hecht wants his automated baguette machine to fill in the gaps.

His first try two years ago ran into repeated technical troubles. Now, with the help of a Portuguese engineer and improved technology, Hecht has developed a new-generation machine that started operating in Hombourg-Haut in January.

It sold 1600 baguettes in its debut month, and nearly 4500 in July. If that rate keeps up, the €50,000 machine will be paid for within a year, Hecht said.

Pie Eating Competition

The first ever "The Pie Men National Pie-Eating Champ" is Rob Puru of Hamilton, who scoffed a mince pie in just 17.188 seconds.

The pie eating event marked New Zealand's first National Pie Day as declared by The Pie Men bakery in Hamilton. The event was sponsored by The Pie Men, the Cock & Bull pub, and The Rock FM.

more news and views

Food terrorism with mice

A Pennsylvanian pizzeria owner has been arrested in what the police have dubbed “food terrorism with mice” as the owner sought to sabotage competing shops by infesting them with mice, police say.

Nikolas Galliatsatos, who owns Nina’s Bella Pizzeria, in Philadelphia, is alleged to have walked into Verona Pizza and asked to use the bathroom.

The owner then saw footprints on the toilet seat and noticed that a ceiling panel had been moved.

Above the panel the owner found a bag – and fearing it was drugs – handed over the bag to two police officers who were dining in the restaurant at the time. The police opened the bag to find three white mice.

Police watched the same man walk across the street to Uncle Nick’s Pizza, dropping a bag into the rubbish there. In the bag, police found five live mice and one dead one.

“We have never had anything like this where mice have been used as an instrument of crime,” police Superintendent Michael Chitwood said.

“This is food terrorism by mice.”

Galiatsatos remains in custody.

Milestone for whole grain

The famous black-and-gold Whole Grain Stamp has reached a new milestone: It now appears on 5,000 products on grocery shelves around the world. The number of products sporting the Stamp, administered by the non-profit Whole Grains Council (WGC) and Oldways, has jumped 25% in a mere nine months, from 4,000 products in July 2010.

“The rapid growth of the Whole Grain Stamp signifies that whole grains really are the new norm for consumers, and the Stamp makes it easy for them to

find significant sources of whole grain in products,” said Kara Berrini, Oldways and WGC Program Manager. “We’d like to applaud the food industry, including all our Whole Grains Council Members, as well as our Scientific and Culinary Advisors, for helping move the science, palatability, and availability of whole grains to a whole new level.”

Part of the accelerated growth is due to international interest in the Stamp. The Whole Grain Stamp is now found on store shelves in 22 countries, having spread to Canada, throughout Central and South America from Mexico to Argentina, to the UK and Ireland, New Zealand and China.



“A decade ago, whole grains were almost unknown in many countries,” said Cynthia Harriman, Director of Food and Nutrition Strategies for Oldways and WGC. “And yet today, brown rice is gaining a foothold in China and Japan; whole grain pasta is becoming commonplace in Italian supermarkets; and a Mexican company is one of the driving forces bringing whole grain breads to Latin America.”

Health guidelines in countries around the world are including recommendations to consume whole grains at an increased rate, and the Stamp is quickly becoming an international standard.

China is one of the most recent countries to adopt the Stamp as the government focuses on improved nutrition as a way to improve overall health, a reaction to the rising rates of chronic disease that are affecting many populations around the world.

The Center for Public Nutrition and Development of China (PNDC) and the Grains for Health Foundation to plan a Whole Grain Forum in Beijing April 20-21, 2011. This event is the first of its kind for China, and will occur in conjunction with the 3rd International Nutrition and Health Industry Expo, taking place April 19-21.

Studies show that eating whole grains instead of refined grains lowers the risk of many chronic diseases, including heart disease and diabetes, with some studies showing reduced risks from as little as one serving daily. Other benefits include reduced risk of asthma, healthier blood pressure levels, and better weight control.

Old bakeries found

The smell of freshly baked bread wafted through Egypt’s western desert more than 3500 years ago, according to new findings at the El-Kharga Oasis announced recently.

During excavation work for the Theban Desert Road Survey, a team of Egyptian and US archaeologists stumbled upon the remains of what appears to be an ancient bakery town. About one kilometre long and 250 metres wide, the settlement dates to the Second Intermediate Period (about 1650-1550 BC).

According to John Coleman Darnell, who led the Yale mission, archaeological evidence indicates that the site was an administrative center along the bustling caravan routes which connected the Nile Valley with points as far as south as Darfur in Sudan. The archaeologists unearthed large mudbrick structures similar to administrative buildings previously found in the Nile Valley. But the most interesting features were the remains of a bakery. Making bread on a massive scale was the main occupation for the majority of the inhabitants, said Zahi Hawass, the head of Egypt’s Supreme Council of Antiquities.

The large debris dumps outside the bakery suggests that the settlement produced bread in such large quantities that it may have even been feeding an army, Hawass said.

NEW products

Tablets to take the orders?

A California-based startup called E La Carte has produced a kind of souped-up iPad for cafés and restaurants that lets customers order food and pay right at the table. The nifty invention, known as the Presto, is one of several such devices coming onto the market soon.

They work like this. The tablet computers have a full-day battery life and credit-card readers attached. The Presto interface is easy enough for a primary-school kid to use. Customers select what they want to eat and add items to a cart. Depending on the café's preferences, the console could show nutritional information, ingredients lists, and photographs.



Customers can make special request, like "tomato sauce on the side" or "quintuple bacon." When they're done, the order zings over to the kitchen, and the Presto tells them how long it will take to come out.

From the customer's point of view there are more advantages. Want a latté in the meantime? Just add it on the console, and wait for the ready-now signal to sing out or the waiter to bring it. Bored? Play games on the machine. When you're through, you pay on the console, splitting the bill item by item if you wish. And you can have your receipt emailed to you. Best of all, there's virtually no queuing at the counter.

E La Carte is rolling the Presto out after two years of development and testing. So far about 20 restaurants in the US have signed up and many more have expressed interest. "They're for anything above McDonald's and below a fancy French restaurant," says co-founder Rajat Suri.

The company is selling not just its benefits for customers but its cost-savings and margin-boosters to businesses. Firstly: lower labour costs, though Suri stresses that the console is not designed to replace staff. "You still need people to bring the food, for customers to interact with. It's up to the restaurant to decide how to use it," he says.

E La Carte are renting out the consoles for for \$100 (US) per month. If a café serves meals eight hours a day, seven days a week, it works out to 42 cents per hour per table, making the Presto cheaper than the cheapest waiter (and easier to train).

E La Carte boasts that the consoles help with customer retention, keeping order histories for individual customers and letting them fill out surveys and request forms. Restaurants can use that information to follow up or offer discounted items. The company also says the consoles boost "impulse orders" (I want chips with that!).

But the company faces serious challenges. The software is not very complicated, so E La Carte has competitors. Dallas-based TableTop Media offers a similar device called the Zoisk. It's also possible that bigger chains might develop their own systems.

Then there's another concern. The tech is not too technical so why are such system not already in broad use? There are probably a few reasons. First, labour costs in the US are not 42 cents per table per hour, but they aren't much more than that. Many waiters are paid as little as \$2 or \$3 an hour, making most of their living from tips. Second, installing the system means paying some up-front costs and taking on some serious risk.

Finally, there is the question of the tablet. E La Carte's is sturdy—designed to be manhandled, spilled on, dropped, and poked. But is it really baby-, latte -, and idiot-proof? What happens if it looks dingy and old after a few months? What happens if the computer slows? What happens if someone comes along with an app that allows everyone to order right from their iPhone?

Questions aside, the market seems ready for the technology. It is sure to appear – perhaps with some sort of scanner for self-serve items – in New Zealand soon.

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Service awards

Three stalwarts of the Baking Industry were presented with service awards at the BIANZ Awards Dinner in Napier in August.

In presenting the BIANZ service awards to Nicky Sheed of Barker's Fruit Processors and Kerry Richards of NZ Bakels, the BIANZ vice-president Michael Gray paid tribute to their contributions to the industry over the years, mentioning in particular their work putting together many successful conferences. He noted that both Nicky and Kerry are not themselves bakers but they both have a keen appreciation of the industry.

Nicky Sheed

In accepting the award, Nicky Sheed recalled her early days with Barker's when some bakers were mystified as to why a menswear representative was calling on them. The company's name definitely means fruit ingredients to everyone in the New Zealand food industry now.

Nicky's can-do approach, good humour and energy has been instrumental in putting together baking industry conferences and events ever since she joined Barker's and her work for the baking industry has always been far beyond the call of duty.

As Michael Gray pointed out, Nicky Sheed has always sought ways to ensure conferences have been beneficial for delegates from all parts of the baking fraternity and has been instrumental in assisting the development of strategic networks with other food companies and organisations.



Nicky Sheed at the Baking Society conference in Christchurch in 2002.



Kerry Richards adopts a military pose as he helps the event take off at the aviation-themed 2005 Baking Society conference.

Kerry Richards

Kerry Richards is not a baker. One of his brothers is a grain trader, another is a maize crop consultant, and his father was an agricultural crop consultant. Kerry himself started out in flour milling, working at the Manawatu Mills (now Champion) and while there gained a London City & Guilds qualification in advanced milling. Kerry Richards was no stranger to baking, then, when he joined NZ Bakels nine years ago. He has since proven himself a great friend of the baking industry.

He was taken completely by surprise with the award. "You don't expect things like that because you just do your job," he said. "You're doing things you like and working with people you like in an industry that you want to be in."

Presenting the award, Michael Gray said: "Kerry is approachable and helpful and genuinely interested in our businesses and you honestly feel that wherever he can help, he will."

Thomas Thomas Snr

Competenz
SKILLS FOR INDUSTRY

John Blakey of Competenz used the BakeNZ Awards dinner as the occasion to present Thomas Thomas Snr of Windmill Quality Cakes in Porirua with a special service award in recognition of his work over forty years in training more than 30 bakery apprentices.

Talking later, Thomas Thomas said he was surprised by the award but thought something was up. "I thought it was because in October it's 50 years since I cleaned my first tray." He saw five of his former apprentices in the room at the awards dinner, and two sons of his apprentices. "What wasn't mentioned," he said, " – and I take a lot of pride in this – there's a lot of my apprentices who have either gone into business or have got really top jobs in supermarkets or other bakeries. You see a boy five or six years later and he says 'I bought my own business in Rotorua,' or something like that. You get a real kick out of it."

Seeing another generation of bakers, often their children, being trained as bakers by his former apprentices is another great source of pride for Thomas Thomas.



Make YOUR pie more famous

See your pie in a New Zealand pie book
by Global Baker Dean Brettschneider.

GLOBAL
BAKER

Dean
Brettschneider

Our very own Global Baker Dean Brettschneider is writing a pie book at present for publication next year.

It will be published by Penguin New Zealand and sold in New Zealand and several other countries.

To keep his New Zealand connections strong here and globally, Dean is calling for BIANZ members to contribute a special pie recipe of their choice.

He would supply the recipe format so they are all written consistently. That will make it easier for you.

The pie recipe would be for the home baker so it would have to be in a single large pie, flan, or tart format, or as four or six smaller individual pies. The pies can be fruit, seafood, vegetarian, meat, sausage rolls, turnovers, quiches, gourmet,

and in your choice of tinware – flan, tart, family pie, baked in a home pie dish and topped with pastry, baked in pie tins, a high-sided cake hoop or baked directly on the baking tray.

Dean will deal with the pastry component so you would just have to say what amount to use, for example 700 grams of puff pastry or 400 grams of sweet pastry.

To help keep your pie true to your values, Dean would like you to supply a simple photo so that when he recreates the recipe for the book's photographer, it reflects your individuality and standards.

Of course he is not asking for the exact secret recipe that you use in your bakery, maybe a just version of it. Dean suggests you might use this opportunity to practise for next year's Bakels Supreme Pie Awards Pie.

Dean will credit your name with the pie in the book alongside the BIANZ logo. This will put you and the BIANZ firmly on the local and global baking stage.

The first 20 people to express their willingness to participate will go into a draw to win one of three copies of Dean's latest baking book, *New World Baking – my time in Shanghai*, which will accompany a new TV series called *Kiwi Baker in Shanghai*. The book is coming out in September.



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Management

Being ready

Preparing your workplace for an emergency is a legal obligation

How do you stay in business in the event of an emergency? How do you access data about your staff, customers and suppliers in order to keep operating and maintain business continuity?

It is essential to plan to protect a business from the impact of an emergency.

Emergencies include fires, earthquakes, floods, storms and pandemic illnesses. Each of these emergencies has occurred in New Zealand, and each has the potential to have a devastating effect on a business.

The Health and Safety in Employment Act 1992 requires an employer to plan for an emergency situation. Employers must have procedures in place to deal with emergencies and ensure that employees are well informed about them.

Emergency procedures need to be specific to a workplace and directly relate to the work being performed. For example, a workplace that has hazardous substances on-site requires specific procedures in place for managing any risks arising from hazardous substances as well as general emergency procedures.

Employers should keep backup files of all essential information in case they cannot re-enter the workplace after an emergency to retrieve documentation. This was a lesson learned from the earthquakes in Canterbury when some employers did not have staff contact details in order to check their immediate safety and wellbeing, and businesses were unable to resume normal work because they could not access their paperwork.

The Department of Labour and the Environmental Protection Authority have designed a set of simple forms to help you identify and manage your emergency procedures.

The templates cover:

- Fire
- Chemical spills
- LPG gas leaks
- CPR
- First aid
- Natural Disasters.

There's space for you to write down:

- Essential phone numbers
- Warden names and contact details
- First aiders' names
- Firefighting equipment locations
- Who to report incidents to.

There's a set that most workplaces can use at www.epa.govt.nz/publications/erma-flip-chart.pdf



Simply:

Download and print as many templates as you need then, together with your employees, work out the most appropriate procedures and who should have what responsibilities.

Ensure that all employees know about your emergency procedures, including where you will keep this information, and where emergency equipment is stored.

For further information to help you prepare emergency procedures, crisis management and continuity planning for your business visit the Ministry of Civil Defence and Emergency Management website <tinyurl.com/44gu68h> and the crisis management page under managing > health and safety at business.govt.nz <tinyurl.com/24q63ms>.

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Events calendar

What	When	Where
All Things Baking Supported by Retail Bakers of America	2-4 October 2011	Chicago
Anuga 2011 10 Specialised trade shows under one roof	8-12 October 2011	Cologne
Shanghai International Food Fair 2011	24-26 November 2011	Shanghai
36th Winter Fancy Food Show North America's largest specialty food and bever- age marketplace	16-18 January 2012	San Francisco, USA
 33rd International Exhibition for artisan production of gelato, pastry, confectionery and bakery.	21-25 January 2012	Rimini, Italy
Gulfood Exhibition	20-23 February 2012	Dubai, UAE
	3-7 March 2012	Paris
	17-19 June 2012	ASB Show- grounds Auckland
 Bakenz 2012 Bakery of the Year Competition Trainee of the Year Competition BIANZ Annual Conference	17-19 June 2012	ASB Show- grounds Auckland
 iba World Market for Baking	16-21 September 2012	Munich

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Positive feedback for Pie Guidelines

By Kaihong Tan, Food Industry Nutritionist, Heart Foundation.

A recent survey shows members of the Baking Industry Association of New Zealand (BIANZ) are positive about the Pie Group's "How to Make Better Pie" Guidelines.

The Pie Group is an industry-body comprising pie manufacturers, ingredient suppliers, BIANZ, the Baking Industry Research Trust and health organisations. The guidelines were developed by the Pie Group in 2010 to help decrease the pie's contribution of fat and sodium to New Zealanders' diets.

The intention behind the development of the guidelines was to help improve the nutritional quality of pies made by independent bakers, while retaining customer satisfaction and the bakers' profitability.

The guidelines recommend methods for folding pastry, which reduce the use of pastry fat and improve the lift and quality without changing the taste. They also provide guidelines for fillings that can reduce the pie's fat and salt content.

The survey was conducted by the Heart Foundation, one of the Pie Group members.

BIANZ members were asked to complete a survey which would help reveal views about the guidelines,

as well as measure changes in pie composition and the pie-making process.

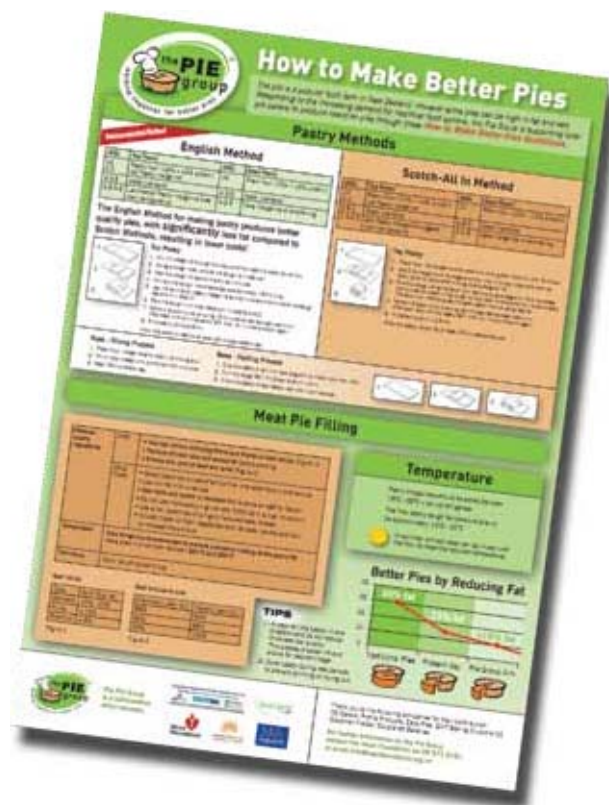
Although the survey response was low, the feedback received was positive. All respondents said that the Pie Guidelines were easy to read and most said they would recommend the guidelines to their staff and other bakers.

Approximately one-third of the respondents had used the guidelines to make changes, and they had all made more than one change. The most common change was in reducing salt or sodium, followed by change in the type and quantity of margarine.

Respondents who reported making no changes cited time and lack of motivation as the leading barriers to change, not "increase in cost" and "lack of equipment".

Based on the response to the survey, it shows that the guidelines are working, with no indication that they would cause any risk to business.

The guidelines recommend methods for folding pastry which reduce the use of pastry fat and improve the lift and quality without changing the taste



Success stories include one bakery reporting that 25 kg of monosodium glutamate (MSG) was removed from its pie range over three months, with positive feedback received from customers on the taste.

Another baker, who makes around 100 pies a day, has reduced the amount of margarine in pastry, resulting in around 180kg of margarine being removed over a six-month period.

This margarine reduction has enabled the pie maker to better manage the rising cost of ingredients.

More information about the Pie Group and its Guidelines visit [http://www.bianz.co.nz/industry-news/how-to-make-](http://www.bianz.co.nz/industry-news/how-to-make-better-pies.html)

[better-pies.html](http://www.bianz.co.nz/industry-news/how-to-make-better-pies.html) (or tinyurl.com/443do2r).

Please give the guidelines a go. If you have further suggestions and comments about the guidelines, email them to us at foodindustry@heartfoundation.co.nz

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A Specifically designed Two-way slice cutter for Slice Cake and Sponge in slab form, offering a choice of cut size. It is also being used to cut frozen lasagne

Bakery of the Year Competition 2011 results

Overall Winner Viands Bakery, Kihikihi
First Runner Up Hastings City New World, Hastings
Second Runner Up 10 O' Clock Cookie Bakery & Café, Masterton

Best Cake
 Highly Commended 10 O' Clock Cookie Bakery & Café
 Third Place Hastings City New World
 Second Place Viands Bakery
 First Place Original Foods

Best Bread
 Highly Commended Viands Bakery
 Third Place Picton Village Bakery
 Second Place Jacksons Bakery & Cafe
 First Place 10 O'Clock Cookie Bakery & Café

Best Pastry
 Highly Commended Kapiti Cakes & Bakery
 Third Place Heavens Bakery
 Second Place Hastings City New World
 First Place Viands Bakery

Best Creative
 Highly Commended Metro on Willis
 Third Place 10 O' Clock Cookie Bakery
 Second Place Hastings City New World
 First Place Viands Bakery

Gold Certificate/Gold Distinction* winners:

Original Foods Ltd (Christchurch)	Bar Cake
Original Foods Ltd	Christmas Cake*
10 O' Clock Cookie Bakery & Café	Artisan Nut Vienna
Viands Bakery	Danish Kringle
Viands Bakery	Gingerbread Sculpture*
Viands Bakery	Decorated Cake
Kiss & Bake Up	Decorated Cake

Cupcakes

Bronze Viands Bakery
 Kapiti Cakes
 BJ's Bakery & Cafe
 Hastings City New World
 Jacksons Bakery

Silver Original Foods

Opera Gateau

Bronze Original Foods
 Hastings City New World

Silver Viands Bakery
 10 O' Clock Cookie Bakery Café

Bar Cake

Bronze Viands Bakery
 Kidd's Cakes
 Hastings City New World

Gold Original Foods

Christmas Cake

Bronze Kapiti Cakes & Bakery
 10 O' Clock Cookie Bakery Café
 Hastings City New World
 Samantha Wu MIT

Silver Viands Bakery
 Kidd's Cakes

Gold Distinction Original Foods Ltd

Ciabatta

Bronze Pukekohe Pak'n Save
 Metro on Willis
 10 O'Clock Cookie Bakery Café
 Viands Bakery
 Hastings City New World
 Jacksons Bakery
 Heavens Bakery
 PictonVillage Bakery



Stollen

Silver 10 o' Clock Cookie Bakery Café
Jacksons Bakery

Artisan Nut Vienna

Bronze Pukekohe Pak'n Save
Viands Bakery
BJ's Bakery & Cafe
Breads of Europe
Hastings City New World
Jacksons Bakery
Silver Blomquists Bakery
Gold 10 O' Clock Cookie Bakery Café
Picton Village Bakery

Sweet Bun Selection

Bronze 10 O' Clock Cookie Bakery Café
Viands Bakery
BJ's Bakery & Café

Christmas Mince Tarts

Bronze Hillpark Bakery
Kapiti Cakes & Bakery
Kidd's Cakes
Blomquists Bakery
Heavens Bakery
Picton Village Bakery
Silver 10 O' Clock Cookie Bakery Café
Viands Bakery
Hastings City New World

Choux Paste Selection

Bronze Kapiti Cakes & Bakery
Silver 10 O' Clock Cookie Bakery Café

Danish Kringle

Bronze BJ's Bakery & Café
Hastings City New World
Silver Heaven's Bakery
Gold Viands Bakery

Pithivier Gâteau

Bronze Viands Bakery
Pukekohe Pak'n Save
Wild Oats Café & Bakery
Metro on Willis
Silver 10 O' Clock Cookie Bakery Café
Hastings City New World
Jacksons Bakery

Gingerbread Sculpture

Bronze Kapiti Cakes & Bakery
Kidd's Cakes
Metro on Willis
Silver Hastings City New World
Gold Distinction Viands Bakery

Decorated Cake

Bronze 10 O' Clock Cookie Bakery Café
Roasted Addiction Café
The Copperage Café & Tapas Bar
Silver Kapiti Cakes & Bakery
Metro on Willis
Gold Viands Bakery
Kiss & Bake Up

Bread Display

Bronze Pukekohe Pak'n Save
Viands Bakery
BJ's Bakery
Blomquists Bakery
Taste of Europe Bakery
Picton Village Bakery
Silver 10 O' Clock Cookie Bakery Café
Hastings City New World
Paris-Berlin Organic Bakery

Photos of all entries will be available via the BIANZ website in late September.





A large and keen crowd of bakers from throughout New Zealand came to the BakeNZ Expo in Hastings in August. The nonstop show featured numerous practical workshops and demonstrations, and the opportunity to look at new products and services.

Above, **Marcus Braun** works wonders with some Nestlé products, attracting (inset) some sneaky **industrial spies**.

Left, **Ian Thomas**, aka the Egg Man, puts **Jason Ledger** through his paces in the omelet time trial. (He made 51 seconds).

Below left, cake decorating wizz **James Cootes** attracted an appreciative audience throughout, more so with a younger audience as the Bumble Bee Transformer took final shape.

Below, **Rob Bettis** and **Stephanie Carbone** from All Systems Go smile, having a that made their cases of exhibitor's foot worthwhile.





Above, **Phil Neverman** demonstrates pie fillings and flavourings for Unilever.
Below, **Monique Kloegg** workshops some different fillings.



Above, Barker's Fruit Processors' **Clinton Gates** enjoyed a busy time demonstrating their new roll fillings.



Above, **Brian Duncie** of Golden Bridge demonstrates their new line of Satin Ice rolled fondant as used by Cake Boss on Food TV. Below: NZ Bakels' **Kerry Richards**.



Shoptalk allowed: **Donna and John Thompsons** (centre) from Copenhagen Bakery, Christchurch, talk to **Judith Gray** FROM Nada Bakery, Wellington (left) and **Chas Meehan** from Kidd's Cakes, Christchurch (right).



More of the NZ Bakels team strutting their stuff: **Bruce Hunter** (left), **Robin Pederson** (right) and **Malcolm Cook** (partially obscured at back).

The Awards Dinner – BakeNZ 2011



Malcolm Cook, NZ Bakels Auckland, **Bernadette de Bono**, Zeagold, Dunedin.



Philippa and Brian Lucas from Hastings.



Jeanette and John van den Berk, Hastings.



John and Trish Oldridge, Hastings.



Monique Brik, MIT, **Glenn Callow**, Competenz, Auckland.



Dan McFarlane and **Bray Webster** from the famous Beechworth Bakeries in Echuca and Beechworth, Victoria.



Dynasty: John Atwill, Rachel and Paige Atwill, Sandra Atwill, Kathy and Shane Kearns, Lynda Atwill, Kirsty Cavey, Shannon Atwill, Chris and Pam Patterson.

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WM VEG CAKE MARG 20KG

PRODUCT CODE: 73965

A premium cake margarine with a buttery baked through flavour and texture. WM all veg cake margarine gives excellent lift and volume. Recommended uses – cakes and biscuits.



WM VEG PASTRY MARG 2X10KG

PRODUCT CODE: 73964

Traditional pastry blocks are an excellent product for the manufacture of puff and flaky pastry. Recommended uses – pies, sausage rolls, apple turnovers and other sweet and savoury pastries.



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The Weston Milling Trainee of the Year Competition



The judges: Clinton Squibb, Dion Nash, Roy West, Graham Heaven.



Khalid Ali, MIT.



James Robinson, Windmill Quality Cake Shop, remains unperturbed by MC Melanie Kerr.



Jason Hay, Richoux Cakes, finishes his display.



The runners: Zac, Ella, Olivia, Sam, Grayson.



Daniel Fauvel, 10 O'clock Cookie Co, makes a last minute dash for the finish.

The Weston Milling Trainee of the Year Competition 2011 was held in conjunction with the Baking Industry Association of New Zealand's annual conference at Heaven's Bakery in Napier on August 20.

A big crowd watched the competitors in their hot pursuit of the prize. The event was originally planned for Christchurch but following the earthquakes and resulting loss of venues, the conference and the competition were moved to Napier. "The Baking Industry Association surely did a great job in its quick and vast transition to its new venue," said the competition organiser, Weston marketing executive **Stacey Mearns**.

Dion Ram, last year's Trainee Competition winner, was the guest judge along with the judges from the initial judging held earlier in the year: **Roy West** from Southern Hospitality, **Clinton Squibb** from Barkers and **Graham Heaven** from Crop and Food Research.

The top ten trainees were given six weeks to practise their baking in their own surroundings before meeting for the final bake off.

"The competition is designed to raise awareness and involvement of trainees in the industry," says Stacey Mearns.

"Weston Milling endeavours to make sure we give the industry a competition which all trainees and apprentices can aspire to take part in."

This year's competition ran in two heats of five competitors.

Competitors had to produce four products in three-and-a-half hours: a loaf of grain bread, a sweet flan, a pound cake and a savoury tart. Within that brief they could make their own variations.

Though all quite different, the smells, and presentation of the products were all of

exceptional quality. The details too, such as plates, condiments and utensils that the trainees used to dress their products and presentation tables were something which the judges found most pleasing, saying the standard resembled that seen in many TV baking and chef shows.

The Weston Milling Top 10 trainees were: **Mark Grantham** from Manukau Institute of Technology.

Phil Burton-French from Kapiti Cakes and Bakery.

Daniel Fauvel from 10 O'clock Cookie Bakery.

Khalid Ali from Manukau Institute of Technology.

Joshua Harding from Viands Bakery.

Shane Aitken from Skills for Work, New World New Lynn.

Nicole Oldridge from Jacksons Bakery.

James Robinson from The Windmill Quality Cake Shop.

Jason Hay from Richoux Patisserie
Tong min Li from Hill Park Bakery.

The Weston Milling Trainee of the Year



Weston Milling Trainee of the Year **Jason Hay** of Richoux Bakery in Auckland is congratulated by **Hayden Campbell** of Weston Milling, the competition's guest MC **Melanie Kerr** and (obscured) Weston's event organiser **Stacey Mearns**.



Joshua Harding, Viands Bakery, third prize.

The prizewinners in the 2011 Weston Milling Trainee of the Year competition were announced at the BIANZ Awards Dinner in August by Hayden Campbell and Stacey Mearns of Weston Milling and guest MC Melanie Kerr.

The Weston Milling Trainee of the Year 2011 is **Jason Hay** from Richoux Patisserie of Ellerslie, Auckland.

Jason will now be the face of Weston Milling for the year to come. His first prize is valued at \$9000 and will give him the opportunity to get to learn and experience more of the baking world.

Second prize went to **Mark Grantham** from Manukau Institute of Technology. The oldest contestant and least experienced, Mark's artistic skills, shown with his stencil work, and his calm his manner, made him a great crowd pleaser.

Third place was won by **Joshua Harding** of Viands Bakery in Kihikihi. Josh, a hard worker by day and rocker by night, retained a likeably humble demeanour throughout the competition, making him another crowd-pleasing winner.



Mark Grantham, MIT, second prize.

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*Cost comparison based on multiple use of product as per usage recommendations.

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Suggested uses for Euro-Bake Premium.

- Fudge Brownies (30 bakes).
- Muesli Slice (30 bakes)
- Bread (20 bakes)
- Chocolate Chip Cookies (40 bakes)

NB: This is indicative only. Results will vary based on recipe and cooking conditions.

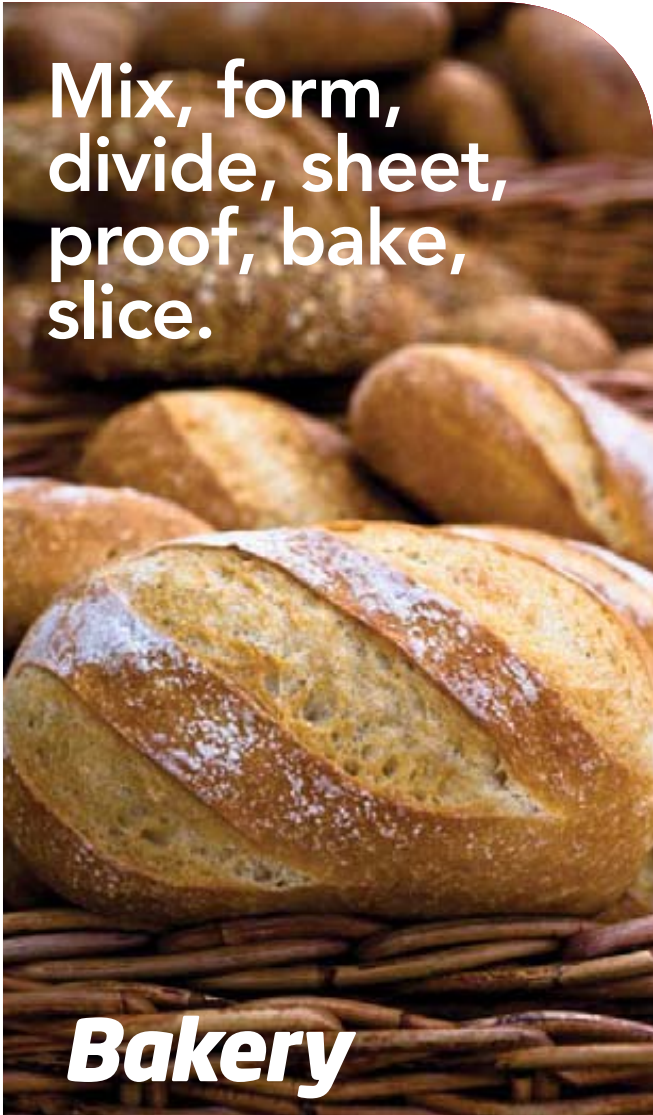
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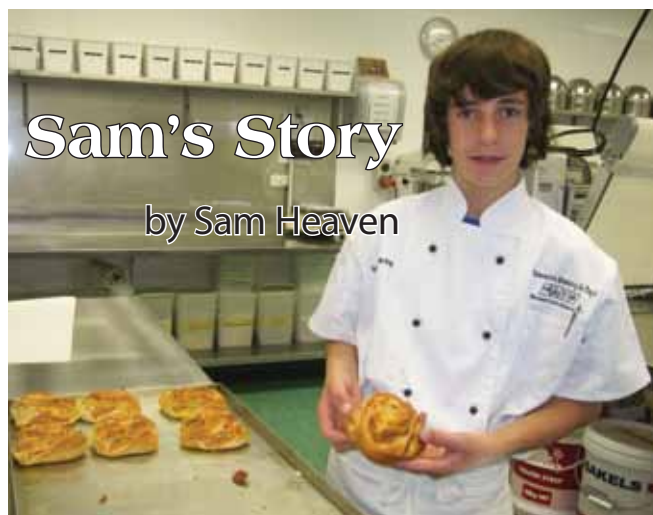
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Reflections

Sam's Story

by Sam Heaven



Sam is 13 years old and ready to start

A school essay, reprinted with permission

I know where I'm going and how I'm going to get there. It's in my blood: whisking, mixing, glazing and piping. What I mean is my grandfather was a baker, my father's a baker, and I'm going to be a baker.

My grandfather, Graham Heaven, wasn't good at school – maths, reading and so on – so you could say that that's in my blood too. As soon as he found a job he left school. The trade that he decided on was baking. In 1963, at the age of 16, my granddad began his apprenticeship at Dunns Home Cookery in Havelock North. It took him five years to do his apprenticeship.

On a sunny Saturday on the way to my great grandmother's house, my nana and granddad drove through Taradale. They thought that Taradale would make a great place to start a bakery. So in 1974 the first Heaven's Bakery was opened. Soon after that they opened the first hot bread shop in Hawkes Bay. On many weekend mornings there would be a long line of people outside waiting to get hot bread straight from the oven.

In 1997, Mum and Dad bought a café in Marewa. I was born the following year. I'm told I'm lucky I wasn't born next to the coffee machine because Mum was still working while she was in labour with me.

In 2000, Mum and Dad took over running Heaven's Bakery Ltd. My Dad's passion for growing Heaven's Bakery is just as strong as Granddad's was and the result is we now have four cafés as well as our three traditional bakeries.

I have been going to work with my dad since I was born, watching Mum making sandwiches or Dad piping gateaux. When I learnt to walk I would go to work with Dad at midnight. When the going got tough I did what any great baker would do: find a flour bag and go to sleep on it. I would wake up just in time to see Dad ice the last cake.

I would like to make Heaven's Bakery known throughout Hawkes Bay. I would like to win the Baker of the Year award six times, just like my dad has done. I would like to have 17 shops throughout Hawkes Bay.

I am looking forward doing all the whisking, mixing, glazing and piping. There is no need for a DNA test because you can tell it's in my blood. I'm my father's son.

Commodity Report

from Brooke Holdings

Dried fruits

All eyes are on the Turkish crops. Despite some frost damage earlier in the year the **apricot** crop looks good for quality and tonnage. Consequently Turkish dried apricot prices are now around 35% lower than they were four months ago. Although South African dried apricot sold out early in the year, some good clean industrial grade dried apricot has become available at prices well below Turkish prices.

There is also some good clean industrial grade South African dried **pear** available at bargain prices as the South Africans look to quit surplus stocks.

International **vine fruit** prices peaked a few months back but reports of a reasonably sized Turkish vine fruit crop have deflated prices to around 10% lower than they were 3–4 months back. Keeping in mind the apparent size of the crop, there is the potential for even lower **sultana** prices.

Californian **raisin** prices continue to hold up and some processors are running short of inventory. However with a normal sized crop anticipated and falling prices from Turkey, new season Californian raisins are likely to drop in price by October.

Nuts

Cashew prices have been firm although there was another hike in pricing recently. This was more likely a currency adjustment in response to the weakening US dollar. Generally, buyers are covering only short-term needs whilst sellers do not appear to be in a hurry to sell. Indications are that demand in India and Vietnam could pick up soon as the festive season in these countries approaches.

Almonds are holding up well and supply and demand appear to be in balance. Almonds continue to be the cheapest tree nut available and we anticipate that demand will continue to be strong.

Brazil nut kernels have risen in price with demand far exceeding supply. Some improvement in availability later this year may help to dampen pricing.

Hazelnut kernel pricing remains relatively stable despite predictions of a shorter than anticipated crop.

Predictions are that the **pecan** crop is going to be on the short side and anticipated aggressive buying by Chinese interests is likely to keep prices high. Consequently it would be prudent to cover your requirements now through to the end of this year.



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Photo: Bruce Jarvis

Daniel Holloway, Hollies Bakery, adapts readily to the bonds of celebrity along with his bodyguard (left), **Alison Leonard**, centre right, and **Brent Kersel**, NZ Bakels, right.

It's often called the humble pie. It's not so humble, however, come late July every year when NZ Bakels announce their Supreme Pie Awards. The event is a highlight even for the not-so-humble media people who flock to the awards dinner.

The "A list" types who attended this year, frequent celebration-goers all, agreed that NZ Bakels always run one of the best award events in New Zealand, and they are well qualified to know.

All celebrities

It certainly was a stunner this year. The theme, James Bond, reeks of glamour, and the presentation followed suit – a sleek formal suit of course.

Bakers, pie makers and celebrities alike were treated to a first class production. The award winners are all celebrities for the night as well, with reporters and photographers crowding around them in a whirl of flashing lights.

The theme began with the invitation, a cleverly "coded" message in a secretive On Her Majesty's Service envelope. On arriving at the event, all guests had to endure being frisked down by frisky bikini-clad young women from Bakels' own high-security, gun-toting, Bond-style security squad. Guests were then admitted to the lobby and any discomfort from the pat-down was quickly assuaged with a glass of bubbly.

Essential supplies

From there they were guided to their

tables in the main hall where an intriguing box of essential MI6 accessories awaited each guest. In it was a stack of fake ID cards for any occasion, a neatly wrapped pack of foreign banknotes – roubles, yens, zlotys and suchlike – plus an all-important item for any intelligence operative, a martini goblet.

Only a few of the 4000 or so pies entered for the awards can come anywhere close to winning, but it is worth trying for a place, if only to score an invitation to this dinner.

Pie Another Day?

The main event began this year with an exciting movie. We saw a dashing James Bond (though surprisingly bald and a little bulkier in build than we have seen him previously) attempting to protect a secret pie recipe from the clutches of an evil baker.

A sudden confrontation turns to hand-to-hand combat in a bakery filled with hazardous ovens, perilous bags of flour and, yes, dangerously hot pies! (including one in the eye for the evil baker.)

Flour clouds the air before pie trolleys are pushed and applied to delicate parts of the anatomy. A brief chase and, yes, combat continues in a warehouse stacked with no doubt secret ingredients.

Our hero finally has his way when he wraps the evil baker up on a revolving shrink-wrapping machine. He escapes in his Aston Martin as the evil baker's henchmen are left behind uselessly firing their automatics into the night. But is he safe?

The car pulls up in the driveway of the Rendezvous Hotel. It explodes! But yes, our Bond has leapt to safety. We see him carrying a remnant of the car's bodywork and adjusting his tie as he dashes into the lobby. The film fades and, lo and behold, the immaculate Mr Bond dashes into the very room itself, the remnant of Aston Martin still in his strong right hand.

Essential surprises

Bond, or rather "That Guy," Leigh Hart, then strode into his role as MC. He hit the right note immediately with a nice balance of diversions, humour and getting on with the business.

The business was of course glamorous as a succession of well-known foodies and television personalities took to the stage to present the awards, assisted throughout by the Bond girls.

The results brought the usual excitement and surprises, most notably that Pat Lam didn't win and that Brent Hughes from Pukekohe Pak'n Save scored an amazing three golds plus a silver.

That Shane and Kathy Kearns from Viands Bakery, Kihikihi (near Te Awamutu) took top honours was perhaps not so surprising. They and Kathy's parents, the Atwills of Oslers in Wairoa, are all well known as high achievers in baking competitions.

What did surprise was that they scored the top spot with, of all things, their gourmet fruit pie. It was only the second time a fruit pie has taken the gold.

See "It's been mad" on page 32 for an interview with Shane and Kathy.



Photos: Bruce Jarvis

From top left: **Andreas Voegelin**, **Jason Hay**, **Eddie Grooten** endure the attentions of the security officers, as does **Urs Rothlin**, right. Centre: the guests' goodies, moolah and a martini goblet. Right: a couple of **typically aggressive media bods** (probably crashed the show). Below top, **Shawn Brookes** and **Shelley Hancock**, right, **Tony Marshall** and **Maree Simms**. Bottom left: Supreme Award Judge **Allyson Gofton** renders judgement, bottom right: **James Bond** alias **Leigh Hart** keeps the crowd thoroughly entertained.



Photo: David Tossman



Photo: David Tossman



Photo: Bruce Jarvis



Photo: David Tossman



Supreme Pie 2011



Shane and Kathy Kearns, Viands Bakery, with the Supreme award and Duncan Loney.



Leap Heng Taing and Jenny Ly from Penny Lanes Bakery with Ray McVinnie.

MINCE & GRAVY			
	Name	Company	Location
Gold Award	Ian Holloway	Hollies Bakery	Hastings
Silver Award	Brent Hughes	Pukekohe Pak'n Save	Pukekohe
Bronze Award	Shane Kearns	Viands Bakery	Te Awamutu
Highly Commended	Geemun Chao	Fast & Fresh Bakery Café	Taupo
STEAK (DICED) VEGETABLES & GRAVY			
Gold Award	Jenny Ly	Penny Lanes Bakery	Onehunga
Silver Award	Suoi Hi Ly	Whenuapai Bakehouse and Cafe	Whenuapai
Bronze Award	Geemun Chao	Fast and Fresh Bakery	Taupo
Highly Commended	Bunnarith Sao	Dairy Flat Bakery	Albany
CHICKEN & VEGETABLE			
Gold Award	Neville Jackson	Jacksons Bakery and Café	Havelock North
Silver Award	David Liem	Greenland Bakery and Café	Botany Town Centre
Bronze Award	Bill Lenh Liem	Greenland Café	Pukekohe
Highly Commended	Suoi Hi Ly	Whenuapai Bakehouse and Café	Whenuapai
GOURMET FRUIT			
Gold Award <i>Spiced plum, port & apple</i>	Shane Kearns	Viands Bakery	Kihikihi, Te Awamutu
Silver Award <i>Apple, wildberry, peach and passionfruit</i>	Richard Lucas	Hastings New World	Hastings
Bronze Award <i>Apple, lime with coconut and pineapple</i>	Patrick Lam	Goldstar Pats Pies	Tauranga
Highly Commended <i>Blueberry, apple and apricot</i>	Bunnarith Sao	Dairy Flat Bakery	Albany
GOURMET MEAT			
Gold Award <i>Chicken, bacon & mushroom</i>	David Liem	Greenland, Bakery & Café	Botany
Silver Award <i>Chicken, pistachio & cranberry</i>	Iolie Murphy	Element Café	Wanganui
Bronze Award <i>Beef Stroganoff</i>	Peter Wheeler	Bays Pies/Barringtons	Albany
Highly Commended <i>Chicken, bacon, cajun & spinach sauce</i>	Patrick Lam	Goldstar Pats Pies	Tauranga
BACON & EGG			
Gold Award	Brent Hughes	Pukekohe Pak'n Save	Pukekohe
Silver Award	Patrick Lam	Goldstar Pats Pies	Tauranga
Bronze Award	Chhai Heng Chrin	Merrivale Bakery	Tauranga
Highly Commended	John Van Der Berk	Johns Bakery and Café	Hastings

— the complete results



Patrick Lam, Penny Lanes Bakery, with



Jack Tane, a friend, and Brent Hughes from Pukekohe Pak'n Save with one of his four awards.



Bunnarith and Navy Sao, Dairy Flat Bakery.

VEGETARIAN

Gold Award <i>Pumpkin, carrot, broccoli, silverbeet & cauliflower</i>	Bunnarith Sao	Dairy Flat Bakery	Albany
Silver Award <i>Roasted pumpkin, kumara, pinenuts & spinach</i>	Tai Kahu	Better Quality Pies Ltd	Rotorua
Bronze Award <i>Leek, carrot, onion & pumpkin</i>	Geemun Chao	Fast and Fresh Bakery	Taupo
Highly Commended <i>Mushroom, carrot, potato, courgette in white sauce.</i>	Bill Lenh Liem	Greenland Café	Pukekohe

MINCE & CHEESE

Gold Award	Brent Hughes	Pukekohe Pak'n Save	Pukekohe
Silver Award	Patrick Lam	Goldstar Pats Pies	Tauranga
Bronze Award	Jenny Ly	Penny Lanes Bakery	Onehunga
Highly Commended	Mana Endoo	Ngaruawahia Bakery and Café	Ngaruawahia

STEAK & CHEESE

Gold Award	Ian Holloway	Hollies Bakery	Hastings
Silver Award	David Bell	The Bakery	Nelson
Bronze Award	Sray Senq	Blagdon Hot Bread Bakery	New Plymouth
Highly Commended	Michael Kloeg	Ten O'Clock Cookie Bakery and Café	Masterton

SEAFOOD

Gold Award <i>Lemon rind, capers and woodfired smoked salmon</i>	Brent Hughes	Pukekohe Pak'n Save	Pukekohe
Silver Award <i>Scallops, prawns, mussels, crab meat, smoked fish in white sauce with coriander & lemon pepper</i>	Patrick Lam	Goldstar Pats Pies	Tauranga
Bronze Award <i>Creamy seafood with lemon & fennel</i>	Cathie Cudd	Geyserland Bakery Ltd	Rotorua
Highly Commended <i>Fish fillets, onion & veges</i>	Try Kong	Bakers Oven	Whangaparaoa

COMMERCIAL/WHOLESALE

Gold Award	Murray Swetman	Gourmet Foods Ltd	Tauranga
Silver Award	Bernard Kirkpatrick	Jimmys Pies	Roxburgh, Central Otago
Bronze Award	Bernie Sugrue	McGregors Pies	Wanaka
Highly Commended	Eddie Grooten	Dads Pies	Silverdale

SUPREME

Gourmet Fruit	Shane Kearns	Viands Bakery	Kihikihi, Te Awamutu
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It's been mad

Success breeds success for Shane and Kathy Kearns at Viands Bakery in Kihikihi. David Tossman reports.



Kim Howells Photography

Three weeks after taking out the Bakels Supreme Pie Award, business is still buzzing for Shane and Kathy Kearns. "It's been mad," says Kathy. "In the first week we doubled our turnover completely. We were selling 500 a day of those pies."

With the surprise win and an unusual recipe in such sudden demand, I wondered how they managed to get enough ingredients for the inevitable next day's rush.

"We didn't have enough to start with," Kathy says. "The packaging people rushed the foil dishes out to us. We got plums rushed out to us. All the suppliers dropped everything and got it all for us. We didn't run out of pies the whole time."

"The suppliers were pretty awesome. I don't know how it all came together but it did."

Looking back over the first three mad weeks, Kathy is confident they've seen a fairly solid boost in ongoing business. Even in the freakishly icy mid-August weather, they found turnover consistently up at the new level. "Everything is selling better," she says, "not just the fruit pies. We're selling 150 to 200 fruit pies a day now, and all the other pies have doubled as well. It's been full on."

"The suppliers were pretty awesome."

The Kearns took over the business in Kihikihi nine months before the big award and still felt themselves relative strangers in town, but that quickly changed. "Everyone was in congratulating us: we got flowers and cards and all sorts. We've gone from not knowing anybody other than staff to everyone coming in. The bank manager of course, she came out, smiling with a plant and flowers. We're very spoilt actually," says Kathy.

They have two outlets for the bakery, one with the bakehouse in the little town of Kihikihi and one in the main shopping area of the much bigger centre of Te Awamutu nearby. Turnover in the Te Awamutu shop has doubled too.

The Kearns kept the entire staff team on from the previous owner. "They've been working good 15-hour days with not a moan in sight. They've just kept on going. And they're still doing it now so we can get the Bakery of the Year entries done as well. So they're pretty impressive. We're very proud of them."



Kim Howells Photography



Kim Howells Photography

and madder?

It would be mad if it weren't so amazingly excellent: winning the BIANZ Bakery of the Year award just three weeks after winning the Bakels Supreme Pie award.

Winning the Bakery of the Year takes excellence in a whole range of products, not just one, and is the result of weeks, even months of planning and practice by a solid bakery team. As well as baking skills of the highest order, teamwork and management are put to the test.

The most commented on of the Viands' entries exhibited in Napier was their gingerbread house. The gingerbread itself had to pass the judges' taste tests, but the artistry of the structure was the main attraction.

The Viands house showed creativity, humour, and painstaking attention to detail. It rewarded close attention. The several pie-eyed reindeer, one red-nosed, at the windows, the cavorting elves – one planking on a rear tower, the gift wraps, the list of gift recipients ... it was a delight.

Kathy designed the house, Shane made the gingerbread, Kathy added the four coats of glazing, built it ("like doing a jigsaw puzzle"), and made the little figurines.

This was their big effort as they didn't really think their Bakels Pie entry would win.



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The good bread baker

Isabel Pasch opened Paris-Berlin, her French-German organic bakery in Auckland, just a year ago. She spoke to David Tossman in August.

Isabel Pasch is one of those rare people for whom the word "passionate" might not be an exaggeration. She is certainly a devotee of good baking, or more correctly, good bread. Healthy bread. She is convinced that there isn't enough good healthy bread in New Zealand and she is out to change that.

"I'm always disappointed at the bread selection in the average New Zealand bakery," she says, "Apart from a few of those ones aiming for European artisan breads or something, they just offer so little healthy food."

'The average Kiwi thinks of bakery food as something unhealthy.'

"I mean people love bakery food and they love pies and slices and sausage rolls and that's all good, but the average New Zealand bakery doesn't seem to have much healthy food. The average Kiwi thinks of bakery food as something unhealthy and 'I should try and stay away from it.'

"And we get that often in the shop as well, that people come in, they're like, 'Hmm no, I shouldn't really eat anything of this.' And I think, what? Bread is, for Europeans and Middle Eastern cultures as well, the most basic food. It's what people lived on for thousands of years – bread was 80% of people's diet."

"If it's a healthy bread, it's a good diet. If you have a healthy bread and you put some healthy toppings on it, then that's a good healthy meal and it's nothing to be afraid of or that you should stay away from."

"That's something that I wish I could, maybe through my work, change a little bit. Help people come to realise that 'bakery' doesn't equal bad and unhealthy; there are lots of healthy, good bakery treats and that bread on its own can be something very delicious and it doesn't only need to be the handle for the inside of your sandwich."

"I hope that in the years to come people will realise that certain foods in the supermarket are just too cheap. And they are only cheap because they rely on cheap labour, cheap ingredients and cheap fuel to carry them from far away places. I wish that people would see food as something that they should buy locally and enjoy the good quality of and support their local people with. That's sort of a bit of my mission, but mainly I just want to make good bread."

An unusual route

Isabel has come to baking by an unusual route. German-born, she trained as a microbiologist originally at universities in Mainz and Hamburg, and then from 1999 to 2001 at Auckland University, where she graduated with an M.Sc. in microbiology.

'Oh my God, what am I gonna do? I can't possibly live without decent bread.'

It was in Auckland that she met her husband, Tim Hinchliff. She returned to Germany with Tim to study for their Ph.Ds at the prestigious Max Planck Institute. Isabel then gained a postgraduate degree in journalism from the Freie Universitaet in Berlin and for almost five years ran her own science-PR agency in Berlin.

While living in Germany, Isabel and Tim decided that when they had children



Photo: David Tossman

Isabel Pasch: "Mainly I just want to make good bread."

that it would be nice for them to grow up back here "in this lovely country, where you have wide open spaces and beaches and nature and good schools and you live in a house with a garden and all that."

"And that's how it came about."

They returned after eight-and-a-half years. They have two little boys, Emil, six years old, and Karl, three.

Bread was on Isabel's mind from the moment they decided on the move back to New Zealand.

Bread is of prime importance to all Germans, she says. "There's at least one full meal in Germany generally that people have just bread, either breakfast or dinner, and quite a lot of people have bread for breakfast *and* for dinner. So there's a huge variety of breads."

"And when my husband and I decided to move back to New Zealand, it was like, 'Oh my God, what am I gonna do? I can't possibly live without decent bread."

'A lot of people are a bit afraid of doing the straight European sourdoughs because they're a lot heavier and denser than the average New Zealand bread.'

"I knew I wasn't going to be able to do what I was working as in Germany, so I did a drastic career change and trained for a year in various organic bakeries in Germany, and then we came over."

They originally thought that they would have to start their own bakery from scratch, but instead they found one for sale, the former Boulangerie l'Epi, in a quiet suburban backwater near Ellerslie. It's in a small block of shops, some empty, probably built by the suburb's developer about 50 years ago, before most shoppers had cars and before supermarkets came to dominate shopping.



"Basically it had the same concept that we were planning to set up," says Isabel, "and we thought we can combine the two. I think the combination works really well: French pastries and crusty baguettes, and the German bread varieties and also German cakes."

Some of their business is wholesale through several delis, wholefoods and organic food specialists. In addition they go to two markets, once a month at Titirangi and the once a season at Royal Oak.

Despite their backwater location, they do get a good passing trade and many destination customers as word has spread amongst the German and other European expat communities. Building word of mouth, Isabel says, was almost accidental.

"Last year after we'd bought the shop we rebuilt the kitchen and introduced some new machinery, and changed the layout. Then afterwards we had a sort of free opening party and did an Oktoberfest."

Through that, Isabel made contact with a German social group who meet at a pub about once a month. They helped spread the word

"Occasionally we get some new German customer coming in and almost breaking out in tears, and 'Oh my God, some real bread.' I would say we probably have two or three customers a day who come in and say, 'Oh I finally made it, I've been hearing about you'" or 'Somebody had told me and I was meaning to come around.' It's going quite well."

They employ a German master baker, André Marten, mainly for the bread, while Isabel devotes herself largely to the pastries, along with sales and management.

Tim has other business interests in New Zealand and in the UK, but he looks after the bakery's books and helps out in various capacities through the week, learning bakery skills too as a backup for Isabel.

"He does one weekend day so I have a day with the kids on the week-ends," says Isabel, "He does some baking and helps in the shop and closes it down at the end of the day. And he does the shop as well one day during the week."

This is a business built on enthusiasm and a strict adherence to quality standards. "I think our bread's really different in that we don't change the recipes," says Isabel.

"A lot of people are a bit afraid of doing the straight European sourdoughs because they're a lot heavier and denser than the average New Zealand bread. I think a lot of bakeries are afraid to go there because it's so different. But we find that it works really well."

"Also we do these almost yeast-free and completely yeast-free breads and we do wheat-free breads and we do gluten-free breads and it's all organic."

"We tried a ciabatta for a while but I think that's what other people do as well. We've found that they actually don't sell so well, that the people who come and find us, they really like the dense heavy sourdoughs and they appreciate that it is bread you can eat for four or five days and it doesn't dry out. A light bread is very nice when it's fresh but it won't keep very long, you have to eat it on the day."

"We find that although it is very different from what other people do, people really love the stuff we do."

With her devotion to baking and her impressive record of accomplishment in other fields, you can be sure we will be hearing more from Isabel Pasch before long.



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Divine intervention

Belinda Jeursen meets the owners of a Christchurch business who have made the best of the worst of times.

It's a rough ride – cracks, piles of silt and disconcerting humps in the road – to the Divine Cakes & Desserts bakery these days. I'm on my way to see Janine Kenyon and Craig Rust, the husband and wife team who own it, at their bake house on the eastern side of Christchurch.

Divine Cakes has long been a member of BIANZ. Janine recently emailed me: "I have just read the latest edition of Slice and found it very interesting to read about the other bakeries in the region. If you do a follow-up piece we are more than happy to share our story if it is of any interest."

The damage

"We lost three of our five shops in the earthquake and our new purpose-built bakehouse in Bromley was non-operational for several weeks. One of the stores is in the red zone, opposite CTV, and remains closed. We have been in it only once [since the February earthquake]; one was demolished at Eastgate Mall without us getting access to it. The one at The Palms shopping mall is due to reopen on 8 September.



Mall

"We had to reinstate the bakery where Divine Cakes & Desserts first started in a kitchen no bigger than someone's lounge. It was character-building to say the least.

"With losing our Eastgate store we lost most of our gelato making equipment, which we won gold for last year at the ice cream awards. This was really disappointing but we hope to manufacture gelato again in the future. In the meantime we feel it's important to focus on core business.

"Since the earthquake we have opened a new shop at Northlands Mall, got our bakehouse up and running again and have just begun our refit of our shop at the Palms and we started to think outside the square about what other services and products we could offer our customers to supplement our income while we tried to build the shops back.

We have found it very heartening to hear how the other bakeries are sticking together and helping each other during these tough times and it has made us aware of how isolated you can get in your business and the importance of industry groups."



Taking it on

Craig and Janine became part owners in 2003 and were brought in to help with financial, business and staffing systems as well as marketing skills. In 2007 they brought out the initial owner Steven Illenberger who was a chef by trade.

Craig says, "We spent the first three years learning how the business operated, then brought in new systems and controls. Some

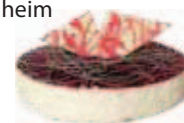
staff found it difficult at first as it had been run on a more casual basis but we really see the need for systems and they have paid dividends towards the rapid growth of the company."

Janine learned how to decorate cakes and can help out wherever necessary, and says her newfound knowledge has made her feel more confident in her position as a bakery owner.

A delay

They were planning to move last September to new purpose built bakery. When the September earthquake hit, their move was delayed until November as contractors in Christchurch were busy doing other repair jobs. They managed to stay in their Saxon Street premises until they could move thanks to the generosity of their landlord, who actually had other people wanting to move in but allowed Divine Cakes to stay.

In September their Cashel Street café was closed for two weeks, their store in The Palms mall closed for a week, and their store at Westfield in Riccarton for ten days. Their Blenheim Road store has been fine all along. Only this has allowed them to keep their business going.



A disaster

Then came February. The car park and storeroom of their new bakery were severely damaged. They had no power, sewage systems or water at their bakery for two weeks. They lost all their stock and ingredients.

Their Cashel Street shop opposite the CTV building was evacuated on the day of the earthquake and subsequently looted, despite Craig personally locking it as he fled the area. Like many other properties, the doors of the café were forced open by Search and Rescue teams carrying out checks, and not re-secured. That café remains closed as it is in the red zone. Craig says he has been allowed in once for forty minutes to assess the situation.

Any product they did manage to retrieve from their stores they gave out to fire and search and rescue teams

Their Eastgate Mall store was lost when that building collapsed. Their Westfield store was closed for ten days again. Their store at The Palms was closed again. What to do with all that product already made at the bakehouse? Well they gathered it all up and gave it away to fire search and rescue around the city. "It felt great to give these hard workers a little comfort food while they were working so hard."

Any product they did manage to retrieve from their stores they gave out to fire and search and rescue teams, finding them by following the water trucks around the city.

Some were sent to hand out boxes of free cupcakes to motorists as “random acts of kindness”

Keeping going

They were once again reliant on their Blenheim Road store, but this time not only as a retail space but as their temporary bakery once more.

Their head baker and head decorator said it was a strange experience to be baking in that space again after such a long time but there were seven wedding cakes on order for the Saturday after the earthquake and they managed to get every one to the anxious brides, who went ahead with their weddings despite the chaos of that time.



Craig and Janine did everything they could to keep their business going. They kept all their staff on and found alternative tasks for them within the business. Some were sent to hand out boxes of free cupcakes to motorists as “random acts of kindness”, and repainting the Blenheim Road store as a way of showing the public that they were still there and were OK.

Radioworks also delivered boxes of cupcakes to the worst affected areas. Janine says Bakels helped out with ingredients for these.

Lessons all round

Staff were also taught other skills during this time. Retail staff were taught bakery skills, a great opportunity for everyone to upskill. Janine says, “We didn’t want our staff to leave but we let them make their own choices. Some have eventually been made redundant but have found other jobs within days.

“It was so good for staff morale to keep working and to do good in their own communities. We love our staff – they are like family – in fact we do employ some family members. It’s the Divine family. For us it’s a lifestyle, not just a business.”

Craig explains that they did all they could to keep themselves visible: “Fridges were put into supermarkets stocked with Divine Cakes products, we did market days and supplied restaurants and cafes with desserts.” They also revamped their website.

Feeling good

They have opened a new store in Northlands Mall and their bakery is up and running as usual. All their leases are still valid although they are not paying rent on them, and they were fully insured.



BACK: Will, Craig, Janine, Ed, Andy.
MIDDLE: Niki, Rick.
FRONT: Jilz, Anna, Emma.

Janine is focusing on the business while Craig focuses on ensuring their insurance claims are attended to.

Janine says that since the earthquakes there have been a lot of corporate “feel good” sales. Craig says they are a celebration company, not just a cake company.

“When we realised this, it changed the way we see the business. What makes our product different is the love that goes into it – the extra effort, knowing how special occasions that require a cake usually are. Everyone remembers their wedding cake, their 21st cake, so it’s very important to get it exactly right.”

Janine says celebration cakes give people a sense of continuity. “They get their wedding cake, then their kids’ birthday cakes and then eventually it will be the 21st cake.”

Divine Cakes offer brides a free cake if they bring back a photo of themselves with their cake on their wedding day. “Our staff love to see them and they love what they do.”

Divine Cakes has also been involved in public events.

They made a 150-metre long carrot cake with cream cheese icing for the Christchurch City 150th birthday celebrations. It yielded 38,000 slices of cake and Janine says people still come into their shops and ask for the carrot cake based on tasting it then.



The shape of things to come

3D printers leave the lab and head for the bakery

David Tossman looks at some technology that is bound to affect bakers soon and daringly makes a couple of predictions.



A plastic rabbit appearing in a Thing-O-Matic printer.

Imagine it. You want some new jandals? Press a button on the machine in the corner and out they pop.

What about that nifty decorating spatula you spotted on the net? Pay for it online, download it, press the button on that same machine and there it is. About time you replaced that broken door catch in the bathroom? Just download the design and, presto, there you have it.

Fantasy? Science fiction? Not at all. Machines that will do all of that and much more are on the market now.

In general, they are known as 3D printers. They make solid objects. Most of them operate very much like the inkjet printers we are familiar with (See *How they work*, page 39). One on the market now is even called a Thing-o-Matic.

Multiplying machines

You can buy a simple 3D printer in New Zealand today for less than \$1000. It will be slow, it will work only with certain plastics, and it might take a few days to assemble, but there are plenty of nerdy hobbyists out there buying and using them. Some are even using them to make more of the same. The printers are multiplying! (Look up RepRap on Google.)

Of course there is no upper limit to the price or complexity of these things and there are serious professional machines in New Zealand right now worth in the six and seven figure ranges. These are being used mainly for what is known as rapid prototyping: turning designers' and engineers' drawings into products in hours, saving months of toolmaking and fabrication.

There is almost no limit to the shapes of things that can be produced by this sort of technology. Whereas manufacturers today have to make many objects out of separate components that then have to be glued, screwed, clipped or clamped together, 3D printers can make many of them in one piece. You can make, for example, a ball within a ball, all in one go.

At the more complex end, engineers are routinely making entire devices such as differential gearboxes in one pass.

Just take the gearbox out of the printer, blow out the dust, and set it to work.

A rose is a rose is a file

What does this mean for bakers?

I guess this new technology is likely to hit the cake decorating trade first, but not the skilled workers, rather the decorations trade, as computer generated edible objects come online.

These objects could be sent as files over the internet and printed out using sugar-based "inkstuffs".

Why buy then when you can make? Designing your own 3D decorations with current and soon-to-arrive technology takes far more time and computer skill than the typical bakery could be bothered with.

It is fair to guess that eventually the skills will become common enough and the

design programs simple enough that all bakers will be able to use them. By that stage even the most average home baker will be able to turn out the most elaborate wedding cake.

But don't despair. See *Why skills can beat technology*, page 39

Nevertheless, the last great leap in the art of making things, mass production, reduced but didn't eliminate old craft skills in many fields. So you can expect the craft of baking to survive intact, just as it has survived the advent of packaged mass-produced sliced bread.

A world of change

No doubt the discoverers of fire and the inventors of the wheel both soon found that new technologies always change things more than they could have predicted.

Thus nobody now can guess what 3D printing, rapid prototyping or additive manufacturing (another name for it) will bring to the world.

Experts guess there will be much less need for mass production factories as products can be sent as files over the internet and made at the point-of-sale.

Not just manufacturers but wholesalers, retailers and

the world's transport industries will be affected.

And who knows what else?



This CandyFab 6000 from Thing-O-Matic makes shapes by melting sugar with a laser.

How they work

Ordinary inkjet printers work by shooting microscopic drops of ink at a sheet of paper, each drop precisely positioned by electronic controls. The controls work through a combination of heat, static electricity and positioning of the printhead. There are millions of drops of ink on the average sheet of printed paper.

Instead of liquid ink, most 3D printers throw microscopic drops of molten plastic or powdered metal at a flat surface. The powdered metal 3D printers use lasers to melt the specks of metal on contact in a process called sintering. The plastics simply set on contact.

As the minute particles stick together, the printhead and surface pull away from each other slightly so another layer of material can be stuck on. The layers are tiny fractions of the width of a human hair deep.

Simpler 3D printers extrude plastic or similar materials through computer-controlled syringes, working like piping bags. Indeed these machines could be used as robot cake decorators. But don't worry. Your job is safe for a while yet. See *Why skills can beat technology* below.

Why skills can beat technology

A little more than a hundred years ago, taking a photograph required elaborate equipment and processes, so photography was confined to professionals and a few very keen amateurs.

Then George Eastman invented Kodak roll film and marketed the Box Brownie camera. Anyone could take snaps, and everyone did. Since then the price and availability of cameras has dropped even further and their quality increased enormously. Your mobile phone is a far better camera than a Brownie.

But has all that technical progress made professional photographers extinct? Not at all.

The professional's consistent quality, skill, time and attention to detail simply cannot be matched by most amateurs, no matter how good their machinery.

BUY NOW?

Ready to go?

You can!



A 3D food printer is up and running at the French Culinary Institute in Manhattan – and in five years, say the makers, it could be in your home.

As part of a project at Cornell University, a group of scientists and engineering students built a 3D printer and began testing it out with food in 2007.

It looks more like an industrial fabrication machine than a printer. Users load up syringes with raw food – anything with a liquid consistency, like soft chocolate, will work. The ingredient-filled syringes will then “print” icing on a cupcake for example. Or it'll print something more novel like domes of turkey on a cutting board.

The project came out of Cornell's Fab@Home venture, headed by associate professor Hod Lipson. Started in 2005, the project aims to create do-it-yourself versions of machines that can manufacture custom objects on-demand.

Lipton thinks food printing will be “the killer app” of 3D printing. Just as video games fueled demand for personal computers 30 years ago, he thinks the lure of feeding Grandma's cookie recipe into a printer will help personal fabricators expand beyond the geek crowd. “It's really going to be the next phase of the digital revolution,” he says.

David Arnold, director of culinary technology at the French Culinary Institute, has been testing the technology since October 2009. He loves the experimentation it makes possible. “One of the main things I hope this machine will let us do is create new textures that we couldn't get otherwise,” he says. “This is the first time I've really seen this happen.”

That could draw in chefs and restaurateurs. But Arnold also thinks a 3D food printer will have mass appeal. “This would be a slam dunk for cookies at holiday time,” he says. “Anything that requires a high level of precision that people don't usually have with their hands, in terms of making icing or decorations, this thing can perform amazingly well.”

Because it's an academic project, the 3D food printer isn't commercially available – yet.

The Fab@Home project has the blueprints for free online, and dedicated hobbyists can use them to build their own. One retailer, nextfabstore.com, offers an assembled version for sale starting at a mere \$US3,300.

Entrepreneur Jamil Yosefzai plans to be on the forefront of commercialising the technology. His New York City-based startup, Essential Dynamics, is working on a version that can be sold to the first wave potential customers: pastry chefs and tech early adopters.

Yosefzai thinks his version of the printer will retail for around \$1,000, but he expects that price tag to eventually fall to \$700 or so. And he predicts that the technology could become a household staple within a decade.

“It comes down to comfort level, and that will expand as the [technology] goes more and more into schools and everywhere else,” he says.

“Sort of like computers – the kids picked it up first, then the parents picked it up, and once everybody has acclimatised to it, they'll be printing left and right.”

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A Creative Cranberry Christmas

Americans have long known that cranberries have a naturally vibrant, festive colour that perfectly aligns them with Christmas recipes.

Renowned for their role in a Christmas turkey's cranberry sauce, these punchy little berries are used in both sweet and savoury US Christmas offerings. They are also used as decorations as their wonderful fragrance is inextricably linked with yuletide excitement.

These delicious berries have gained wider appeal in New Zealand as cafes and bakeries get cranberry-creative with their festive morsels in the lead-up to Christmas.

"We've seen a huge shift toward using cranberries in goods such as breads, muffins, biscuits and cup cakes," says James Crisp Trading Manager for Ocean Spray, Lance Newing.

Ocean Spray's Sweetened Dried Cranberries (SDCs) can add a dash of festive colour to the appearance of Christmas baking.

"Well-known for their fragrance and versatility in both sweet and savoury categories, the cranberry is instantly associated with health and dietary benefits, boosting the health proposition of any food or beverage."

Cranberry Almond Biscotti

Ingredients

2¼ cups flour
1 cup sugar
1 teaspoon baking powder
½ teaspoon baking soda
1 teaspoon cinnamon
½ teaspoon nutmeg
2 eggs
2 egg whites
1 tablespoon almond or vanilla extract
170 gm **Ocean Spray® Sweetened Dried Cranberries**
¾ cup sliced almonds



Directions

Preheat oven to 160°C.

Combine dry ingredients in a medium mixing bowl. Whisk together eggs, egg whites and almond or vanilla extract in a separate mixing bowl. Add to dry ingredients, mixing until just moist, using an electric mixer on medium speed. Add dried cranberries and almonds; mix thoroughly.

On a floured surface, divide batter in half and pat each half into a log approximately 35 cm long and 4 cm wide. Place on a baking tray and bake for 30 minutes.

Reduce oven temperature to 150°C. Cut biscotti into 1.5 cm slices. Stand upright on baking tray and bake for an additional 20 minutes. Let cool and store in a loosely covered container.

Makes about 2½ dozen.



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Recipes

Nestlé Crème Pâtissière fillings



These products proved very popular when I demonstrated them recently at the BIANZ Expo in Napier.



Recipes by Marcus Braun courtesy of Nestlé Professional



Diplomat Crème (custard cream)

Ingredients

212 g	Nestlé Crème Pâtissière Mix
625 g	Cold water
350 g	Fresh cream

Method

1. Whisk the **Nestlé Crème Pâtissière Mix** and the cold water together on low speed for 1 minute.
2. Allow the mixture to stand without whisking for another 3 minutes.
3. Whisk on high speed for a further 1 minute.
4. Whisk the cream to soft peaks and fold through the **Nestlé Crème Pâtissière Mix**.
5. Pipe into pre-baked pastry shells.



Caramel Crème Pâtissière

Ingredients

200 g	Nestlé Crème Pâtissière Mix
625 g	Cold water
400 g	Nestlé Highlander Condensed Milk
60 g	Unsalted butter
250 g	Golden syrup
5 g	Vanilla essence

Method

1. Bring the butter, vanilla and golden syrup to the boil.
2. Remove from the heat and stir in the **Nestlé Highlander Condensed Milk** and keep at room temperature.
3. Whisk the **Nestlé Crème Pâtissière Mix** and the cold water together on low speed for 1 minute.
4. Allow the mixture to stand without whisking for another 3 minutes.
5. Whisk on high speed for a further 1 minute.



Chocolate & Cointreau Crème Pâtissière

Ingredients

225 g	Nestlé Crème Pâtissière Mix
625 g	Cold water
200 g	Fresh cream
25 g	Caster sugar
250 g	Nestlé Dark Coverture
38 g	Nestlé Cocoa Powder
100 g	Cointreau

Method

1. Bring the cream and sugar to the boil.
2. Remove the cream from the heat and stir in the **Nestlé Dark Coverture** and **Nestlé Cocoa Powder** to form a thick sauce – keep at room temperature.
3. Whisk the **Nestlé Crème Pâtissière Mix** and the cold water together on low speed for 1 minute.
4. Allow the mixture to stand without whisking for another 3 minutes.
5. Whisk on high speed for a further 1 minute.
6. Fold through chocolate mixture into the **Nestlé Crème Pâtissière**.
7. Whisk in the Cointreau with a hand whisk until smooth.
8. Pipe into pre-baked pastry shells.



Recipe

from Barker Fruit Processors



Butter Chicken Pies

Makes 10–12 pies

Pie filling

Preparation: 30 minutes Cook: 30 minutes

Ingredients

200 g Sliced Onions
300 g Tandoori Palace Butter Chicken Paste
1.5 kg Chicken thigh – chunky diced
400 g can chopped tomatoes (in purée)
Chopped coriander

Method

1. Sweat onion in 2 tbsp rice bran oil without colouring.
2. Add Tandoori Palace Butter Chicken Paste and cook gently until fragrant.
3. Add chicken and stir to combine with the paste.
4. Add tomatoes and cook gently until chicken is cooked through and the tomatoes have reduced, leaving a thick fragrant curry.
5. Add in the bechamel sauce to get desired consistency for pies.
6. Cool.

Bechamel sauce (to bind filling)

Ingredients

50 g butter
50 g flour
2 cups warm milk
1 bay leaf
¼ tsp nutmeg
1 bayleaf

Method

1. Melt butter in saucepan and add flour.
2. Cook gently for 2-3 minutes without colouring.
3. Slowly add warm milk, stirring frequently until a thick sauce is made.
4. Add bayleaf and nutmeg.
5. Cook out for 10-15 minutes (add more milk if too thick).

To Make Pie

Preparation: 15 mins Cook: 20–25 mins

Ingredients

800 g Shortcrust pastry (two thirds for pie bases)
400 g Flaky or puff pastry (one third for pie tops)

Method

1. Line 10-12 individual pie tins with pre-rolled shortcrust pastry.
2. Fill with pie filling (approx 200g–220g).
3. Cover with rolled flaky pastry tops.
4. Trim, crimp and decorate as desired.
5. Brush with egg wash.
6. Bake at 220°C for approx 20–25 minutes.



Golden Kumara Tart

Belinda Jeursen turns an ugly duckling into an appealing tart.

Seasonal fruits and berries are commonly used in sweet baked products, but not so vegetables, bar the perennial carrot cake.

The theme of seasonal fruits and vegetables for this issue of *Slice* led me back to *Café Cakes*, a book I co-authored with Sue Zydenbos for the Baking Industry Research Trust.

The section on vegetable cakes includes Zucchini, Date and Orange Cake, and Orange Kumara Pie, a Kiwi take on the well known but not-often-found American Thanksgiving favourite, Pumpkin Pie. I decided to give the Kumara Pie recipe an airing here, with a few changes.

I first had Pumpkin Pie about 20 years ago with American friends who invited me to their Thanksgiving dinner. I was intrigued by the flavour and made a Pumpkin Pie myself after that, but I was only truly happy with the finished product when I came to New Zealand and started using golden kumara in the filling.

Pumpkins can be a bit unpredictable when it comes to flavour, and too watery unless you bake them. Kumara can just be steamed, making the whole process a lot quicker and easier.

Let me say from the outset that a Pumpkin/Kumara Pie is not very beautiful as is, so if you want to make it appealing to customers who buy with their eyes, a small make-over is required.

The first step is to make individual tarts instead of a whole pie that would need slicing. But even the tarts need a little help, and chocolate drizzled thinly across the tops improves their rather dowdy brown and orange looks remarkably.

Another good reason for making smaller tarts is that Pumpkin or Kumara Pie has one of those tastes that many people remain unsure of – a combination of savoury and sweet and spicy that you might have tasted and enjoyed in Asian desserts but a little intense to have in a big slice.

I tried the tarts hot from the oven as a dessert, and then cold as an afternoon tea treat, and the flavour is definitely more developed and noticeable once they are cold.

You can serve these with cream or yoghurt but they are also perfectly good just on their own. They are also very transportable as they set quite firm. They would make good slices instead of tarts.

My thanks to BIRT for allowing me to reprint this recipe, albeit with a new title.



A Quickly Acquired Taste

Golden Kumara Tart

Shortcrust Pastry

160 g	flour
80 g	chilled, unsalted butter
30 g	icing sugar
30 ml	chilled water
1	No 6 egg

Filling

500 g	peeled golden kumara
3	No 6 eggs
200 ml	golden syrup
125 ml	cream
1 ts	ground cinnamon
1 ts	ground nutmeg
½ ts	ground ginger

Method

1. Cook the kumara – either bake or steam it but make sure it is well drained.
2. Sift the flour into a bowl and rub in the butter until the mixture resembles breadcrumbs.
3. Stir in the egg and as much of the water as you need to make a firm dough.
4. Rest the dough for 30 minutes. Roll it out and line a 23 cm tart tin. Blind bake.
5. Puree the baked kumara, then add the golden syrup and mix well.
6. Whisk the eggs and add them along with the cream and spices. Stir thoroughly to combine.
7. Pour the mixture into the prepared pastry case, smooth the tops and bake on 180°C for about 40 minutes or until set.

Hazelnut Apple and Blueberry Custard Strudel

by Malcolm Cook, courtesy of NZ Bakels

Strudel originated from Austria and had a filling of apple, cinnamon, raisins and nuts.

The word strudel means whirlpool as the filling was spread onto a sheet of dough made from flour, oil and water and rolled into what we would call a scroll or pinwheel today. Over time strudel has changed and is now made using many different pastries, doughs and fillings.

Yeasted dough fruit strudel can be eaten cold or warmed making it an all year around product. It can be sold whole or in individual pieces, seasonal fruits can be used and glazed and decorated it has very good shelf life.

Dough Recipe

Ingredients

700 g	Water (variable)
030 g	Dry Yeast
150 g	Oil
150 g	Egg
1500g	Bakers Flour
030 g	Salt
120 g	Sugar
015 g	Dough Improver

Method

1. Dissolve yeast into warm water for best results.
2. Add egg and oil followed by the dry ingredients.
3. Mix for 2 minutes on 1st speed and 6–7 minutes on 2nd speed or until fully developed.
4. Divide into 400 gram pieces and give a long rest or intermediate proof, approximately 30–40 minutes.

Hazelnut frangipane recipe

Ingredients

1000g	Castor Sugar
1000g	Soft Salted Butter
500 g	Warm Egg
1000g	Ground Hazelnuts
500 g	Bakers Flour

Method

1. Lightly cream soft butter and sugar.
2. Add warm egg in 3rds until well blended.
3. Mix in ground hazelnuts and flour on slow until smooth.

Preparation

While the dough is resting, make the hazelnut frangipane, custard and fruit fillings.

Roll out the dough to approximately 500mm long, 150mm wide and 3mm thick.

Put cuts either side of the dough, opposite each and approximately 1/3rd across.

Pipe the fillings down the center of the dough.

Fold the dough strip across the filling and touching the strip below, not opposite, this holds the strudel together and stops it blowing apart in the oven.

The dough can be placed on a tray and baked in lengths or shaped into a circle and baked in a ring for consistency.

Proving and baking

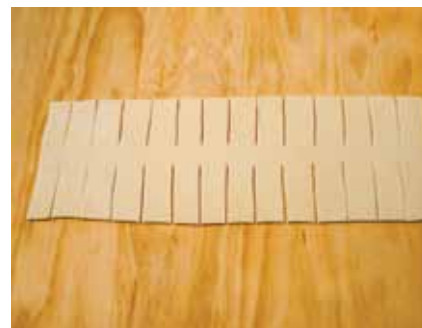
Only prove the strudel to 50–60 percent. Too long will create holes around the filling when baked.

Bake at 210°C top and bottom for 18–20 minutes. Use no steam. Take care not to bake too long or slow as the fillings will boil or steam, blowing the strudel apart.

Finishing

When the strudel is cold, glaze with Bakels Hadeja or ready-to-use Apricot Glaze.

Decorate with Bakels Truffle – chocolate, hazelnut or white as desired. Can be garnished with more fruit or nuts.



Brighter baking



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



Holger reveals a dark secret he learnt while an apprentice.

Omelette Mosel

Mosel, known elsewhere as Moselle, is a German wine region mainly famous for its wines made from the Riesling grape.

Holger recalls the taste and aroma of Mosel wines with this recipe. *(He insists on Haribo Goldbears, which are available here, but I would guess in New Zealand Jelly Babies might do. Ed.)*

Haribo Goldbears	0.500 kg
Cold water	0.015 L

Stir and melt in microwave for 50 seconds (stir after 25 seconds).

Whisk up:	
Fresh cream	0.500 kg

Add the above Haribo mix halfway through whisking.
Whisk till cream is firm.

Cut out 85 mm sponge circles approximately 10 mm thick. Swiss roll sponge will do just fine or offcuts from other sponges. (I use cut down pieces of pvc pipe from the hardware store as a cutter.)



Fill as per photo.

Finish with icing sugar and hot fork, or gas torch, or use chocolate ornaments.

We make up large batches and store them in the freezer. It's easy to finish them off.



PS. This may appear strange:

When I did my apprenticeship in Aukrug, Germany, 30-plus years ago, my boss sold a Swiss roll filled with fresh cream and "jelly shots". I remember making up to 20 trays of Swiss rolls a week. He whipped up the cream and added jelly shots, then spread the mix and rolled it up into the rolls.

The cream tasted like a wine cream – yummy! He was well known for this product. He never told anyone that he was using those "jelly shots" but I know he dissolved them in a water bath.



Choc-peanut ganache slice

Recipe by Gerard Frost from Weston Milling



Recipe makes 30 slices.

Ingredients:

Self-raising flour	1.800 kg
Desiccated coconut	0.630
Brown sugar	1.100
Melted butter	1.500
Melted dark chocolate	0.600

Peanut ganache

Chopped white chocolate	1.800
Thickened cream	0.850
Granulated nuts	0.850

Method

1. Preheat oven to 180°C fan-forced oven.
2. Grease an 18 cm x 28 cm (base) slice pan. Line base and sides with baking paper, allowing 3 cm overhang on all sides.
3. Combine flour, coconut, sugar and butter into a bowl.
4. Press over base of prepared pan.
5. Bake for 15 to 20 minutes or until golden and just firm to touch. Cool.
6. Make ganache: place chocolate and cream in a microwave-safe bowl.
7. Microwave on medium for 1 to 2 minutes, stirring with a metal spoon every 30 seconds, or until smooth and combined.
8. Stir in peanut butter and nuts.
9. Set aside to cool for 5 minutes. Pour over base. Cover.
10. Refrigerate for 4 hours or until firm.

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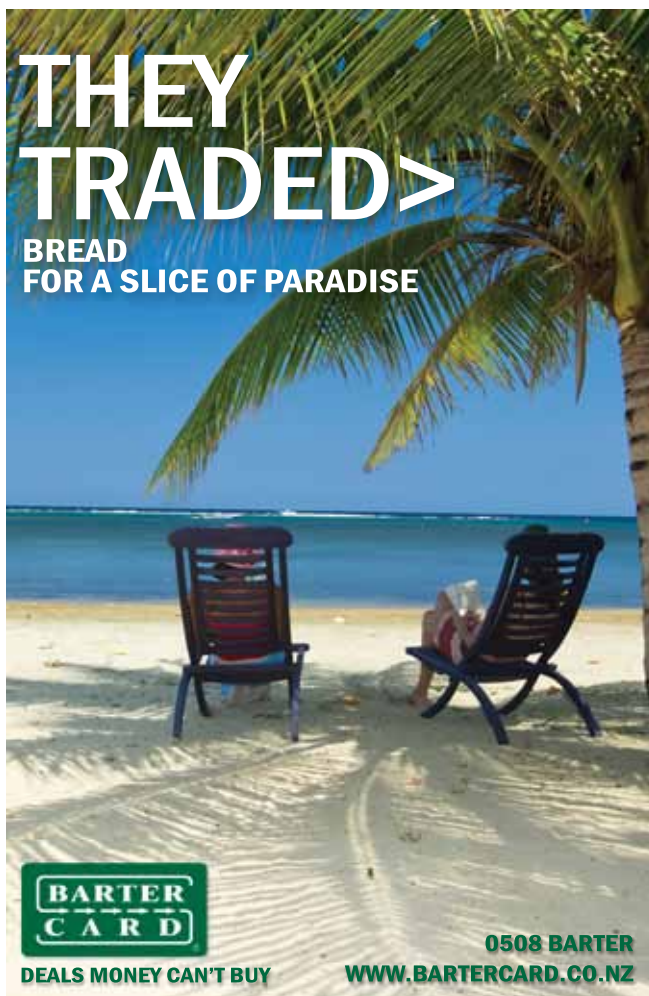
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