

slice

from the Baking Industry Association
for cafés, caterers and bakeries



Heading south

Distinctive bakeries in Ashburton and Dunedin

How much?

New wholesale price survey

Facing up

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Humble pie – another sample

Café bugbears

Folic acid still biting

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From the Office

BIANZ EXECUTIVE OFFICER
BELINDA JEURSEN REPORTS

I write this as the summer-that-never-was comes to an abrupt end. There are some very disgruntled people out there. The weather can also have a significant impact on bakery and café trade, good and bad, so I hope you were on the winning side of that.

You will see in this issue of *Slice* that I've had the opportunity to visit a number of our members recently. Talking with the people behind our industry is the most rewarding and enjoyable part of my job.

There are many shared issues but a lot of unique individuals facing them. There is so much hard work going on out there, but also generosity and community involvement.

It's wonderful to see bakeries and cafes reopening in Christchurch a year after the events that changed our lives forever. There was a lull towards the end of last year when it seemed nothing was happening, but now it is all starting up at once. It's been hard for these businesses and I don't want to downplay the nightmarish insurance issues that many of us still face, never mind the continuing shaking. But it's so exciting to have new, re-imagined, re-invented and restored places to eat, socialise, treat ourselves or just buy a loaf of bread made by someone with the skills which set craft baking apart.

Christchurch is by necessity slowly decentralising. Areas that were gradually dying are now springing to life, filled with office workers, tradespeople, residents and visitors. What will become of the central city remains to be seen.

The folic acid issue is still in debate and we will keep you updated in *Slice*. Members of our executive are attending meetings with relevant stakeholders to ensure the craft baking perspective is heard and that we understand the process. What we clearly understand is that the more willingness we show to offer some folic-acid-enriched products, the less likely we are to see it become mandatory, so we encourage you to make every effort to include folic acid in one or more of your breads and make it known to your customers.

I hope you find the people, places, news and recipes in this issue interesting, and wish you all the best for the busy Easter trading time.

Belinda



New Members

We welcome

Blackwood Foods

Hettanz (Home Economics & Technology Teachers Association of NZ)

Van Ryan Bonita

U-Bake

Auckland

Auckland based

Wellington

Timaru

Employment
advice from

M G Z

mcphail gibson
& zwart ltd

Practical issues arising from 90-day-trial period provision

As you will be aware the Employment Relations Act 2000 has been amended to allow all employers to engage new employees on a trial period of up to a maximum of 90 days. The effect of a valid trial period is that an employee is unable to take a personal grievance for unjustified dismissal in relation to a termination of employment during the 90 day trial period. The BIA Individual Employment Agreement includes a trial period provision which meets the requirements of the Employment Relations Act 2000. However due to recent decisions of the Employment Court, it is important that you are aware of the following issues which may impact upon your ability to rely upon a trial period provision to terminate employment:

1. Any offer of employment must be conditional upon reaching an agreement to the terms and conditions of a written individual employment agreement.
2. The employee must be provided with a copy of the individual employment agreement and given a reasonable opportunity of seeking advice prior to signing the individual employment agreement.
3. In all circumstances an employee must sign an individual employment agreement which contains a trial period provision before they commence employment.
4. If you reach a decision to dismiss an employee either during or at the expiry of the 90 day trial period you are required to give "notice" of termination of employment, prior to the expiry of the 90 day period.
5. While there is no obligation to go through a formal disciplinary and/or performance management process before dismissing an employee during the 90-day-trial period, you still have good faith obligations to be "responsive and communicative" and therefore you should continue to advise employees of any areas where they are not meeting your expectations in the workplace. Further if you are asked for the reasons for terminating employment, you are obliged to verbally advise the employee.

If you are in any doubt seek advice before terminating employment in reliance on the trial period provisions of your individual employment agreement.

From the President

BRENDAN WILLIAMS KEEPS IN TOUCH



It seems like only yesterday it was 2011, now we're talking about Easter 2012! Most New Zealanders seem to feel a little hard-done-by with the weather this summer, but if you live in the glorious South, life has never been better!

After the National government was re-elected in 2011 there was a short honeymoon period before the reality of the part-asset-sales drama began to unravel. During this time there has also been a less prominent furore surrounding the update to the 30-year-old food safety regulations. The proposed Food Bill 2012 is set to create a new structure for food safety. According to Minister for Food Safety Kate Wilkinson, the new bill aims to reduce our high level of food-borne illness and the corresponding economic cost.

While the proposed bill will have consequences for anyone selling bread or baked-goods at a farmer's market, most of us will be largely unaffected. If you are at all concerned, you would be wise to investigate how this new bill will affect you.

The folic acid issue rolls on. At time of going to print, the government is trying to act responsibly by delaying the introduction of mandatory fortification to examine the release of new research in this area.

It is now unlikely that flour millers will be asked to add folic acid to New Zealand flour, so it is up to bakers to fortify selected bread lines to show we are being responsible and have given a choice to those women at risk of producing young ones with neural tube defects. We still have a chance to show that a voluntary regime will work for all.

We hope the recipes you find in this issue of *Slice* provide you with some inspiration to create something new to go with the traditional Easter favourites.

Yours in baking,

Brendan

Issues

To fortify or not, the debate goes on

by Thomas Thomas

Until now it has been accepted that whether bread products in New Zealand have folic acid added or not is optional for both the baker and the consumer. The association has been actively working on behalf of its members to keep it that way – with the folate fortification of bread voluntary for bread manufacturers.

All of the large bread plants have been adding folic acid to selected lines of bread products. The bread has been tested and measured and research by Otago University has shown that since this voluntary fortification began there has been increase in folate in the blood of the target group, women of child-bearing age. (See "Increased folate levels in women" on page 7.)

The government has now made a decision to extend the period of consultation on this issue to give all the relevant parties a chance to digest the Otago University findings and then put a case forward so the minister can make a decision as to whether it will stay voluntary or become mandatory.

If it is decided that fortification will become mandatory, the law will come into effect in September 2012.

The association have been active in finding suppliers who are providing the folic acid in premixes and bread-based raw materials so that our members can take the initiative and add folic acid voluntarily.

I know it is a hard decision to make but if we don't start being active and putting folate in some of our products we may have to put it into all of our products.

How to help

Craft bakers can help keep today's voluntary folic acid fortification regime in place by adding folic acid to just some of their bread and letting their customers know about it.

NZ Bakels has been selling Bakels Folic Acid mix in 12.5 kg bags since early 2008. The product has been further developed since then in the light of findings from the BIRT Folic Acid testing programme.

The Bakels website products section has a specification sheet for their Bakels Folic Acid mix, a mixture of bread flour and pharmaceutical-quality folic acid. Because of the minute quantities of folic acid required, which are very difficult to weigh in bakery situations, their product will provide a standardised mix which is easy to weigh with other recipe ingredients.

NZ Bakels note that folic acid occurs naturally in many foodstuffs including ordinary flour, and the amount provided in fortified bread is intended to supplement this normal intake.

Weston Milling has also developed a folic acid premix which they are providing in 10 kg bags. It can be added to any bakery mix in the same way as an improver.

New Zealand Bakery of the Year 2012

Competition manager **Mike Meaclem** invites entries



Competition time is approaching fast, with lots of interest building. Full details of the products and specifications will be out soon.

Continuity

We have managed to secure the same professional judges for this year's competition. This will ensure continuity and consistency of judging criteria.

Last year's feedback.

The judges last year were very impressed with the extremely high standard of products.

Appearance is very important, remembering that customers always buy with their eyes, but after the judges' debriefing at last year's competition, the feedback was unanimous. Flavour, flavour and, of course, flavour were the key points when making their decisions.

This is something that I have been pushing in our competition for some time. It is reflected in the points and our weighting system, with higher weighting of points for flavour when good flavour is imperative.

Naturally the best

The judges would like to see more natural flavours used instead of artificial pastes.

Likewise they would like to see conventional methods being practised instead of premixes being used.

The judging last year reflected this when deciding who would win.

Have a go

I encourage all bakers to enter our competition, whether you go for the bread, cake, or pastry title, or the prestigious Bakery of the Year.

Taking part in competitions is wonderful for team building and the development of excellence for you personally and for your bakery or café. I look forward to seeing you there.

Mike Meaclem

Competition Manager

Training

Stranding up

Restructuring the baking training system has become a long job but I reckon, like a good wine, it will get better with age. There has been some very good work done. I am looking forward to the end product.

The new qualification was sent to the government for approval. This was successful so the big job for this year will be writing the new units, taking the old one as a model, and then submitting them for inclusion in the NZQA framework.

This should all be completed and the new qualification up and running by the beginning of 2013.

The current system

For the current qualification you complete approximately three years of distance learning, block courses and on-the-job units and come out with a level 4 qualification in craft baking.

The new system

For the new qualification you will complete the basic level 2 skills – ie numeracy, literacy and food hygiene – at school in

Thomas Thomas reports

your chosen career path. Level 3 and 4 are then completed on the job with distance learning and block courses. Full-time courses are another alternative, offered by polytechnics around the country.

Beyond that there is a level 5 certificate and a diploma. For these you have to do further study in certain strands. The strands are biscuit, cake, bread, pastry, and a few more yet to be finalised.

For the certificate you choose one strand and complete further study in that. For the diploma you have to work in two strands.

Raising the level of skill

The guidelines for the new qualifications to level 5 still have to be approved by the government but I am sure they will be.

Adding a level 5 will help raise the level of skill in our industry and put us on the same footing as other trades.

Thomas Thomas

BIANZ Training Portfolio

From the Vice President

Indicators

Staying ahead

I try to run the business with the motto "staying ahead". Staying ahead involves doing a few small things that I find really help improve the bottom line and preserve sanity.

The place to start is right in front of you: benchmarking the current week by comparing it with the previous week and even the same week in the previous year.

Indicators

I do benchmarking using KPIs (key performance indicators). The KPIs I use are:

- Turnover
- Customers
- Average dollar sale
- Wastage as a percentage
- Wage percentage both for retail and production.

Breaking even

In addition it's a good idea to monitor your breakeven point to see what a week in business costs before you make any profit.

You may be shocked to see the result, but once you're armed with this information it makes sense to monitor changes and then to ask questions of people in similar businesses. Just by identifying a problem you are more than halfway to fixing it.

Updates

Market and industry research is important too. By reading *Slice* – keeping up with industry news and trends – you are already doing some of this.

A great way to keep an eye on overseas trends is of course the internet but it's also worthwhile having a look at things like Food TV and Masterchef. When Masterchef featured a croquembouche tower made with almond macaroons, I started making them the next day and they flew out the door.

Get 'em working for you

Here's another idea for gaining an edge. Instead of having company reps call on you trying to sell product, ask them

to come back with a recipe using their product. That way they're working for you.

Some of our best-selling recipes stemmed from this and all we do is put our own spin on them. Voila, you have new products that help to make your offering look fresh.

Tanks for the ideas

Think tanks are another great way to help grow your business.

I have been involved in these many times and have found that I always get great ideas that can make a real difference from them.

If you are interested in attending a think tank, send me an email at michael@bianz.co.nz and I will try get a group together.

Good luck for 2012. Make it a great year!

Michael Gray

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news and views

New GM for NZ Bakels

NZ Bakels' holding company, EMU AG of Switzerland, recently announced the appointment of former sales manager, Brent Kersel, as general manager. Brent began in his new role on 1 January. Brent has been with NZ Bakels since January 2001.



his experience includes over three years as sales and technical manager of Bakels Fiji during 2002 to 2005.

Brent brings extensive experience in bakery to the role beginning with an apprenticeship at Ernest Adams Palmerston North and working through various roles at Defiance Flour Mills and Woolworths, including experience in the UK.

Duncan Loney, CEO and chairman of NZ Bakels, retains the executive chairman role and continues with Bakels providing technical and sales support for Indobakels India and Bakels Thailand as well as overseeing the Training School at NZ Bakels.

Brits go out for their cuppa and sammies despite austerity

British consumers are still going out to eat and drink, in some cases even more so than before, despite the challenging economic conditions. That's the finding from the latest Taste of the Nation survey conducted by Deloitte and BDRC Continental.

Researchers spoke to 3000 adults from across the country to learn about their out-of-home eating and drinking, taking into consideration every time they purchase drink or food from a pub, bar, coffee/sandwich shop, quick service outlet, restaurant or club, whether it be a sit-in or take-away occasion.

The survey results reveal consumers have been going out to eat and drink 12% more often than six months ago (up from 17.5 occasions per month on average to 19.7) and significantly higher than the predicted increase of 3%, when the question was last asked in April.

Scientists propose a ban on sugar

The high-profile international science journal *Nature* recently published a commentary by three academics which argued that sugar is a toxin and that it should be subject to similar kinds of public-health interventions as alcohol. In other words, sugar should be taxed and restricted just like booze.

One of the authors, Robert Lustig, runs an obesity clinic at a children's hospital, part of the University of California, San Francisco. His colleagues and fellow authors, Laura Schmidt and Claire Brindis, are researchers in healthy policy.

Lustig has gained an online following since 2009 for a lecture entitled 'Sugar: the Bitter Truth' (available online).

While Lustig's tone can be rather melodramatic, there does appear to be a growing body of evidence linking refined carbohydrates and a group of related symptoms – obesity, fatty liver disease, type-2 diabetes and cardiovascular disease – that come together under the broad umbrella of 'metabolic syndrome'.

These chronic diseases have increased in importance in recent decades (in part because of the decline of infectious disease). Consumption of refined carbohydrates – particularly sugar – has increased, too. America has a particularly sweet tooth; the average American consumes about 59 kg of sugar and high-fructose corn syrup (HFCS) per year, up from 51 kg per person in 1966. This amounts to 40 teaspoons per person per day.

Wairarapa cafés choose holiday halt

The *Wairarapa Times-Age* reported in late January that more Wairarapa cafés and restaurants are choosing to shut their doors on public holidays instead of recovering the cost of extra wages through surcharges.

Many remained closed for Wellington Anniversary Day on January 23 and for those that opened the reaction to surcharges was varied.

In Greytown, most cafe owners agreed a surcharge was needed to cover staff costs. Cuckoo Café and Restaurant owner Janine Mortensen said the 10% surcharge was only applied to cooked food, not food from the cabinet.

"The cabinet food's quick and easy and people just grab it. The cooked food takes time and adds staff costs.

"In the last two and half years there have only been two people that have made a comment about it. I wish we didn't have to do it."

At The White Swan, also in Greytown, owner Rob Slater told the paper he would lose money without a 15% surcharge on food and drinks.

"The reality is it costs \$2500 to \$3000 in wages to be open in that time," he said. "We are finding more and more people, particularly in Greytown, are closing."

In Masterton, many businesses, including Café Trocadero, True Blue Café, Zest Café and Ten O'Clock Cookie Company chose to remain closed.

Mafia threatens Italian food industry

Mafia involvement in the Italian food industry is rife, with revenue from the agriculture and food sector generating 5.6% of the entire organised crime

business in the country, finds a new parliamentary report.

The report prepared by an Italian parliamentary commission of inquiry and released in January, concludes that the food sector is worth €12.5 billion to criminal groups, who are undercutting prices paid to producers and boosting trade in counterfeit Italian foodstuffs.

The inquiry concluded that organised crime has entered into every aspect of the food supply chain from production to transport to supermarkets.

Sergui Marini, the president of Italy's biggest farmer's group, Coldiretti, claims that the safety and perceived standard of Italian food is "a risk" due to products such as olive oil and cheese being "passed off" as of Italian origin when in fact it has come from cheaper, imported raw materials, often of dubious quality.

The organisation also claims that farmers' incomes are being hit and Italian consumers are being overcharged because of criminal groups dictating prices. "The prices of fruit from field to table even triple due to the infiltration of the underworld," Coldiretti said.

Increased folate levels in women

New research on the impact of folic acid in bread shows increased levels of folate in women of child-bearing age and that fortification of bread is contributing to this, says Julie Collins, MAF Biosecurity, Food and Animal Welfare Policy Director.

Research indicates that women who don't get enough folic acid before and during pregnancy have a higher risk of their baby developing neural tube defects (NTDs) such as spina bifida.

MAF released research in December that looked at whether the desired folic acid content in breads was being achieved and the impact it has on the blood folate status of women of child-bearing age. The research found an increased level of folate in women of child-bearing age.

"It is good news in terms of the research showing that blood folate levels for women have increased since studies in 2008/9 which may contribute to a reduced risk of children being born with neural tube defects," says Julie Collins. "Bread was chosen for fortification with folate because surveys had suggested that it was widely consumed by women of child-bearing age."

"In the survey of women, an average of 59% returned a red blood cell folate measurement of 906 nanomoles per litre or higher. This was up from 26% of women as reported in 2008/09," says Julie Collins. "While this improvement can't fully be attributed to the voluntary fortification of bread with folic acid, it does appear that voluntary fortification of bread has made a contribution."

Fortification of other foods with folic acid such as breakfast cereals and spreads may also have played a part, along with folic acid supplements.

"The research also showed varying levels of folic acid in the bread products surveyed. MAF is working with the baking industry to continue monitoring and improving the process," says Julie Collins.

"MAF is working with the baking industry in order to ensure more consistent levels of folic acid in the bread. MAF will independently retest the bread to check whether improvement to the manufacturing process delivers the desired levels of fortification."

Big choux to fill

In a feat of massive proportions, Original Cream Puffs and the Wisconsin Bakers Association (WBA) set the Guinness World Record for the world's largest cream puff during the 2011 Wisconsin State Fair in Milwaukee.

"It's not something I ever hope to have to do again," laughs Dave Schmidt, Certified Master Baker and executive director of the WBA.

"It's really cool and one of those things you put on your resumé as a highlight of your career – though it was the ugliest piece of pastry I've ever made in my life," Schmidt said.



more news and views

Hotcakes selling like hot cakes

Van Dyck Fine Foods Ltd celebrated a milestone with an event at their factory in New Plymouth on 2 March. The event marked the official opening of their newly expanded factory incorporating their new ultra-fast hotcake machines.

Van Dyck successfully launched the Marcel retail brand of blinis, pancakes and hotcakes last year.

They export pancakes and similar products to Australia, Singapore and Malaysia.

The business was started by Marcel and Inge Naenen in 1999. They came from Belgium where Marcel had been a bakery machinery engineer, and he designed and built much of their plant himself.

Child labour in the gun

The chocolate and cocoa industry has backed an EU resolution to tackle child labour in cocoa production and warns that children may still have produced cocoa that is 100% certified.

The European Parliament's Trade Committee recently adopted a resolution and aimed at eradicating child labour in cocoa plantations in Africa.

Isabelle Adam, general secretary of the European Cocoa Association (ECA) told ConfectionaryNews.com that cocoa child labour was complex and could not be resolved by the EU alone.

She added that there were no guarantees that chocolate products that used 100% certified cocoa were free from child labour. She noted that education was key because there was a low rate of literacy among farmers who tended to encourage their children to help on farms.

Fairtrade Foundation also says it cannot provide guarantees but would take immediate action following a breach.

Copenhagen back and better than ever

John and Donna Thomsen's Copenhagen bakery and café ran very well in central Christchurch until lunchtime 22 February 2011. It's been a long year for them since.

Now it's February 2012 and a continuous stream of customers makes its way in, out and around a large, light open space that is the new Copenhagen Bakery Café on suburban Harewood Road. The café is licensed to seat 60, every table is taken, and a queue grows towards the door.

It's only their second week since opening and the café has the exciting feel of a new venue but with all the distinct qualities which have made this 25-year-old business such a success – excellent product, knowledgeable friendly staff, great coffee and a wide variety of café food to choose from.

The building was a petrol station before being converted to a furniture store. Donna has done wonders with a somewhat disjointed layout. Obtaining the myriad resource consents required to have a bakery café in a residential area has been, she says, a Herculean task. Plan A is done, meaning the kitchens and café. Plan B – moving their bakehouse from across town in Bromley to the new premises and consolidating it all – is still to come.

The café has a distinctly Danish feel with pale wood flooring and carpet, light painted brickwork, large windows and murals of Copenhagen street scenes. Existing polished concrete in the kitchen and soon-to-be bakery area has turned out to be an excellent floor cover says Donna, easy to clean and good to look at. Although it didn't seem as noisy as many cafés, Donna is working with an acoustics consultant now to reduce the noise level caused by "lots of hard surfaces and glass".

A separate take-away area serves coffee and sells breads, bagels and croissants – an inspired idea. Customers who want to just nip in and out don't have to stand in line with those eating in.

When asked if they thought about simply cutting their losses instead of going through the agonies of starting all over again, Donna said they looked at a few other options "but in the end we have a well known name and a business which people were desperate for us to reopen. We had them calling us day and night asking where they could buy our breads.

"Since we opened people have been making special trips from all over the place to come in. Their taste buds do the talking." Donna sees a mix of old and new customers and says she is so grateful to have retained eight of their original 13 staff members. "I couldn't have done this without them."



NEW products



Packaging printing progress

In November 2011, Printstock Products Ltd in Napier was presented with the H.B. Chamber of Commerce Business of the Year Award – medium to large business section.

As part of an ongoing business expansion, Printstock is adding to its manufacturing, with a modern high performance cello bag making machine. This will cater for the biscuit and confectionery bag market.

With full flexographic printing facilities, Printstock will be able to supply a wide and diverse market, supplying both plain and printed film bags.

Lactofermenter: natural bakery products without starter dough



A new method is announced for producing high-quality, cost-saving bakery products with a long fermentation period, fully automatically.

These LactoFermenters® from Apcatec AG monitor the temperature and acidity of the ferment, irrespective of whether you are using wheat or other types of flour.

Simply switch on for fully automatic fermentation. Once the appropriate pH value has been reached, the unit cools down to +2°C. Add 20–40% of the weight of flour to the dough, ensuring that the dough has a long fermentation period, like using a starter dough or pouliche.

The unit monitors the temperature and pH value. It is simple and easy to operate, compact and space-saving, and ideal for all types of bread and bakery products.

For more information contact:

Heinz Frunz, Aston Foods AG (Ltd) & Apcatec (Ltd)
+61 7 417 756 611, heinz.frunz@astonfoods.com



BX eco-touch convection ovens

Described as one of the most energy efficient convection ovens ever produced, the BX eco-touch, is the result of over two years' development, testing and refinement; it's beautifully understated simplicity concealing an array of cutting-edge, energy-saving features and new improved baking programmes which elevate it above the crowd.

The design of the oven has been pared back to create a sleek, contemporary frontage which sports a new large theatrical window to maximise the visibility of baking product.



This classically stylish treatment is carried through to the new button-free, state-of-the-art Colour Touch-Screen Controller which provides the ultimate user-friendly interface.

The BX eco-touch convection ovens are available in 2-tray, 4/5-tray and 10-tray formats to suit a number of different international tray sizes.

One of the most striking aspects of the new BX eco-touch convection oven is the stunning new Colour Touch-Screen Controller. The touch-sensitive screen provides a user-friendly interface via an icon-driven menu system which provides the baker with a visual update of each stage of the baking process. A total of 240 bake programmes can be stored across 12 product categories, with each programme containing up to six distinct phases. New and improved functionality also presents the baker with more time-saving features to increase efficiency.

Energy saving features

The new BX eco-touch ovens combine the very latest energy saving technologies with solid-slab, foil-faced insulation panels to create the most energy efficient ovens available on the market today.

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Students and bakers to compete for attention

Attracting school leavers into baking is now an urgent necessity.

Competenz and BIANZ combine to take action.

Competenz and BIANZ are teaming up to promote baking as a career, beginning with an exciting showpiece event at Fine Food New Zealand.

The full effect of the partnership will be on display for all to see at Fine Foods New Zealand, held at the ASB showground on 17–19 June.

The event is designed to attract media interest and thus to excite an interest in baking amongst school students. Three Gateway students, 16 years and over, who demonstrate potential and a keen interest in baking, will be selected to compete in a live “ready steady bake” style of competition.

The young stars will be paired with experienced, qualified bakers from training providers. The event will give the young bakers a golden opportunity to showcase their skills in front of those that count in the industry.

Contestants will have to craft bread, pastry and a cake with an Olympic theme. Their efforts will be tasted and tested by a judging panel, yet to be announced.

The winner will take home an Apple iPad, a *Slice* magazine subscription, a chef's jacket, and a \$1000 Scholarship towards a baking qualification with Competenz.

So if you want to watch our rising bakers compete, register for Fine Foods by visiting their website. And we'll keep you posted as the plans are formed.

Competenz says: Supporting our future bakers

Attracting young blood into the baking industry is now more important than ever.

Research conducted in 2011 revealed that 53% of New Zealand's food manufacturing companies predict they will need at least one more skilled worker this year or next.

More importantly, baking had the largest skills shortage in the industry, with 8% more bakers currently required to meet demand.

That's why BIANZ has teamed up with Competenz, the baking industry training organisation, in a collaborative effort to promote baking as a career.

Gateway the key

The initiative will endorse Gateway.

Gateway is a programme run in secondary schools that supports senior students undertaking workplace learning across a range of industries and businesses while continuing to study at school.

Amateurs and pros. Bakers and non-bakers teamed up in a popular ‘ready-steady-bake’ style competition at BakeNZ 2002.



Events calendar

What	When	Where
Hokitika Wildfoods Festival	10 March	Hokitika
Huhtamaki New Zealand Barista Championship 2012	23–25 March	Michael Fowler Centre Wellington
Bakery China	10–12 May	Shanghai New International Expo Centre
Gluten Free Food & Allergy Show	9–10 June 25–26 August 27–28 October	Auckland Wellington Christchurch
	17–19 June	ASB Showgrounds Auckland
 Bakenz 2012 Bakery of the Year Competition Weston Milling Trainee of the Year Competition BIANZ Annual Conference	17–19 June	ASB Showgrounds Auckland
Fine Food Australia	10–13 September	Melbourne Convention & Exhibition Centre
 iba World Market for Baking	16–21 September	Munich
Wellington on a Plate	August 10–26	Wellington/Wairarapa

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Business planning

Craig Rust, bakery owner and business consultant, looks at how to plan for growth.



Craig Rust
Business Innovators

"If you fail to plan you plan to fail"

The first step in making your business bulletproof is to have a written business plan.

The business plan is the most important document you will ever prepare for your business. It describes all aspects of your venture from what products or services you are delivering to your financing and marketing strategies. Your business plan is a summary of all your reflection, market research and experience.

To move your business on to the next stage of business development and growth you need more than experience, money and dreams.

Your business growth requires careful planning, management and committed follow-up. This is all documented in an effective business plan which is supported by a detailed action plan. You'll then monitor this action plan regularly to ensure the growth is being managed as planned.

The business plan is then updated regularly to ensure the plan remains effective in light of business and economic changes which continually affect the business environment in which we work.

Why bother with a business plan?

With an existing business which is ready to grow and develop, you are probably wondering why you need to bother formalising your ideas in a written business plan. You may feel it's going to take you some time and effort, and quite frankly, you'd rather just get on with growing your business. I understand that.

Failure to plan business growth, however, is a recipe for long term business failure. The more homework you do before you start, the more likely your business is to succeed. History and experience tells us that the three main reasons why most small businesses fail are:

- Insufficient planning
- Insufficient funding
- Insufficient business experience/training/skills.

Believe me, with a fully completed business plan you can eliminate all three and be well on the road to business success.

Making sure your business plan works

There is no point in developing a business plan for the sake of it. You must use the business plan effectively to get results.

The trick is not to use a business plan to show how much you know about your business. Use it to set concrete tasks, responsibilities, and deadlines. Use it to set goals and priorities, providing an open forum for regular review and course corrections. In this way it becomes a document used to guide your business, to track its progress and to provide a framework from which future decisions can be made.

Useful business plans contain concrete programs to achieve specific and measurable objectives. They are practical: assigning tasks to people or departments and setting milestones and deadlines for tracking implementation.

A rough rule of thumb is that a good business plan is nine parts implementa-

tion for every one part strategy and the business plan will only work if the people implementing it are the ones who assisted in creating it.

A good business plan is brief and succinct with an effective action plan at the end of it. The entire business plan and action plan will be prepared in a SMART fashion. That is:

Specific
Measurable
Achievable
Realistic
Timely.

To help you get started with writing your business plan, the government has developed a business plan template amongst other business development tools. This template can be found on the website www.business.govt.nz



Crisis Management

Preparing to be prepared

Rob Bettis from All Systems Go has prepared this.

Over the past year we have had more requests than ever from businesses to help them put together a Crisis Management System (CMS). Putting food safety principles into action can keep your operations safe. However despite everyone's best efforts, a food-borne illness or natural disaster may still occur.

Here are a few steps to consider when building a successful CMS:

1. Have a written plan and cover all types of crises – food-borne illness, power outage, flood, fire, earthquake and product recalls.

2. Have a Crisis Management Team – for smaller operations your team may include the owner/operator, second-in-charge and finance. You may consider other resources – regulatory authorities and consultants.

3. Be prepared – ensure your employees are well trained in food safety, hygiene and how to handle a crisis. Develop a way to record any type of incident from a customer complaint or fire to a product recall. Have a Crisis Management Contact List including your team, regulatory authorities, testing labs, consultants and associations. Have a contingency plan in case resources are cut (e.g. ingredients and utilities).

4. Have a Recovery Plan – investigate the root cause of the crisis. Establish new procedures or revise existing ones to avoid a reoccurrence. Develop a plan to reassure your customers that the food in your operation is safe – it will restore consumer confidence.

5. Test your CMS – every year conduct a trial to see if your team can respond quickly to a recall, food-borne illness complaint or disaster. Evaluate the trial and make the necessary changes to strengthen the system.

None of us like to go through a crisis. The time to prepare is before you have one.



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Café bugbears

Belinda Jeursen consults hospitality expert **Tony Kessler** on ways to improve your café.

I travelled around the country a bit over the summer holiday and had the chance to visit quite a few cafes. Most of my experiences were pleasant and enjoyable but there were a few things that made me think all is not well in our café industry, so I contacted Tony Kessler at Christchurch Polytechnic.

Tony is the Manager of Hospitality, Travel & Tourism at the School of Food & Hospitality.

Speaking with him I found the school had similar concerns when it comes to cafés.

Perhaps we are fussier than some because we work in the food industry, but there is always room for improvement for any cafe or bakery that wants customers to become regulars or recommend their business to others.

Sometimes when you work in a business with the same staff members every day you stop seeing the things that need attention.

Here are some suggestions for keeping your café appealing and customers coming back:

- ★ Train your staff to acknowledge and greet customers on arrival without being overly familiar
- ★ Ensure the café floors are clean and there is no old food under tables and chairs
- ★ Keep table tops, windows and outdoor areas clean
- ★ Make sure your staff don't spray table tops while customers are sitting there
- ★ Use clean cloths to wipe surfaces – don't leave table tops damp and smelly
- ★ If coffee is spilt in the saucer take it back and replace the saucer
- ★ Set tea and coffee down with spoon and handle facing the right way, ie in the direction easiest for the customer to pick up
- ★ Don't slam drinks or plates down on the table
- ★ Make sure your food cabinet is clean. "Sweaty" food cabinets are very off putting
- ★ Check the temperature in the café. Is it too cold, too hot, smelly, airless?



Good cafés never go out of fashion. Paris is still up there.

- ★ Don't overstock food cabinets – food in a big messy pile is not appealing
- ★ Restock and tidy food cabinets regularly
- ★ Make sure your staff understand your menu and can explain items on it
- ★ Check for wobbly tables or chairs and sort them out
- ★ Ensure there are condiments on the table
- ★ Throw away chipped crockery
- ★ Don't overfill teapots – spilt hot water and weak tea are a no no
- ★ Take notice of what your staff are wearing. Low rider trousers, jeans and exposed bellies are not appropriate
- ★ Listen to the way your staff speak to customers. Get rid of "What do ewes want?", "Not a problem", "Cheers mate", and "Awesome"
- ★ Be aware of the volume and type of the music in the café. It should be loud enough to make conversations reasonably private but not at a level where they have to be shouted
- ★ Make sure your magazine section is cleared out regularly and out of date magazines discarded
- ★ Cake and cookie portions and prices are sometimes over the top – how about smaller portions at a lower price?





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Humble pie is served

Kevin Gilbert BCA reflects on his academic achievement.



Kevin Gilbert, front second from right, made no attempt at appearing humble on his graduation day.

Early in 2011 I wrote about my potential for dining on humble pie – a dish traditionally made from offal and said to be eaten to display an error in judgement. For most of my life I have attacked the purpose and value of a university degree. My opinion has always been that a degree is little more than a piece of paper that generally seems to display the career path its recipient will *not* be taking.

My opinion has now no other choice but to change and I'm hoping to get my fellow bakers to 'degree up' as well.

In February 2012 I was one of around 20 people accepted into the very first degree in New Zealand aimed at the food industry – the Bachelor of Culinary Arts. The other students were chefs and culinary teachers from around the country, many with quite remarkable histories in food. Then there was me – the only baker amid a group of chefs – holding the flag high and waving it madly – bakers are people too!

I'm hoping that people will start to recognise the value and skill of bakers. Not because some baker in Dunedin has a degree but by being the first in what I hope to be a line of bakers from around the country who are proud enough of their art and craft to stand up and show that the skill and knowledge that they have gained over time is worthy of respect and recognition.

The process

While there is now a three-year degree course available, I went through the RPL (recognition of prior learning) process, which meant that my degree was done and dusted and my head was adorned with a tasseled cap in just short of a year. This meant that for the better part of the year I was preparing for one of the presentations I had to give through which I was demonstrating that, because of my experience and knowledge, I at least met the requirements expected of a graduate.

The final and most intense presentation was given in front of a panel of three polytechnic/university people, four observers (one from overseas) and the person who had been tasked with guiding me through the year and making sure that I was on target.

It seemed daunting at first as it was scheduled to last for three hours (as in me presenting for three hours) followed by the panel's private evaluation and, if needed, some follow-up questions. However when it comes down to it, I was trying to cram the descriptions and explanations of my influences and practices, as well as demonstrate my varied knowledge – not to mention explaining why I do things the way that I do, covering sustainability, market/consumer understanding, business acumen and how I keep up to date with what is happening here and around the world – into only three hours.

And all that had to be presented in a way that made sense. It's not much time really to cover decades worth of experience and influences.

Is the course right for everyone?

No. There will be some who don't care, for whom baking is simply a way of getting money into the bank account. There are others who don't have, at least not yet, the skills, experience or knowledge level required to match the criteria. I'm sure too that there are people for whom baking is their life and love but who feel they don't need a bit of paper to prove that they know what they're doing. All of which are fine, however there will be those who want greater acknowledgment, who feel a trade certificate isn't where they wish to stop. For them this course may be just right, in which case go forth as you too could end up with a tasseled cap.

I guess it is the comment from one of the members of the panel assessing my main presentation that best illustrates why I feel it important that we as an industry would benefit from the increased level of respect that comes with this sort of acknowledgment.

After I had finished and had been advised of my success, he came up to me and said "when you said you were a baker I thought 'this is a NO', bread is just bread and there is nothing to it."

"Now I know I was wrong, there is a lot more to it."

... we as an industry would benefit from the increased level of respect that comes with this sort of acknowledgment.

Do I think that the pleasures of baking should be enough reward for people? In many ways, yes. However, at a time when encouraging the younger generation

into baking is hard enough and keeping them at it is a challenge, should we not try every option open to us?


Many bakers cross the floor from the bakery into the kitchen in search of excitement, variety and career progression. They seem to feel that the kitchen is an easier place to advance (they do have many layers to go through – commis chef, chef d'partie, etc. – so the feeling of progression is easier to achieve), but the option of a degree may offer them an alternative and keep them in front of the ovens.

There is also an ever-increasing number of bakers plying their ancient craft with skill, patience and knowledge built up over time.

A degree is merely the acknowledgment of knowledge gained.

If you have the knowledge why not stand up and have it acknowledged?

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Fine Food planning steams ahead

With just over three months to go until the 2012 Fine Food Show BIANZ is hard at work pulling together all the elements to create another winning formula.

BIANZ Executive Officer Belinda Jeursen says that after the success of the 2010 event there was no doubt the Association would take part in the next show. "We had such good feedback from that show and it combined perfectly with all the events we usually host for our annual gathering, BakeNZ. We're very happy to be back and we have some exciting new attractions planned in addition to what we did last time."

The New Zealand Bakery of the Year Competition™ will once again take place in the centre of the Bakery Feature area, with entered product on display and live judging on Sunday 17 June. This was a popular display in 2010 with hundreds of visitors taking photos of the outstanding bakery products entered into the competition.

Bakery of the Year winners will be presented with their prizes at the BakeNZ 2012 Annual Awards Dinner, being held this year at the Stamford Plaza Hotel on the evening of Monday 18 June. Tickets for this event will be on sale through BIANZ.

BIANZ will have a double stand at the Fine Food Show this year. "We're doing an extension on the Gingerbread House," says Jason Heaven, BIANZ executive member in charge of setting up the stand. "It will be somewhere our members can put their feet up and chat with us, and a place for us to meet new members and talk with visitors."

BIANZ will be hosting two Master Classes in the Bakery Feature Area (details of these will be in the next issue of *Slice*), and the Association has teamed up with Competenz, the baking industry training organisation, to run a live competition where Gateway school students interested in baking will be teamed up with experienced bakers from training providers.

Contestants will have 90 minutes to bake bread, cake and pastry products in front of show visitors.

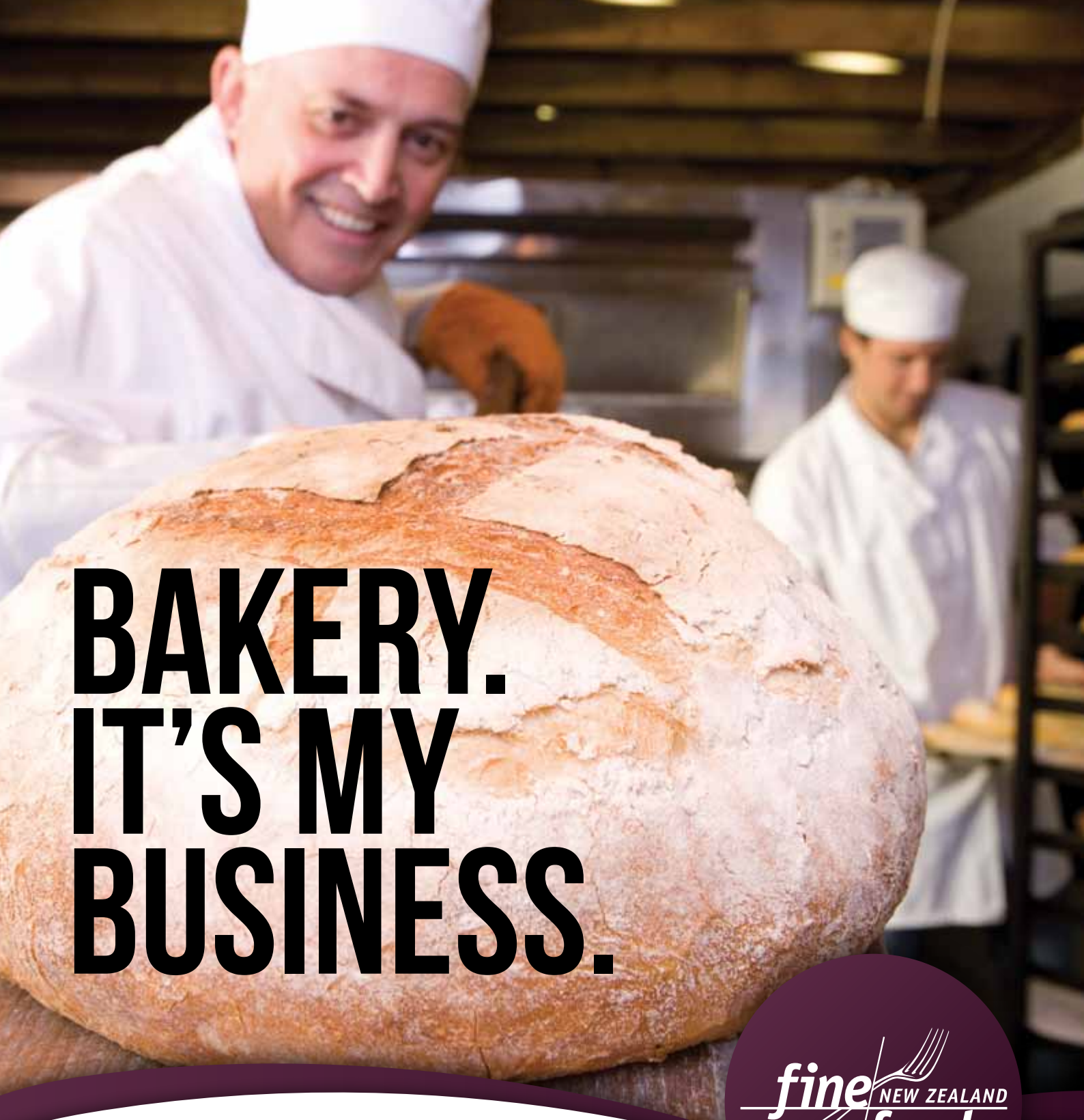
A few mystery ingredients thrown in will no doubt make it an exciting and enjoyable "ready-steady-bake" style of challenge.

The Weston Milling Trainee of the Year Competition in association with BIANZ will also take place in the Bakery Feature Area. Now in its fifth year, the competition is well known in industry circles and the title coveted by trainees for both the status and the follow-up opportunities it provides.

The chosen top nine trainees will compete live at the Fine Food Show creating baked products for display and judging.

Look out for registration forms and more information in the next issue of *Slice*.





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Slice March 2012

19

Gary Cameron considers

The Food Bill

a personal view



The new food bill is just the latest incarnation of some 20 years of work, input and argument by all sorts of people, all with a common goal supposedly to improve the quality and safety of the food we consume, and how it is prepared.

The reality of course, is greatly different. Somehow, despite the best intentions, much of the work has ended up being at cross-purposes.

Our own Food Safety Programme, for example, was accepted as a benchmark document by the mandarins of the Health Department, who agreed to reimburse the Association for part of our costs in creating this document. (This payment has yet to be seen).

Dennis Kirkpatrick (Jimmy's Pies) who put hundreds of hours of his own time into this effort – and I guess a lot of his own money – would have been lucky to get a thankyou from them.

My big fear about all this is we are getting far away from hot water and soap, and becoming too reliant on paperwork.

“we are getting far away
from hot water and soap,
and becoming too reliant
on paperwork.”

You can adapt a programme to suit your workplace, and so long as an assessor checks to see you are ticking the boxes as and when required, little thought goes into whether the boxes have much practical use. So, if for example you or your staff forget to record fridge temperatures for a couple of days and then just fill in the blanks, who is to know? Unless you have a computer-controlled recording or something like that set up, the whole thing is futile.

As many of you who supply supermarkets would be aware, you deliver to the loading dock, someone runs out with a temperature gun and zaps your product, writes down the figures and OKs the delivery, then leaves the trolley in the sun while he is distracted with something else.

What is the point? (But the bookwork looks good.)

I am aware that the new bill is wide-ranging and attempts to cover a wide range of food and related issues. But you can be sure the sledgehammer and nut approach will prevail at first, then every interest group will push for exemptions for this and that, and the whole sorry mess will bog down yet again.

Just a prediction, people, but one lives in hope.



Question

To me one of the worst places in a bakery for the chance of cross contamination is where the shaft of the mixer comes out above the bowl. Things splash up, stick, then can drop off when mixing another mix. I have *never* seen a Health Inspector get down and look at this area.

But then I don't have a university degree, just a little common sense, as I'm sure you do.

Simple rules applying to all food preparation premises, properly enforced by practical people. That would be my choice.

What's yours?

Gary

Reading this?

If you're reading this we hope you can help advise us on how to make *Slice* better.

One of these days soon you'll probably get an email asking you to take part in a little *Slice* readership survey. There will be some actual questions but we will also be asking for your opinions and advice.

We do hope you can help us. You're the expert on what is useful and appealing here.

Thanking you in anticipation,

David Tossman
Editor

slice

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Dunsandel Store

Belinda Jeursen visits Annabel Graham at her iconic country store.

There can't be too many stores in New Zealand where you can have a meal, collect your mail, drop off the dry cleaning, buy loo paper or a birthday card and browse quality second hand china. Dunsandel Store is one such place.

Open seven days a week from 7am to 5pm, it's a treasure trove in an unassuming building hugging the busy Main South Road between Christchurch and Ashburton.

Founder and owner Annabel Graham says most of her weekday customers are locals who live up and down the Main South Road.

Visitors from Christchurch who have been told about the store come mostly on weekends. "We have a very loyal base of local customers," says Annabel, adding that they often present staff with flowers or fresh produce for the Store.

Home to a café with great coffee and a wonderful seasonal menu, the Store also sells Camla apple juice and cider made by Annabel's husband Peter Graham, preserves made in the café kitchen, a large selection of specialist deli type items, local wines, a small stock of grocery staples, magazines, cards and second hand bric-a-brac.

The Store acts as the local post office with 100 post boxes in its care. They also take in dry cleaning, host private events and occasionally run cooking and baking courses.

Annabel has a long history in the food industry as a chef and a food writer. She and Peter lived in Hong Kong before returning to New Zealand and settling in Canterbury, where they bought land and established Camla Farm, a smallholding on which they planted apples, quinces and other fruit trees. The cider they produce there is mostly stocked by small specialist stores.

When Annabel opened the Store in 2001 her vision was to change what was a local dairy into a traditional general country store.

"At the time it was a very radical idea," says Annabel. It now seems to be an indispensable part of the community. "It would be hard to make it work if we weren't embraced by the local community," Annabel explains. "We support local activities, and host events like the garden competition prize giving."

The garden competition has fittingly been won by the Store's head chef Honey Andersen, who comes out of the kitchen to chat with us about the mouthwatering display of sweet and savoury cabinet food as well as menu items.

Specialist pastry maker Heather Gullery comes in to make pasties, pies and scotch eggs a few days a week.

While Annabel and Honey say they have no set philosophy on the food they serve, the principles are around taste and flavours. "We like simple food, keeping

the fresh flavours. We celebrate freshness," says Honey. "It's about having the confidence to serve simple food."

When I ask if there is anything they won't make or do, they laugh and mention smears, stacks, drizzles and squiggles. "Fiddliness is a no-no," says Honey.

This approach doesn't mean food plain however. The combinations of ingredients make for really tasty, satisfying offerings. The menu is given a major make-over four times a year to reflect the seasons, with the occasional tweak along the way.

Developing the menu is a joint effort, with the staff contributing their ideas and the locals influencing the direction by bringing in their own produce when they have a glut of something. "We develop the menu based on the produce available," Annabel tells me. "We get a lot of lovely local produce – nuts, stone fruit and so on."

The understated décor and wooden floors give the Store a comfortable, relaxed atmosphere in which to enjoy breakfast, lunch or just coffee and something sweet. There is a personal touch to everything which sets this café apart and easily explains its local importance and general popularity.

**Dunsandel Store
Main South Road
Dunsandel
Canterbury**

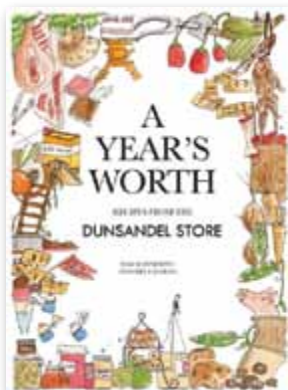
A Year's Worth Recipes From The Dunsandel Store

Sam Mannering and Annabel Graham

Juno Publishing

\$55

ISBN 978 0 473 17327 2



The last 10 years have seen a dramatic change in the "Cooking/Baking Books" category because a pile of recipes and stylish photographs are no longer enough. What people crave as much as good food itself are the stories behind and about food and the people who make it.

Perversely, as we become more global through technology, we simultaneously admire the local with renewed enthusiasm. There

is a need for a sense of place and space, a context to make recipes and food recognisable and perhaps even comforting, something that belongs to us but which is also a fresh take on tradition and habit.

We want from our food and our recipe books familiarity without complacency, tradition without conservatism, inspiration without affectation.

The Dunsandel Store's recipe book, *A Year's Worth*, has exactly the substance required to grab our attention in this very busy publishing category. Its content and design counteract the feeling of anonymity so many past recipe books induced.

It paints a charming picture of community activities and characters. The recipes are based on fresh produce local to Dunsandel but most of these would also be available throughout New Zealand. Apples, lemons, courgettes, asparagus, nuts, honey, tomatoes, passion fruit – all the things we grow and love to eat.

With plentiful illustrations by Annabel's daughter Louise and perfectly pitched photographs of everything from food to landscapes to people, *A Year's Worth* is literally that – recipes, useful information and diverting trivia all beautifully gathered together to keep you entertained, cooking and baking all year.

It is also a contribution to the history of the area which will no doubt be fascinating to future generations and researchers.

The book is usefully divided into the four seasons and then further divided into information and recipes relating to ingredients particular to that season.

There are charming extras in between, like how to make a go-cart, build a fort, deal with a hare, plant herbs and make infusions for common ailments, as well as some simply eccentric additions, like why the door handle of the store is so low, and two pages about the local dogs and store cat. (Having met the cat I found this amusing.) As well as the great recipes and technical advice, these little additions really set this publication apart.

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Training

More fanfare please

Competenz
SKILLS FOR INDUSTRY

Baking graduates deserve recognition

Lagi Manase manages the bakery at Eastridge New World in Auckland. "We will be revamping our store soon and it's a really good thing for us to have so many qualified bakers here. We are revamping our skills, too,"

Completing a high-level qualification while working full-time requires a lot of dedication, yet every year several thousand New Zealand employees achieve such qualifications with little public fanfare. Companies supporting their employees through on-job training are equally dedicated, investing in raising transferable skill levels throughout New Zealand industry.

To recognise the efforts of learners and employers, industry training organisation Competenz has published and distributed a 'Roll of Honour' handbook. The handbook celebrates all graduates who completed Level 4 or higher qualifications within the industry sectors that Competenz works with, including the baking industry.

A total of 50 graduates specialising in craft, plant or instore baking feature in the Roll of Honour from all over New Zealand. All completed their national certificates through baking apprenticeships while working full-time in industry.

"All of our graduates can be very proud of their achievements, knowing their skills will stand them in great stead for their career development," says Competenz acting chief executive, Fiona Kingsford.

"Achieving a high-level, industry-based qualification requires just as much focus as anything you'd study at university or polytechnic, with the added challenge of juggling work priorities." It's a small way of recognising the time and effort learners put into completing their training, and the role of employers providing employees support throughout their on-job and off-job learning.

"Companies also deserve to be recognised for their commitment to invest in training – a more highly skilled workforce with transferable skills benefits both the company and our country's economic future."

It's a positive step toward meeting the skill gaps companies in the wider manufacturing sector identified in research

Competenz conducted last year. However the research also showed that 4450 more skilled workers will be needed in industry by 2013 – and qualified bakers feature on the Department of Labour's immediate skills shortage list.

"The only sustainable way for companies to gain the skilled staff they need is to upskill even more of their current employees, or take on new staff to train to their requirements," says Mrs Kingsford.

"Training does require a big commitment and industry training organisations like Competenz offer companies expertise in planning and apprentice training support, to help meet their upskilling and business objectives."

Competenz's annual alumni magazine, *The Guild*, has also been published to coincide with the handbook's release. This latest edition features the inspirational stories of nine 2011 graduates, each with an interesting perspective on what drove them to complete a qualification on the job.

Among the graduates profiled is Lagi Manase, who manages the bakery at Eastridge New World in Auckland. Lagi believes that being qualified and helping to upskill her team benefits the business and their customers who demand the highest quality.

"We will be revamping our store soon and it's a really good thing for us to have so many qualified bakers here. We are revamping our skills, too," says Lagi.

These sentiments are echoed by almost all the other graduates profiled. "Stories like Lagi's show how training positively impacts the lives and career prospects of people at all levels of work experience, and it's never too late to get trade-qualified," says Mrs Kingsford.

For more information on upskilling your staff in 2012 or to request a copy of the 2011 Graduate Handbook, contact Competenz on 0800 526 1800 or visit www.competenz.org.nz



Meadows grows closer

Meadow Mushrooms has become a BIANZ supporting partner. **Tracy Scott**, Account Manager Central, profiles the company.

Meadow Mushrooms Limited are proud to support the Baking Industry Association of New Zealand.

Meadow Mushrooms was formed in 1970 and today employs approximately 500 staff. Its mushrooms are found in supermarkets, fruit and vegetable markets, bakeries, restaurants, cafés and health stores throughout the country.

The company is the only New Zealand grower with full vertical integration, from the production of spawn through to dispatch to market, and has a diverse range of products available, all with the common theme of a mushroom base.

Meadow Mushrooms grows all its own mushrooms (approximately 140 tonnes per week) and operates four sites in Christchurch: a growing site in Hornby, a compost making facility in Norwood, a cannery in Sockburn and a large spawn production unit in Sockburn.

Meadow Mushrooms has invested significantly in development during recent years, with the company now being one of the top two mushroom producers in Australasia. This investment has seen a significant upgrading of facilities, including the introduction of the latest technology and computerised growing systems at the Wilmer's Road facility.

In addition to its expansion in technology, Meadow Mushrooms has also invested in product range and packaging which now includes a 200 gram tray and a 5 kilogram foodservice pack of fresh sliced mushrooms. This provides real value for the consumer looking for convenience and quality.

The product mix is dominated by the market favourite, the white button mushroom. In addition to this are the more exotic varieties – portabello (breakfast and barbecue flats) and Swiss brown buttons (brown mushrooms). Brown mushrooms are a different strain to the whites and have been developed to have a slightly stronger more mushroomy rich flavour with a firmer texture.

Consumers are recognising the nutrition, versatility and affordability that Mushrooms offer. They are low in calories and cholesterol and provide plenty of fibre and flavour. But the big news is that they are high in antioxidants, selenium, riboflavin and other healthful vitamins and minerals that protect the immune system.



The Meadow Mushrooms brand has become well-known in recent years, with its product extending beyond the fresh category into prepared frozen foods such as golden and garlic crumbed mushrooms. Both products are delicious and easy to prepare straight from the freezer. They have proven hugely popular among mushroom lovers, people looking for something new and exciting, as well as vegetarians and those looking for meat alternatives.

Canned mushrooms are sold under the Emma brand, which has been a favourite among consumers of canned mushrooms for well over three decades.

Using fresh hand-picked Meadow Mushrooms, the Emma range features sliced mushrooms in three different sauces or whole and sliced in brine. Flavours include tomato and herb, creamy garlic and peppercorn.

Meadow Mushrooms is a people-focused organisation strongly centres on health and safety. Each year we run a health and safety week which has a new theme. The most recent event was themed around discomfort, pain and injury, with a focus on early intervention to reduce injury which can impact on the health and welfare of our people both at work and at home. We also held workshops on general health, nutrition and exercise. An Employee Assistance Programme has been introduced which gives our employees access to a free counselling programme if they have work related or personal issues and need some assistance.

We have a great group of health and safety representatives and a health and safety committee who meet monthly to ensure that any issues are picked up in the very early stages. All of these initiatives are driven by a strong desire to keep our people safe, well and enjoying their jobs.

Meadow Mushrooms Sales Office
Telephone: 0800 687 476 Fax: 0800 687 467

Meadow Mushrooms Ltd - Head Office
578 Springs Rd, Prebbleton 7604, PO Box 2241, Christchurch 8140
Telephone: 03 343 6304 Fax: 03 343 6309

www.meadowmushrooms.co.nz

Profile



Dean's delights in Singapore

New Zealand's "Global Baker" Dean Brettschneider shows BIANZ president **Brendan Williams** around his new venture in Singapore.

Being fortunate enough to have close family in Singapore with plenty of free beds, I took Rebecca and the kids for a visit over Christmas.

As a Gen X, I have a loose grasp on the social networking explosion overtaking us and try to keep on top of the opportunities it undoubtedly provides.

Most of my effort in this area, it must be said, is focused on promoting Marlow Pies, so while I was in Singapore I popped the obligatory photo or two onto Facebook and tagged the location. For those who don't know Facebook, this meant all my 'friends' knew I was in Singapore.

What I didn't know was that Dean Brettschneider was also in Singapore, putting the finishing touches on his new Baker & Cook store.

Fortunately for me, Dean was on the ball and invited me down to meet him and take a look around. He gave me the address which turned out to be in our neighbourhood, just around the corner from my brother-in-law's local, the Wagon Wheel.

I got there on a Friday morning and it was clear that there was still a lot of work for Dean to accomplish before opening his doors for the first time the following Monday. The lazy pace of the young chippy in jeans and jandals sitting on the footpath cutting decking timber with a

handsaw did not fill me with much confidence.

As I stepped over the worksite detritus and introduced myself to Dean, it was clear he was a man on a mission. He was surrounded with a crew of like-minded staff all busy preparing for the big opening.

Dean was reasonably relaxed despite the long list of jobs still to do and he spent some time showing me around and running me through the issues faced by anyone trying to build a quality premises in a hurry in Singapore. Labour is plentiful but craftsman, it seems, are few and far between. Most parts of shop had been re-done several times.

Baker & Cook is a variation on Dean's Baker & Spice branded store in Shanghai. The location picked for Singapore is right in the heart of a very affluent local and ex-pat community and should provide a steady stream of punters accustomed to the style and experience he is aiming to deliver.

Dean has also given the location its best possible start by transferring Kiwi baker David O'Brien from the Shanghai store. This will ensure consistent quality from the get-go.

The fit-out has a high-quality feel and should mirror perfectly the high-end baked-goods soon to go on sale.



The concept is different and fresh. While offering Dean's usual array of high quality breads pastries, buns and slices, there will also be western-style deli foods such as granola, jams and chutneys to take away.

The difference is there will also be an opportunity to dine-in, grab a dessert washed down with a good New Zealand wine or enjoy an Allpress coffee made from beans especially shipped to Dean's store from Auckland.

The concept seemed like a winner to me and having read a flattering article from the Singapore Sunday times recently, Dean obviously managed to move mountains and open the store on time. You can read more on this store and Dean's other activities at <http://www.globalbaker.com/>

A brave move and a little luck

Belinda Jeursen finds Breads of Europe in Christchurch on a growth path.

Everyone in Christchurch has a story about where they were or what they were doing around the time the big earthquakes struck.

Jill Allison and Jackie Aislabie were one week into their new roles as managers of the Breads of Europe, a mainly wholesale bakery, when the September earthquake roared through.

Luckily their business premises were not too badly affected and they were quickly up and running and supplying search and rescue teams with bread.

Eighteen months later the business is doing phenomenally well and they are in the process of opening another retail store.

As I arrive to meet Jack and Jill, as they are known to all their customers, Jackie is in the middle of dealing swiftly and smoothly with a delivery crisis. Jackie and Jill worked together for many years at a plant hire company so they knew they worked well together. When they were approached by the new owner of Breads of Europe, an overseas buyer looking for local managers, it seemed a logical progression.

But taking over the management of a bakery is still a brave move and they say the first year was all about getting to know how the business works and how they want it to work. Now the focus is on bringing in new customers, and there seems to be no shortage of those.

Besides gaining customers as a result of the earthquakes, they are making great inroads in Dunedin where the new Forsythe Barr stadium is a happy customer. They plan to keep going, taking their great product to the whole of the South Island.

Breads of Europe prides itself on producing a purely natural product baked to order from scratch every day, hand moulded and made with no additives or emulsifiers. Their range includes focaccia, ciabatta, bageutttes, sour doughs, Turkish loaves, rye bread and brioche as well as a variety of bread rolls and pretzels.

Head baker Pip Lodge keeps an eye on all the breads, and pastry baker Dawn Ballagh oversees the sweet side which includes friands, Danish pastries, biscuits and slices.

Most of their business is wholesale but their retail outlet in Woolston also does a steady 10% of their trade. It's not just a bakery but a delicatessen too, stocking local products such as smoked bacon, honey, cheese, yoghurt, soups, oils, eggs and dressings. There are also pretzels, bagels, croissants, pizza bases and buns.



Left: Mechelle Rastrick, shop manager, right: Jill Allison.

Artisan breads are the linchpin however, sold under the Breads of Europe label in an ever-growing number of restaurants and cafés. Jackie says they mainly gain new customers by word of mouth: "Our product speaks for itself. And we are very proud of our team – they are a passionate bunch of people."

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Trainee of the Year Competition

What is it?

This nationwide competition, in conjunction with The Baking Industry Association of New Zealand, is designed to get all baking and patisserie trainees/apprentices to compete in an industry wide bake-off, so the entire industry can watch with envy as these trainees compete for the title. Similar to the baking and chef competitions we watch on TV, yet this competition is internal to the industry and aims to attract more interest to the trade. We told you it gets bigger and better every year, and we have always promised and over delivered, and yet again, in its 5th year running the competition will be immense.

So what does the competition mean to you and your apprentices?

Massive industry exposure for your apprentice and your business/trainee institute, awesome prizes, priceless knowledge and skills which could be passed on to the business/institute, overall industry wide recognition and a load of fun!

Who can enter?

As long as you are in some sort of training in baking or patisserie, either in a workplace environment or at a training facility, and you have not competed consecutively in the Finals in the previous two years, then you may enter. There are no age restrictions however all entries do require a copy of your training provider's details or a letter from your employer, proving that you are in training and at what level.

2012's competition is going to be massive!

The Weston Milling Trainee of the Year competition this year will be held at one of Auckland's biggest events, the Fine Foods show.

The show normally attracts thousands of people, so for these trainees the pressure will be intense but the rewards will be great.



Jason Hay
Weston Milling
Trainee of the
Year 2011



Dion Ram
Weston Milling Trainee
of the Year Competition
Winner 2010.

“The Weston Milling Trainee of the Year Competition has given me the opportunity to see baking from a different perspective.”



The competition works in stages:

Stage 1: Send in your entry form and your letter/copy of training to us.

All entries will be processed, and information will be sent to you for stage 2.

Stage 2: In the information sent to you, you will be required to send us baked product to be judged. Please read the requirements carefully, as one error can be costly.

All products will be judged fairly, and feedback will be sent to all entrants.

Stage 3: Our Top 9 will be announced and these lucky individuals will attend an all expenses paid, 3 day internal Weston Milling training, to prepare these bakers for the final competition.

Stage 4: Trainees will return home, and have time to practise their baking before returning to Auckland for the Fine Food Show in conjunction with Baking Industry Association of New Zealand, for a LIVE bake-off!!!!

We will then find our Weston Milling Trainee of the Year 2012.

Dates: Training: 14th – 16th of May 2012

Bake-off: New Zealand Fine Food Show 17/18/19th June 2012

Please keep these dates free, as all Top 9 trainees must attend the training and bake-off.

Fill in an entry form now! To be returned by 29th March!

P.S. If you want to get ahead of the game, here are the products that you will be asked to send back to us in the pack for the initial judging! So, you can practise now!?

1. Plain 3 strand plaited loaf
2. Brownie Slice
3. Fruit Strudel

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HEADING SOUTH

Belinda Jeursen visited six BIANZ members at their bakeries in Ashburton and Dunedin recently.

Profiles

Café Time – a local landmark



Scott Stringer

Scott Stringer's approach to baking and his business is refreshing in these rather grimly bottom-line focused times – "I make everything myself. I could buy some things in cheaper but I prefer to make it all myself." So he does. Besides sandwiches, filled rolls, pies, slices, cakes, fudge and biscuits he offers an extensive blackboard menu for breakfast, lunch and everything in between. His seven day a week, 6am to 6pm bakery/café offers spacious seating areas and is obviously popular with both locals and travellers, about a 50/50 split he reckons.

Café Time is housed in an unmistakable mustard yellow building with a clock tower on the main road through Ashburton. As much as Scott would like to paint the exterior of his cafe another colour he realises the value of being an easily recognised local landmark. He's still keen to give the interior a makeover though, saying he is tired of looking at the same colours year after year.

Scott is a qualified baker who spent time at another local bakery icon, Sims Bakery, and also worked as Bakery Manager at the local New World for a number of years. He wasn't looking to buy his own business but when he heard the former owners were selling in 2004 he saw an opportunity to be more creative and independent.

With wife Lisa, who looks after the books and front of house, and 11 staff members, including two other part-time bakers, Café Time produces an impressive array of food. Scott says he initially didn't change many of the products being made. "I stay with what's working and occasionally try something different." Scott acknowledges the need for fresh ideas however, but says getting away from a seven-day-a-week business makes finding the time to investigate these pretty difficult.

The swirling colours of the Café Time fudge are impossible to miss. Scott says it's particularly popular at Christmas time, but that some tourists have never seen fudge before and don't realise it can only be eaten in small amounts. "I have to tell them otherwise they order a huge piece thinking they will eat it all with a cup of coffee!"

Scott's easy going and friendly personality are perhaps a clue to the "luck" he has had with staff, many of whom are long term. "We don't have a big staff turnover," he tells me. "We have quite a few employees who are older and more experienced. It's just Sundays that are sometimes difficult." Scott has also had a number of apprentices. Being a registered assessor makes this easier for him and the apprentice.



HEADING SOUTH



Derlen Bakery – product in every supermarket



"We're the market leader in vol-au-vents in New Zealand", says Derlen Bakery owner Derek Binnie, obviously proud of such an achievement. "It's a long story but it all started about 30 years ago making doughnuts."

We've just sat down in his Ashburton office, next to the manufacturing plant which produces Derlen's large range of "party food" – vol-au-vents, savouries, pastry cases, brandy snaps and dessert baskets. "No-one else was making party food, so we started by hand but it's all done by machinery now."

Starting with doughnuts then buying another company which made cream horns, Derek decided to focus on the pastry side of the business rather than the doughnuts, which have a short shelf life. Being in Ashburton, a bit far away from the main centres, this was a logical decision.

Derlen distributes product on behalf of another bakery and sells product made by others that fit the "entertaining" mix. Derlen also wholesale their own products into other distributors and their vol-au-vents are available in every supermarket in New Zealand.

The only retail they do is through their factory shop next to the production plant in Ashburton.

Because of the highly mechanised nature of production these days, they have only 15 employees. Derek says finding qualified bakers is difficult at times, "and issues tend to go in cycles – labelling, additives, food safety, employment – there's always something and people spend a lot of unnecessary time on them."

After 30 years in the business Derek must have seen some of these issues come around more than once but he's still clearly enthusiastic about his business and maintaining Derlen's position in a competitive market.

Sims Bakery – third generation baking



"In the 1930s there were 14 bakeries in Ashburton", says Brian Sims (or Manny as he is known to some). Mass produced bread and supermarkets saw the end of that. Sims Bakery used to sell mainly bread and slab cakes then with a few small slices and pies only in winter. These days they make 70 to 100 dozen pies a day, as well as cakes, pastries, slices, and filled rolls.

Brian's parents shifted about a bit but his father started Sims Bakery in 1950. He was the son of a baker from Scotland. There was never any doubt that young Brian would be a baker too. Brian learned the trade from his father and took over Sims Bakery on 1 November 1985. (Coincidentally, Brian's grandfather started his first bakery – in Methven – on 1 November 1925.)

Brian's father purpose-built Sims Bakery. It has since doubled in size and currently employs 12 staff, five of them bakers, with finishers, packers and shop staff making up the balance. Sims Bakery makes bread, cake and pastry, about half of which is retailed directly from the bakery shop in Ashburton, with the rest wholesaled in the nearby regions including Methven. That makes for a busy winter when the ski season is in full swing.

Brian's wife Pam has always worked in the business with him, looking after the books and helping out wherever necessary. When I visit she is doing cake decorating, something Brian also enjoys along with making pastry goods.

Brian's sister has worked with him in the business for 46 years and he has other long time employees, one of whom has been with him for 43 years. He finds it tough getting good staff at times but only works three days a week himself, using the days off to follow his other passions, car racing and horse racing. He doesn't do as much baking now, he says, focusing more on deliveries and management.

Sims is open Monday to Friday, giving Brian plenty of time over weekends to devote to his cars and horses. Smart man.

HEADING SOUTH



Danish Delights – making a living, not a killing



Claus Hansen's Danish Delights Bakery

Claus Hansen of Danish Delights likes to work alone, making everything from scratch, and wouldn't change it, even as he acknowledges it makes life difficult at times. Wife Ann-Marie agrees, telling me about various times when Claus has hurt an arm or his back and struggled to make things work. Luckily he has Ann-Marie to help him out, with her delightful sense of humour and winning way with customers.

On the day I visit I find Claus in the bakery and Ann-Marie just returning from a delivery. The two met through mutual friends in Christchurch where Claus was working for John Thomsen at Copenhagen and Ann-Marie for a Danish duvet company. The rest, as they say, is history.

Danish Delights opened on 2 May 1994 and nearly 18 years later is still providing locals with an impressive array of Danish and Kiwi-influenced breads, cakes and pastries. They've moved once in that time, but only a block up the road when a better corner site became available. The bakery is in a charming 1904 red brick building on a busy South Dunedin street and attracts a lot of tradesmen and locals who start coming in from 7am when the shop opens.

"The good thing about Dunedin," says Ann-Marie, "is that it's a city but it has a village attitude. We have a lot of very loyal customers. We like being a suburban bakery. We're not ambitious," she says disarmingly. "We just want to make a living, not a killing."

Claus says they never set out to be specifically a Danish bakery, knowing how much Kiwis like their buns, but their almond tarts, honey cake, marzipan horns, rye bread and rungstukker all pay homage to his European background.

He was inspired to become a baker from watching his grandmother bake when he was young. She herself did an apprenticeship at the age of 11 but gave it up after two years as it meant being away from her family six days a week and cycling 25 kilometres every Sunday just to see them. He trained as a baker from the age of 16 and worked in Danish bakeries before coming to New Zealand.

I asked if he ever thinks of giving it up, but he says he would miss the satisfaction of seeing finished product come out of the oven too much. "We recently had a three week holiday and when I came back that was the best thing – the smell of fresh baking again."

The Friday Bakery – worth waiting all week for



Karl van Wynbergen

There's an unusual bakery in Dunedin that I keep hearing about so I take myself to Roslyn one morning, ignore the "Only Open on Fridays" sign on the shop window and go in to meet Jim Byars in his bakery. I find him making a dartois of chicken, blue cheese and walnut.

Jim first trained as a chef but followed up by working as a baker under the Roux brothers in London, and his products are a wonderful hybrid of everything he has learned. "What I do is not just from a baker's perspective. I have a chef's approach too," Jim tells me. "All the fillings are made with real stocks. Flavours are really important. I don't mass produce anything. The vacuum packed meals are home meal replacements classically made from scratch with real ingredients. All the pastry is made with real butter."

He's Dunedin born and bred and returned in 1996 to open Highgate Bridge, or what's locally known as The Friday Bakery, because it literally only opens one day a week. From Monday to Thursday Jim and his assistant Karl van Wynbergen prepare an impressive menu of vacuum-packed meals, and high quality pastry goods which will be baked off on Thursday afternoon and Friday morning, ready for numerous eager customers. "We get everyone from school kids to pensioners, working women, mothers – there's not one demographic, they're all ages and all incomes," says Jim.

Jim is constantly told by customers that they love his pastry because it tastes like the pastry they used to make at home. Sweet tarts, pies, quiches, croissants, Danish, cakes – it all gets sold every week between 6.10am when the first customer usually arrives, and 5.30pm when there is nothing left to sell. Chocolate tarts and seasonal fresh strawberry tarts are most popular, with lemon custard not far behind. There are also a lot of advance orders to fill.

Jim likes the magic of anticipation. He says the way the business is shaped would change significantly if he were to open more days a week: "It wouldn't be a weekend treat anymore. I'd need more staff too. And this way I don't have any leftover product. I don't want to change what's working well." Jim is also philosophical about pricing. "I don't get too hung up on pricing. I try to give fair value for money because I want my products to be accessible to the majority of people." And his prices are very fair indeed given the quality and skills that go into making them.

HEADING SOUTH



Bakers Dozen – success comes from being hands on



Alan McCutcheon

Twin brothers Alan and Peter McCutcheon have been in their wholesale and retail bakery business together for 24 years now and they've been members of BIANZ for almost the same length of time.

Their father and grandfather were bakers, and Peter is also a trained baker, while Alan originally trained as a plumber and says he still believes unqualified bakers are the best workers.

Their shop in Dunedin's hilly Mornington suburb in one of two, the other being in Mussleburgh where they secured a corner site some years ago. "It's raised up so people can see the product through the window as they drive past," says Alan. They're on the verge of expanding and revamping the Mornington shop too.

What strikes me when I go in to find Alan is the enormous range of sweet buns they have as well as pies, biscuits, slices and breads.

Everything is made from scratch on site and anything not sold on the day is given to the Salvation Army. There is a good range of gluten-free goods which are made in a separate area of the bakery. "They're popular with locals and we even have customers from as far away as Invercargill. We're well known after 24 years," Alan says.

He and Peter still do a 12-hour day but he says it's a big improvement on when they started and were doing 87 hours a week on average.

Alan and Peter's wives have also both been involved in the business. He acknowledges the huge sacrifices involved in running a bakery business and says he and Peter are both encouraging their sons to find their own way in life.

"The first 10 years were really hard work. We did all the baking, and even now it's hard to find someone to handle the actual oven baking, someone who knows when something is properly baked."

Alan feels the success of their business is due to him and Peter being there all the time, although he's hoping to start taking more time out now.

Marlow Pies – guilt-free comfort food



Brendan Williams and Brian Taylor

In the true tradition of good Kiwi bakeries, Marlow Pies is a family business. Kelvin and Karyn Williams bought the bakery from Kelvin's cousin in 1995. Their son Brendan returned from the UK in 2006 to manage the business, and their daughter Rachael is now helping out with sales in Christchurch. Marlow Pies produce about 7000 pies a day from their King Edward Street bakery. These are mainly wholesaled to supermarkets, convenience stores, service stations, dairies and schools around the South Island, and retailed at their two Dunedin shops.

When they took over the business Kelvin and Karyn saw an opportunity to make some changes. A move to King Edward Street from the original premises on Marlow Street gave them much needed space to grow into, and they started using a low-fat vegetable-based pastry. Brendan says lot of time and effort also goes into ensuring their fillings are high quality, made using only New Zealand meat and chicken.

With 26 varieties of pies on offer, a staff of 25 is kept busy at the bakery, in the office and in the shops. Head Baker Brian Taylor joined the business in 2005 and is now doing a bakery apprenticeship. In addition to pies, Marlow specialises in "comfort food", providing catering for functions with a range of sandwiches, slices, biscuits and pastries. They also assist in local fundraising and sponsorship efforts.

Like so many medium sized bakeries, Marlow Pies feels the price pressure from above and below: "We have pressure from smaller businesses that are able to run on a lighter cost base, and from the top where large manufacturers can mass produce at a reasonable price. But I enjoy the art of creating something that looks and tastes good, and the challenge of doing it in a cost-effective way."

How to get business results with Facebook

Joshua Woodham from SocialKiwi is keen to help businesses make the most of social networking.



Setting up a Facebook page is probably the first step most businesses take when jumping into the social media scene.

Having a Facebook presence is great but just setting up your page alone is not going to generate hundreds of new customers. Here I'd like to talk about ways bakers can get a real return on investment with Facebook.

Facebook campaigns

SocialKiwi love running viral Facebook promotions and have seen great results for over 100 clients in the past 12 months.

Well run Facebook campaigns are great for building your fan base, increasing brand awareness and increasing your email database.

Jason Heaven of Heavens Bakery in Hawke's Bay was looking to increase awareness of his fantastic cakes and contacted us at SocialKiwi to get the word out via Facebook.



The campaign we set up quite simply targeted Hawke's Bay locals to enter a draw to win a cake voucher valued at \$50.

The entrant has to enter their name and email address. Jason then draws a winner each week

and contacts the database via email, notifying the winner and showcasing his latest cake creations.

In just under two months, Heaven's Facebook fan numbers have grown substantially. What is more, Jason has an email-marketing database of several thousand and, most importantly, he has seen a sharp increase in cake sales.

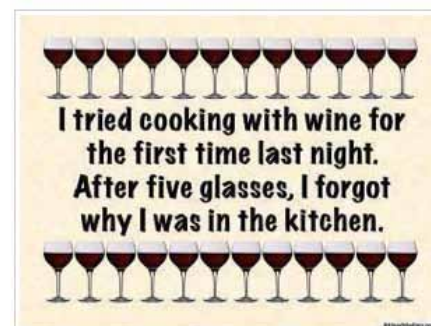
Think long term

I heard a quote recently that I found pertinent. It came from Gary Veynerchuk, a 35-year-old best-selling author who is also a self-trained wine and social media expert. Gary has built a big profile for himself and his business in New York using social media.

"Many businesses," he says, "are failing at social media because they are treating it like a 19 year old dude – trying to close the deal on the first transaction."

We need instead to revert back 20 or 30 years to when businesses were built on the long standing relationships they had with their customers. After all, technology might change but human nature doesn't.

Love Havelock North added a new photo.



672 People Reached · 31 People Talking About This

Like · Comment · Share · February 3 at 9:40am

20 people like this.

11 shares

What this means for social media is that instead of pushing your products in the customer's face on first contact, you need to provide value so that person will stick around and talk about you with their online community. This provides for a much better relationship long term.

Nobody likes a salesman on Facebook. Most people use Facebook as a tool to keep in contact with friends and family.

Therefore, in order to attract the right people on Facebook, you need to give them a reason to like you. Simply providing a link to your website's list of products is not going to excite anybody or motivate them to buy.

Instead, try sharing interesting photos, quotes, videos etc. that relate to your industry.

Better still, call me, Joshua, at SocialKiwi.

0800 LIKE ME
Joshua@socialkiwi.co.nz
www.socialkiwi.co.nz

Gary Simmons

This article by David Tossman is mainly a reprint of one that appeared in *The Bakers Journal* in February 2003.

Gary Simmons died on 6 February. He was 74. Many older bakers will remember Gary for his astonishing business career and the impact his unrelenting pursuit of quality had on baking in New Zealand. He had been battling cancer for several years.

Paul Hansen, these days a widely respected veteran of the craft, was an apprentice at Gary Simmons's Eve's Pantry in Auckland. It was, says Paul, "one of the bakeries that one aspired to be part of."

"It had such a strong name for quality. Quality was not traded off for price. Gary's bakery knowledge was inspirational."

Gary moved to Oamaru about nine years ago for the quality of life and for the appealing position at Saul Sheehy's Temptations bakery where he keeping his hand in the world of baking. Gary told Paul Hansen that he was asked there to bring new product delights into their range, "working at a higher skill level." This could certainly have suited him.

Many bakers have made great contributions to the craft and the business of baking. There are very few, however, who have had anything like the spectacular career of Gary Simmons.



Gary at 16, photographed for the *Auckland Star*.

New Zealand was a notably dreary place for most of the first half of the 20th century. The range of goods available, whether in clothing, cars or food, was very limited.

On the food front, immigrant European bakers – mainly Dutch – in the 1950s played a large part in changing all that. But one of the people responsible for those changes is a through-and-through Kiwi: Gary Simmons. His bakery, Eve's Pantry at 399 Manukau Road in Auckland, led the way not only in its variety of goods and adventurousness, but also in quality.

The first exciting baker

One local baker described Gary as "the first of the exciting bakers in New Zealand."

Gary remained uncompromising throughout his life in his commitment to quality. That commitment saw Eve's Pantry grow from a humble shop to a large wholesale bakery while retaining its status as a quality leader. He set a quality benchmark that made Eve's Pantry an Auckland icon.

Gary was born in Auckland in 1938 into a commercially aware family. He grew up in Meadowbank and Remuera, went to Auckland Grammar and as a youth was a keen member of St Johns, spending much of his spare time attending sports grounds and working with the ambulances as a volunteer assistant.

Gary's baking career began with a passion for cake decoration, a hobby he shared with his father. It was his decorating abilities that attracted the attention of Neil Ullness, the Norwegian baker who had bought Eve's Pantry in the early 1950s.

Eve's Pantry before that had been typical of the many cakeshops in suburban shopping areas nationwide, its stock mainly limited to sponge cakes, thick-gravy-filled pies, and delicacies such as butterfly cakes, lamingtons and Albert squares. Much of its custom came from the tram barns across the road.

Neil Ullness, one of the Europeans who arrived here after the war, had learnt the New Zealand way of baking working in a Queen Street cakeshop before buying Eve's for £400. Ullness lived in a flat above the shop with his wife and four children.

Ullness brought new techniques, recipes and even equipment from Europe to Eve's, turning it into a "continental" with novelties such as fresh cream cakes, flans, fruit tartlets and cakes with marzipan.

Gary began work with Neil Ullness at the age of 17. He learnt fast, and his enthusiasm, tireless work and talent clearly impressed the boss. When Gary was 19, Ullness sold the bakery to him for £3000 (£2750 plus £250 SAV) which Gary borrowed from his parents.

Gary was not about to change the output back to more traditional fare. The appe-

tite for continental food in Auckland was growing and the business grew with it.

Located between industrial Penrose and Onehunga and the genteel residential suburbs of Epsom and Remuera, Eve's Pantry was en-route during the 1960s and 70s for a number of well-to-do industrialists, many of them also European immigrants. Some had regular orders for continental cheesecakes and suchlike, and called by in their limousines to pick them up. Looking after that exclusive market was one of the keys to Gary's success.

Gary took his first overseas trip in 1964 and went overseas almost annually after that. His 1967 trip encompassed 26 countries, though shorter trips were more common. Following each trip he made innovations, but claimed only to have been the first baker in New Zealand to make quiche lorraine and French croissants.

He always took a close interest in Sydney, noting that most food and food-retailing trends there happen in New Zealand a little later. When competition amongst cafes and bakeries in Sydney intensified, Gary was prepared.

Eve's Pantry's reputation grew until it was supplying many of the wealthiest people and catering to many of the classiest social events in the city. Employing top European and local bakers and patissiers was a large part of his success: quality products, he knew, needed quality people.

Along with its reputation of course the business itself grew and accommodation for it became a continuing problem. First he took over adjacent shops and tore their insides out for the bakery.

Wholesaling became more important, and with 50 staff, Gary was keen to buy the building. He had to wait many years before he could, and then only after intense negotiations following the death of the owner.

Upstairs it had become a rabbit warren before Gary redeveloped the building in several stages through the 1980s. The shop retained a cottage industry appearance, but upstairs was a factory.

Corporate clients for lavish catered affairs presented new challenges, as did some of the great celebrations of the stock exchange boom years. Great times for many – for a while.

The big investment

It was during the mid-80s boom that Gary made a decision that almost threatened to sink the business: buying a state-of-the-art Dutch machine to roll puff pastry for croissants and danish. The machine incorporated a pastry laminator, multi-trio roller, make-up line with guillotines, and a tart shell line: all up cost \$760,000. (You could more than double that for today's inflation-adjusted equivalent).

The machine took two men the best part of a year to get going – a nightmare time and an enormous cost. Visitors of the time recall the huge machine's rumbles and vibrations dominating the whole building.

In the meantime, the luxury market disappeared as the extravagant early 80s gave way to the harder 90s. Gary had to bring in financial partners to see him through.

It was necessary then for Eve's Pantry to change tack for a while, and with misgivings, and begin supplying supermarkets with packaged frozen danish, boysenberry pies and gateaux.

That meant losing some control of his product and having to spend on advertising. Like many successful bakers, Gary always preferred to spend money on eggs and butter than on printing his logo on the bags, but at least the new machinery could start to pay for itself.

On the personal front, Gary's wealth had grown considerably by the late 1970s and he indulged himself for some years during the 80s and 90s in quality cars, a collection of early New Zealand art and a very stylish 20 room house in

exclusive Remuera. For the house he imported furnishings and chandeliers from Europe. Over about 20 years he went through nine Jags, four Mercs and three Rolls Royces. All that and the house all went after three burglaries and other unpleasantnesses.

Gary became much more discreet after that.

"I made good money because I worked hard," he told *Metro* magazine in 1995. "But it hasn't been just for the money. For years I wasn't making any. It was the challenge to succeed. When you're 19 and you own your own bakery you want to make it work. I wanted to build the factory. I wanted to give Eve's a permanent home."

Among Gary's many valued (and valuable) customers was the Tongan royal family. Their Auckland residence is not far away from Manukau Road.

For the King's 79th birthday, Gary went to Tonga with a French pastry chef and two bakery workers, and served 220 people a banquet in 20 minutes.

Gary sold out his final shares in Eve's in 1998 (he was not happy with the deal, but this is not the place to go into that) and later arranged with the Tongan royal family to go to their place. He needed to get away and relax with a total change of direction.

Helping a bakery in Tonga raise their standards, helping with royal event catering, swimming every day and living in a most pleasant house provided for him, the Tongan sojourn provided a welcome break. Health problems, however, brought him back to Auckland in 2002.

Gary Simmons then began working with a small bakeries in Auckland and elsewhere, helping them to raise their standards and their sales.

Not long afterwards, Saul Sheehy of Temptations Bakery in Oamaru was fortunate to get Gary on his team. The lifestyle in Oamaru suited Gary. In his ten years there, says Saul, he was never late for work and never took "a sickie."

"Attention to detail" and "good taste" were Gary's bywords. He liked to say that "working in a calm and quiet way with a positive attitude to the future will get us all to the winning post."

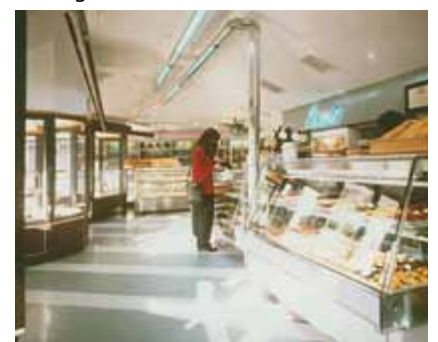
He was always a master at work. Many of New Zealand's most respected and accomplished bakers today learnt their craft and discipline from Gary Simmons. His contribution thus lives strongly on.



Raymond Gary Simmonds 1938–2012



The big investment.



The shop after refurbishment, about 1990.



A birthday cake for the King of Tonga.



The Eve's Pantry building in 2002.



The sumptuous drawing room in the Victoria Avenue house in the 1980s: furnishings and chandeliers from Europe.



Above, Gary's accommodation in Tonga and (below) his transport arrangements while there.



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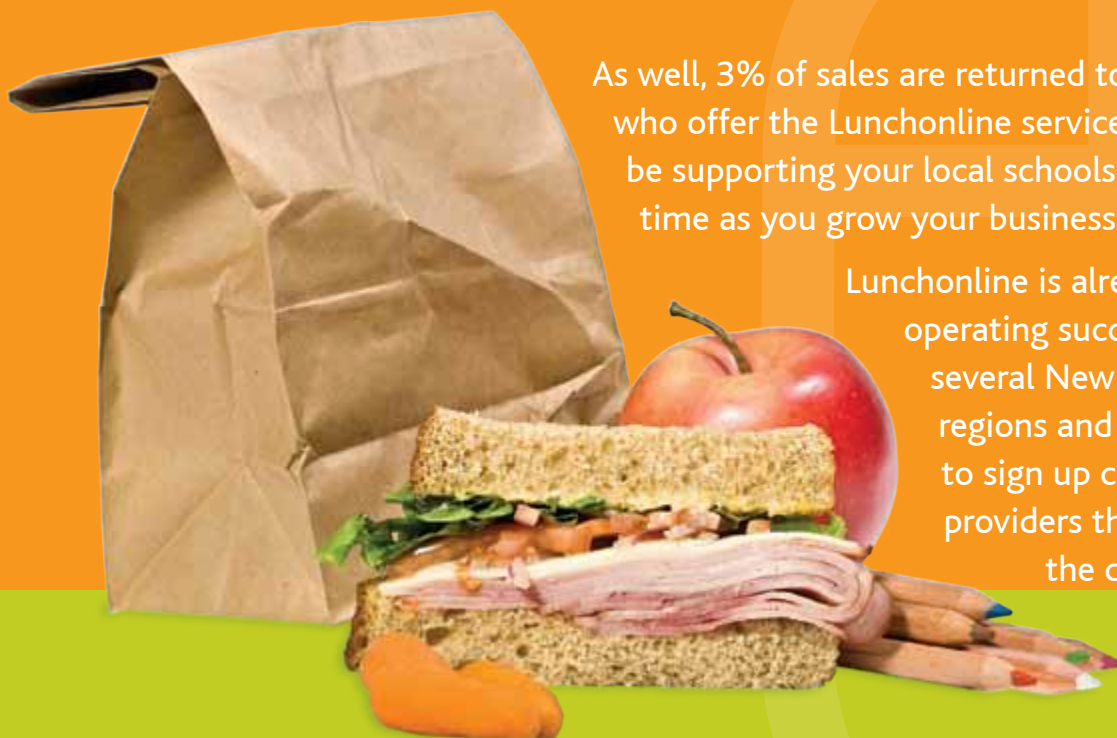
Are you a quality supplier of food suitable for school lunches?

Lunchonline is a major new business opportunity for school lunch providers throughout New Zealand that offers:

- 📱 a hassle free, automated, on-line ordering system
- 📱 guaranteed weekly payment to food providers for completed orders
- 📱 no individual order taking
- 📱 no money handling
- 📱 no bank transaction fees
- 📱 no food wastage

As well, 3% of sales are returned to schools who offer the Lunchonline service, so you will be supporting your local schools at the same time as you grow your business.

Lunchonline is already operating successfully in several New Zealand regions and now wants to sign up certified food providers throughout the country.



For more information and to apply to register as a Lunchonline food provider, phone 0800 565 565 or email info@lunchonline.co.nz

 lunchonline

www.lunchonline.co.nz



Lunchonline provides fantastic opportunities for food providers

A new on-line school lunch service will provide major new business opportunities for food providers around the country, while making the provision of a daily school lunch a breeze for families and schools.

Already running successfully in Hawke's Bay, Lunchonline is now looking to sign up more food providers throughout New Zealand.

The brainchild of innovative Hawke's Bay software company, ABC Software Ltd, award winning Heaven's Bakery and accountant/business mentor, David Chapman, Lunchonline is the first truly on-line school lunch ordering service in the country.

"Lunchonline couldn't be easier for food providers"
says David




"They are paid weekly for the orders they've dispatched, which means great cash flow. There's no individual order taking, no money handling, no bank transaction fees and no food wastage."

Lunchonline works like this:

A certified food supplier applies to register as a provider to the Lunchonline service, and then a school nominates one or more registered providers to supply their lunches and approves the menu.

A family wishing to order lunches registers an account with Lunchonline, with details of all the family members, their schools and room numbers, and pays money into their Lunchonline account via credit card or internet banking. They can then login and place an order.

Each day, the food provider logs in to Lunchonline and receives the orders for that day in the form of:

-  a production tally that collates the total quantity of each product across all schools
-  a delivery report for each school detailing each student's name, room number and what they've ordered
-  an A4 page of 8 labels for each student with their location details and what they have ordered.

The provider then assembles the orders for that day and delivers the labelled orders to each school for the school to hand out.

David says any certified food supplier can apply to register as a provider to the Lunchonline service. Schools and providers liaise directly and agree to the products and service to be provided. For instance, schools may only make pizza available to students on a Friday.

The food provider determines how far in advance orders can be made, and nominates a cut-off time for orders and cancellations – usually early on delivery day – and Lunchonline takes care of the rest.

Schools also benefit financially, with 3 percent of sales going back to the school, with opportunity to earn even more funds through special promotions that see 12 percent of sales returned to the school.

"So this is a great opportunity for a food provider to support their local schools at the same time as growing their own business, with no additional outlay," says David.

He says families have wanted lunches to be available at school for a long time, but it's just too big a job for staff and volunteers.

"It's meant that most schools, particularly primary and intermediate schools, end up only offering a very limited service or none at all, and that means local food providers also miss out. But that's all changing with Lunchonline because it's just so automated and straight forward, with no risks to food providers."

"Of course, teachers can order their lunch as well, and we see Lunchonline appealing to other organisations that don't want to run their own cafeterias, but want to be able to provide their employees with a quality, hassle free lunch ordering service."

"This means that the opportunities for motivated local food providers are limitless" says David

"This a great tool to increase cash sales without the need to employ more staff. Our team doesn't have to worry about handling or chasing money all they need to focus on is making quality products that suit our customers."

Heaven's Bakery has integrated this concept with ease and would recommend it to any food provider that will suit student lunches."

Jason Heaven - Managing Director
Heavens Bakery

For more information and to apply to register as a Lunchonline food provider, **phone 0800 565 565, or email info@lunchonline.co.nz**

www.lunchonline.co.nz

Wholesale prices

The latest survey

by David Tossman

This survey was run during January and February 2012. More than 200 bakeries were emailed requests to participate if they did any wholesale selling, and 33 responded.

They were asked to give their prices ex-gst for a list of products also used in previous similar surveys.

Where respondents gave two prices for a product, as some did for the basic pies, the highest went into this table.

Most products are self-explanatory but the prices given for some products such as the apple pie and savoury quiche are so varied that there are clearly huge differences in the actual products gathered under the those headings.

Obviously some of the highest prices are charged by smaller bakeries selling high-end craft products – probably to likewise high-end outlets – while the lower prices are most likely to be the list prices from bigger operators.

The prices of some products appear to have fallen since the last wholesale prices survey, in 2007. Whether these reflect vastly greater competition in the sausage roll and apple pie markets or just anomalies in the samples can only be guessed at.

The hot cross bun prices are for the 2012 season.

Product	Average	Highest	Lowest	2007 Average
Basic mince or steak pie	\$1.95	\$3.00	\$1.25	\$1.72
Steak & Cheese pie	\$2.12	\$3.22	\$1.62	\$1.89
Family Mince Pie	\$5.20	\$11.00	\$1.85	\$1.98
Top gourmet pie	\$2.90	\$5.70	\$1.85	\$3.97
Sausage roll	\$1.51	\$2.30	\$0.85	\$1.55
Plain Savoury Quiche	\$2.02	\$3.96	\$0.84	\$3.31
Custard Pie	\$1.84	\$3.00	\$1.30	\$1.99
Small Apple Pie	\$1.91	\$3.90	\$1.40	\$2.01
Raspberry Cream Bun	\$1.65	\$3.00	\$1.05	\$1.41
Doughnut – Fresh Cream	\$1.69	\$3.00	\$1.10	\$1.44
Date or Cheese Scone	\$1.38	\$2.35	\$0.75	\$1.19
Blueberry or similar Muffin	\$1.66	\$2.65	\$1.08	\$1.47
French Stick	\$1.93	\$3.48	\$1.00	\$1.55
Panini	\$0.83	\$1.30	\$0.50	\$0.86
Hamburger Bun	\$0.64	\$1.30	\$0.35	\$0.57
Bread Roll – plain or seeded	\$0.61	\$1.30	\$0.25	\$0.48
Hot Cross Buns (half-dozen)	\$5.29	\$13.00	\$2.50	\$4.34

Top selling gourmet pies

Participants were asked to list their biggest selling gourmet pie. This prompted one baker to complain that his chicken, cranberry and brie concoction might be the biggest gourmet pie seller but it is also the costliest to make. The pies mentioned were:

Butter Chicken (5 mentions)
 Chicken (2)
 Chicken & Camembert
 Chicken & Cheese
 Chicken, Cranberry & Camembert
 Chicken Cranberry & Brie
 Chicken, Mushroom with Cream Cheese
 Creamy Bacon & Mushroom
 Double Beef
 Hot Butter Chicken & Mince, Bacon, Mushroom & Cheese
 Meatballs in Chilli Red Wine Sauce
 Moroccan chicken
 Steak & Cheese (2)
 Steak Bacon & Cheese
 Steak, Bacon & Mushroom
 Steak, Cheese, Tomato, Bacon and Kumera
 Vegetarian
 Venison
 Venison Portobello

New Products

A good number of respondents introduced new products over the past year.

Mentions include:

- Chilli & lime crispies,
- Butter Chicken and Sweet Thai Chilli Pies,
- Artisan Breads: 7 Grain Wholemeal, Sourdough Ciabatta, Honey, Hazelnut and Fennel,
- Macaroons, Butter Chicken Pie
- Individual savouries at \$3.40 each
- Mini savoury loaves (baked in friand tins) filled with bacon, pesto ham and grated cheese.
- Walnut and Caramel Twists (a chelsea-type bun filled with caramel and walnut pieces.)

One bakery mentioned introducing sourdough bagels and a bigger range of gluten free products.

A Dunedin bakery said they had sold 20,000 pies made with World Cup with themes based on the teams training in Dunedin: Bangers & Mash for the English and Bolognese for the Italians, and so on.

An average year?

Asked how they rated 2011, the responses were:

Better than average 12

About average 15

Worse than average 8

It all looks pretty average, wouldn't you say?

Other matters

A North Island wholesaler of cakes and savouries – products not covered in this survey – said sales last year were eight percent down on 2010.

Obviously the scene in Christchurch has been grim in many ways, not least for some wholesale bakers. One respondent said that a third of their wholesale customers had closed. They got off lightly, of course.

Thanks to:

Arobake
Arrowtown Bakery
Bakers Magnum Limited
Blanchfields Bakery
Brooklyn Bread & Bagels
Brumby's
Callaghans Bakery
Centa Bakery
Colonial Bakery Ltd
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Derlen Bakery
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Goodtime Foods (SI) Ltd
Keripies Ltd
Lens Pies/Rob's Hot Bread Shop
Lievito Bakery
Maketu Pies
Marlow Pies
Mays Bakery
Montana Bakery
Mrs Higgins 2004 Ltd
Oslers Bakery – Wairoa
Picton Village Bakery
Rainbow Cake Kitchen Ltd
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Rocket Kitchen Wholesale
S & P Holdaway Holdings Ltd
Sydenham Bakery Limited
Ten O'clock Cookie Bakery Cafe
The Bakery Queenstown
Waikanae Hot Bread Shop

THE WINNER!

Lucky winner of the draw for a case of wine is ...

(drumroll please) ... **Keripies Ltd.**

Congratulations and thank you.

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Printstock picks up the pace

New cello bag making machine beefing up business in the Bay.



Flexible packaging is an essential part of food marketing today – even for some quite small bakeries – and it is clearly a growing one.

In early 2010, Napier-based flexible packaging manufacturer, Printstock Products, installed an eight colour flexographic printing press, bringing their total number of flexographic printing machines, printing film and paper, to three.

Then in December 2010, Printstock took delivery of a new film and paper slitter, as well as a new roll sheeting machine, with inline slitting and sheet to register functions.

A further new slitter was delivered early in 2011.

Building expansion

Printstock added 6000 square feet of factory in 2011, bringing the total floor area of its modern premises to 33,000 square feet.

In November 2011, Printstock was presented with the Hawkes Bay Chamber of Commerce Business of the Year Award – medium to large business section.

This year, Printstock is adding further to its capabilities with the high performance cello bag making machine shown above. This is aimed particularly at the biscuit and confectionary bag market.

Graham Eagle, Managing Director of Printstock Products Ltd, says these additions will further enhance the company's capabilities, increase quality and move it into the next phase of development in the packaging film, printing and processing market.

"With full flexographic printing facilities," says Graham Eagle, "Printstock will be able to supply a wide and diverse market, supplying both plain and printed film bags."

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- * Chamber of Commerce Business Commendation
- * Tradenz Export Award
- * Business of Year Hawkes Bay Chamber of Commerce
- * Exporter of the year

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Email: graham@printstock.co.nz
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A great opportunity

Here you go then



You can join the flying bakers. Messe Reps. & Travel together with the Baking Industry Association of New Zealand offer you the opportunity to visit the worlds leading trade show for the baking industry, iba 2012, which will be held from 16–21 September 2012 in Munich.

You will have the opportunity to spend time with friends and colleagues from the industry in New Zealand and to share experiences both at iba and away from the fair.

You have the choice of travelling together from Auckland, stopping in San Francisco for two nights before arriving in Munich the day iba commences. Alternatively you can travel on your own and meet up with your fellow New Zealand travellers in Munich.

The hotel we have booked in Munich is the brand new Courtyard by Marriott, Munich City East, midway between the trade fair ground and Munich city centre.

September 2012

- Thursday 13 Fly from Auckland to San Francisco on Air New Zealand deitineraryparting at 7.15 pm
Arrive San Francisco at 12.15 pm.
Transfer to the Handlery Union Square Hotel located in downtown San Francisco with easy access to all attractions
- Friday 14 The "City by the Bay", famous for city landmarks such as the Golden Gate Bridge, the cable cars and more famous for it's sourdough bakeries.
Visit the world famous Boudin bakery guided by a BIANZ representative. Nearby are the rugged Pacific Coast towns of Monterey and Carmel as well as the world famous wine regions of the Napa and Sonoma Countys.
- Saturday 15 Free day before flying direct to Munich on Lufthansa German Airlines departing at 9.05pm
- Sunday 16 Arrive Munich at 5.15 pm.
Transfer by private coach to the Courtyard by Marriott, Munich City East Hotel

iba opens
- Monday 17 iba is open Sunday–Friday. The fairground and city centre are quickly and easily reached by public transport. Munich has much to offer any
- Tuesday 18 Wednesday 19 visitor with its elegant town centre, famous beer halls, museums and shopping. Easily reached from Munich in a day are romantic castles including the famous Neuschwanstein as well as the beautiful Austrian city of Salzburg.
- Thursday 20
- Friday 21 iba closes on Friday.

But the fun doesn't stop there. The day after iba closes the world famous Oktoberfest opens in Munich.

After iba has finished your tour airfare includes two free flights within Europe on Lufthansa.

With a choice of nearly 90 cities in Europe there will be somewhere for everyone: Rome, Paris, London, Barcelona... the choice is yours.

For your return to New Zealand there is a choice of free stopover cities including Los Angeles, Vancouver, San Francisco, Bangkok Singapore, Hong Kong, Shanghai, Beijing, Tokyo and Osaka.

The tour from New Zealand includes:

- * Return flights from Auckland, Wellington, Christchurch to Munich with Air New Zealand and Lufthansa and two flights within Europe
- * Airline taxes and fuel surcharges (value approx. \$640.00)
- * 2 nights accommodation in San Francisco and return airport transfers
- * 5 nights accommodation and breakfasts in Munich, arrival airport transfer
- * Entrance tickets and catalogue for iba
- * iba/BIANZ tour clothing.

The Independent Travel option includes all the above except for San Francisco arrangements and the arrival transfer in Munich.

Costs: (per person based on double or twin room occupancy)

Tour including San Francisco (and guided bakery tour)	\$5499.00
or Independent Travel	\$5099.00
Single room surcharge in Munich	\$1200.00
Single room surcharge in San Francisco	\$290.00
Business Class surcharge	\$5700.00

For all bookings, questions about the Tour, about iba, please contact either :

Robert Laing

Messe Reps. & Travel

Phone: 09 303 1000

Email: robert@messereps.co.nz

Belinda Jeursen

BIANZ

Phone : 03 349 0663

Email : belinda@bianz.co.nz

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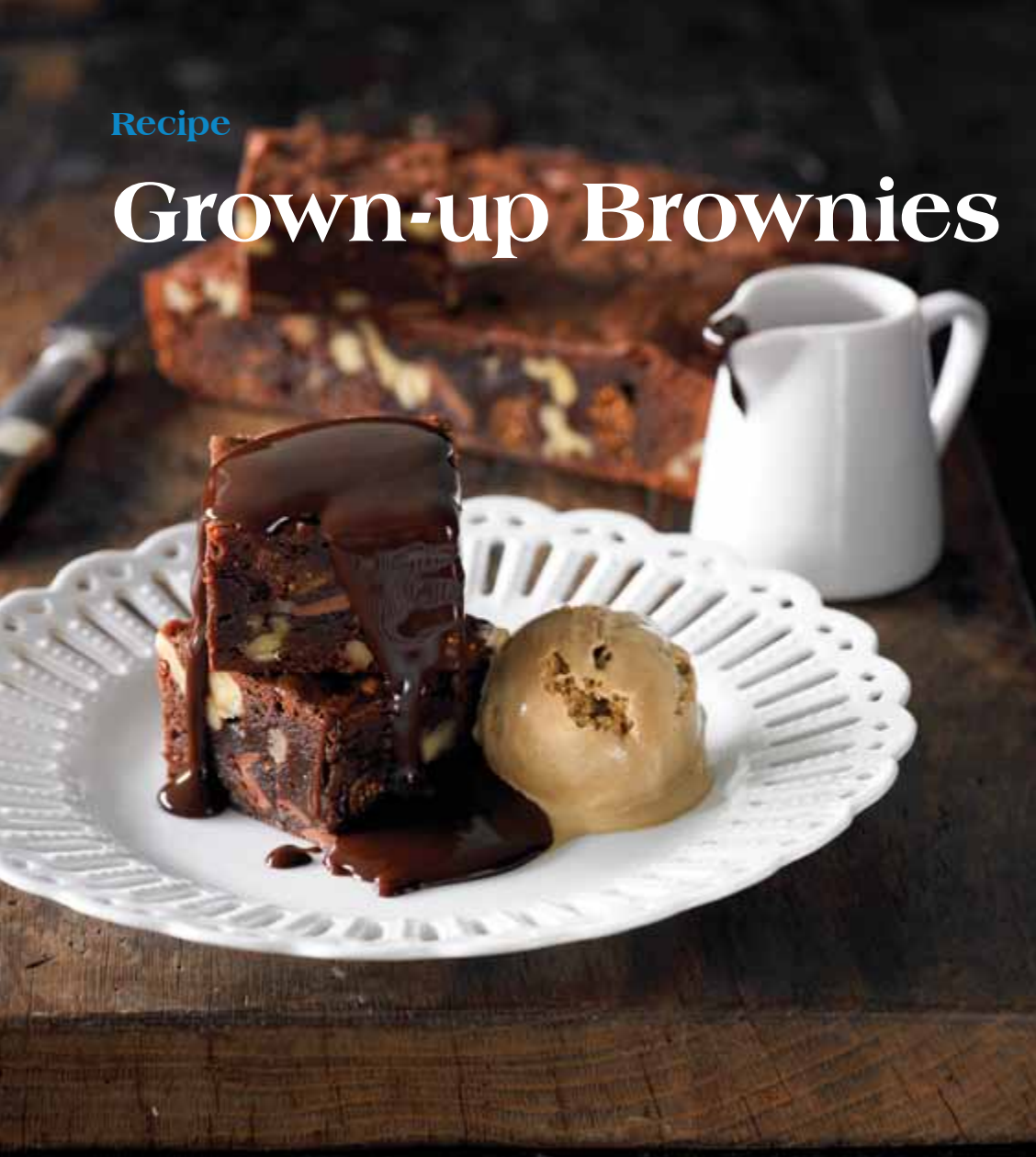
These costs are valid at the time of going to print (February 2012). Airfare costs change constantly and these airfares are based on availability now. It is possible they could increase; it is possible they could decrease.

The San Francisco tour component is based on a minimum number of participants.

Please check with Robert Laing for details, updates and updated costs.

Recipe

Grown-up Brownies



Recipes by Marcus
Braun courtesy of Nestlé
Professional

Ingredients For 18

125 mL	brewed espresso
1 cup	dried figs, chopped
200 g	butter, chopped
200 g	NESTLÉ Dark Compound Chocolate
¼ cup	NESTLÉ Cocoa Powder
1 cup	brown sugar
3	eggs, lightly beaten
1¼ cup	walnuts, roughly chopped
1 cup	plain flour
½ tsp	baking powder
100 g	NESTLÉ Dark Compound Chocolate, roughly chopped

Optional: Warm fudge sauce and ice cream, to serve.

Method

1. Combine coffee and chopped dried figs in a small saucepan and bring to the boil. Boil gently for 3 minutes then remove from heat and set aside to cool. Grease and line a 16 cm x 26 cm slab pan.
2. Preheat oven 180°C. Melt butter in a small saucepan over medium heat. Remove from heat, add first quantity of NESTLÉ Dark Compound Chocolate and stir until melted and smooth. Stir cocoa powder into the mixture until cocoa dissolves.
3. Pour into a bowl. Stir in sugar, eggs and walnuts. Sift flour and baking powder together and stir until combined. Fold in figs, remaining coffee mixture and second quantity of NESTLÉ Dark Compound Chocolate.
4. Spread into pan and bake 15–20 minutes. Cool in pan.
5. Cut into squares and serve at room temperature. Serve with warm fudge sauce and ice cream if desired.

Bakers' tip: A shorter cooking time will produce a gooey brownie, while a longer cooking time will produce a cake like texture.



Paska

Traditional Ukrainian Easter bread



Above, one of the many traditional forms and presentations of paska in eastern Europe. Inset above, another version

This traditional eastern European (Polish, Ukrainian) Easter bread is wonderfully light with a slightly sweet flavour. It is similar to challah, the traditional Jewish egg bread.

Often presented with painted or dyed eggs, it is an Easter tradition, making it great seasonal addition to the usual hot cross buns.

This recipe yields three round plain loaves or two traditionally decorated loaves.

Ingredients

Group 1

14 g	active dry yeast
120 g	warm water (45°C)

Group 2

100 g	white sugar
710 g	warm milk
500 g	all-purpose flour

Group 3

6	eggs, beaten
100 g	white sugar
225 g	margarine, softened
2 g	salt
0.5 g	lemon zest
1500 g	all-purpose flour
1	egg
15 g	water
30 g	butter, melted

Method

1. Proof the yeast in 10 g warm water in a large bowl until slightly frothy.
2. In the meantime, dissolve 100 g sugar in the warm milk. Cool to lukewarm.
3. Once cooled, add the milk mixture to the yeast mixture along with the 500 g of flour. Mix well with a wooden spoon.
4. Cover and set aside in a warm dark place until the mixture is bubbly and doubled in size, about 2 hours.
5. Stir in the beaten eggs then the second 100 g of sugar, margarine, salt and lemon zest. Stir well to blend.
6. Begin adding the remaining flour a cup at a time to form a very soft dough.
7. Knead the dough in a floured board until soft and elastic, about 10 minutes. Place the dough in greased bowl, turning to coat both sides. Allow to rise in a warm place until doubled, about 2 hours.
8. Punch dough down and allow to rise again for 30 minutes.
9. Divide dough into three parts. Shape two into slightly rounded loaves and place on greased baking sheets.
10. Let rise until doubled, about 45 minutes.
11. Beat 1 egg with 15 g water; brush onto loaves.
12. Alternatively, and more traditionally, press two parts of the dough into well-greased round tins and use the other third of the dough to form braids and maybe rosettes to decorate the top of the loaf.
13. Bake at 175°C for 45 to 50 minutes. Once they are done, brush the tops with melted butter for a soft crust.

Babka

Traditional Polish Easter bread (with a twist)

by Malcolm Cook,
courtesy of NZ Bakels



Traditionally Polish Babka is baked for Easter Sunday.

It is a rich spongy yeast cake similar to a brioche filled with fruit (raisins), citrus zest and sometimes rum.

The word Babka comes from the word Baba meaning tall or stout which is why Babka is baked in a tall round tin or sometimes with a hole in the centre.

Other flavoured versions of Babka are made in Jewish communities and are often filled with cinnamon and chocolate and sometimes topped with streusel.

As we are familiar with brioche, panettone and other similar products, the following recipe is for a Chocolate Cinnamon Babka.

Dough Recipe

Ingredients

680 g	warm milk
34 g	dry yeast
340 g	softened butter
340 g	caster sugar
3	warm whole eggs
700 g	bakers flour
10 g	salt

Method

1. Dissolve yeast into warm milk and rest for 5 minutes
2. Cream butter and sugar adding eggs slowly until light or fluffy
3. Add the yeast, milk, flour and salt and develop into a clear, smooth golden dough.
4. Divide into 400–500 gram pieces, cover and give a long rest or intermediate proof, approximately 30–40 minutes.

Filling Recipe

Ingredients

450 g	dark unsweetened chocolate
2 g	cinnamon
110 g	butter

Method

Place all of the filling ingredients in a plastic bowl and microwave on medium until it is a clear, smooth paste. (Take care not to heat the mix too much or it will burn or separate.)

Assembly

1. Roll out the rested dough piece onto a lightly floured bench approximately 300 mm square and 3–4 mm thick.
2. Spread a thin layer of the filling over the dough piece leaving the front edge, approximately 10 mm clear.
3. Roll the dough up firmly sealing the front edge with egg wash.
4. Cut through the centre of the roll with a scraper and face the two halves upwards.
5. Twist the two halves, keeping the filling facing upwards and place in a well greased tin or form.
6. Prove to 3/4 size, approximately 40 minutes and bake for 25 minutes at 180° C.

Options

This type of Babka can be made in various shapes and filled with a variety of fillings and toppings including fruit, nuts, streusel and glazes.

I personally believe it is best eaten warm and can be eaten as it is, toasted, with a spread or as part of a dessert.



SPICY EGGPLANT & ORZO SALAD

Serves 10

INGREDIENTS:

800g	cooked orzo
600g	Barker's Spicy Eggplant Pickle
200g	diced feta
50g	basil leaves

METHOD:

1. Mix the orzo and Barker's Spicy Eggplant Pickle together and place in a serving dish.
2. Sprinkle with the feta.
3. Cover and leave in the refrigerator until ready to serve.
4. Garnish with the basil leaves and serve.



1152-1-1

A TASTE SENSATION



TREBLE C TOASTED SANDWICHES

Serves 10

INGREDIENTS:

600g	Barker's Chow Chow Pickle
600g	grated tasty cheese
20	thick slices wholemeal or wholegrain bread
	salad leaves for garnish
	cherry tomato wedges (optional)
200g	Barker's Chow Chow Pickle

METHOD:

1. Mix the Barker's Chow Chow Pickle and cheese together.
2. Spread on 10 slices of bread and top each with another slice of bread.
3. Toast, grill or panfry.
4. Serve with a salad, tomato wedges and a spoonful of Barker's Chow Chow Pickle.



1152-1-2

A TASTE SENSATION



THE BIG BRUNCH

(SWEET ROAST CAPSICUM SALSA
WITH CORN AND SALSA FRITTERS
AND BEEF SAUSAGES)

Serves 10

20	beef sausages, grilled or baked
20	Corn and Salsa Fritters
400g - 600g	Barker's Sweet Roast Capsicum Salsa
	Salad leaves for garnish

- Place the sausages and fritters on hot plates, drizzle with the Barker's Sweet Roast Capsicum Salsa and garnish with salad leaves.

CORN AND SALSA FRITTERS (makes 20)

400g	flour
20g	baking powder
to taste	freshly ground white pepper
4	eggs, beaten
250ml	milk (approximately)
600g	whole corn kernels
200g	Barker's Sweet Roast Capsicum Salsa

METHOD:

- Sift the flour and baking powder into a bowl. Mix in white pepper.
- Mix the eggs and milk together and pour into the sifted ingredients to make a batter. Stir in the corn and salsa.
- Heat a little oil in a non-stick pan and add spoonfuls of the mixture. Cook until golden brown and bubbles appear - turn and cook the other side.

(TIP: use well oiled cutters for round fritters)



A TASTE SENSATION

1152-1-3



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L65/16

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84mm diameter, 650mm wide cylinder, opening from 0 - 60mm
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Stainless steel dough trays, central flour tray for manual dusting
Voltage; 380-415v 3 phase 50/60hz

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Brighter baking



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

Mozart flutes magical & classical

Mozart wrote many great pieces for the flute, and one of his most famous operas is *The Magic Flute*.

The flute of his day was quite different from the fine silver and gold instruments used today, and much harder to play in tune. Mozart would not compromise though. His compositions would have been playable only by the best.

In appearance this treat bears some resemblance to the wood and ivory flutes of Mozart's day, and in good hands the results could well be similarly magical.

Ingredients – 30 Units

250 g	persipan or marzipan
180 g	icing sugar
75 g	plain flour
70 g	egg white
130 g	fresh cream

Method

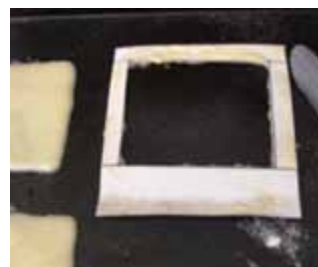
1. Combine all above ingredients – mix well with whisk.
2. Pass through a sieve and leave in coolroom for 60 minutes.
3. Make up template fitting the required size.
4. Lightly oil a baking tray and dust with flour.
5. Apply mix very thinly.
6. Bake till golden brown, use a scraper to lift off.
7. Roll up using a wooden (metal can get hot) stick.
8. Keep in an airtight container.

When required, dip in chocolate. (Use thumb and index finger to close the ends; you want chocolate only on the outside.)

When set, fill with fresh cream. Decorate as in the photo.

White chocolate with a different filling can be used.

Note: best eaten at room temperature and when the product is less than three hours old: semi-soft inside, crisp outside.



Recipes

English Pound Cake Loaf

using XL Pound Cake Mix



Recipe by Jason Hay, Weston
Milling Trainee of the Year 2011



Base Batter

Ingredients

Group 1

3500 g XL Pound Cake Mix
1300 g unsalted butter

Group 2

1300 g eggs
166 g water

6266 g TOTAL

Method

1. Place Group 1 into a mixing bowl fitted with a beater, cream together.
2. Add Group 2.
3. Mix on slow speed for 1 minute then scrape down.
4. Mix for a further 2 minutes on second speed.
5. Deposit as per recipes.

English Pound Cake Loaf

Ingredients

1200 g XL Pound Cake Base Batter

Group 3

270 g currants
270 g sultanas
140 g cherries
190 g lemon peel
35 g Grand Marnier liquor (40% Vol)

2105 g TOTAL
Yield : 5 loaves at 400 g each

Method

1. Preheat oven to 170°C.
2. Place base batter (1200 g) into a mixing bowl fitted with a beater and cream together.
3. Fold in Group 3 until combined.
4. Deposit 400 g batter in a loaf tin, level the surface, top with sliced almonds and bake at 170°C for 35 minutes.
5. Remove from oven.



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