

slice



from the Baking Industry Association
for cafés, caterers and bakeries

Whoopie winning Kiwi admirers

Business in 3D

Truckies love a bakery

BakeNZ and BIANZ awards dinner
– registration form inside

Bakery of the Year
– details and entry form



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From the Office

BIANZ EXECUTIVE OFFICER BELINDA JEURSEN REPORTS

There's only a month to go now until BakeNZ 2012@Fine Food in Auckland, encompassing the Fine Food Show, Bakery of the Year Competition, Trainee of the Year Competition, and baking master classes. Then there's the much anticipated Annual Awards Dinner where our competition winners are well rewarded for their efforts.

We've doubled the size of our gingerbread house (Stand J25 for those of you attending Fine Food) and look forward to catching up with members, potential members and others from the baking fraternity.

There's always plenty to see at Fine Food and all the right people to talk to and take inspiration from, but everyone needs a break, so come and see us for a cup of coffee, a chat and a chance to get off your feet for five minutes.

New in Bakery of the Year

The Bakery of the Year competition has some great new sections this year and there really is something for everyone. Citron tarts, a macaron tower, Sacher torte and a mini croquembouche along with cupcake, decorated cake, bread display and gingerbread house sections will give creative bakers out there plenty to think about as they prepare their entries.

We have some of our wonderful judges from last year back with us, and a new face, Monique Brik from MIT. They'll be judging the Bakery of the Year Competition live at the Show on Sunday 17th June.

The competition entries drew a lot of attention at the 2010 Show, and with that in mind the focus this year is on products with the most potential eye appeal. But Chief Judge Mike Meaclem says that for the judges it's all about flavour once you get past that initial visual impression.

All entries will be tasted and will remain on display for the duration of the Show.

Having your say

Our AGM was very well attended last year and we received some positive and constructive feedback from our members. We're hoping to see you at this year's AGM, to be held on the mezzanine level above the Show on Sunday 17 June at 5.00pm.

Please go to our website to register for Fine Food through us, as well as the Annual Awards Dinner and the Bakery of the Year Competition.

There's also a lot more information about all these events online. Or you can fill in the registration forms in this issue of *Slice*.

Best of luck to all those entering our Competition and we'll see you at the Show!



New Members

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From the President

BRENDAN WILLIAMS KEEPS IN TOUCH



Now Easter has been and gone, the Executive and I begin to cast our thoughts towards putting the final touches on our major events of the year.

June seems a long way away at the moment, but preparations are well under way for our Bakery of the Year and Trainee of the Year competitions along with our annual BAKENZ 2012 awards dinner coinciding with the Fine Foods show.

Once again, Southern Hospitality, a BIANZ Gold Partner, have outdone themselves and put up a fantastic prize for the winner of the Bakery of the Year.

Chief Judge Mike Meaclem has kept the competition fresh with some exciting and visually appealing products, so I expect the BIANZ stand to be well attended again, especially since we have also extended our gingerbread house to include room to sit down and relax.

You are all welcome to stop by and chat to the BIANZ executive and experienced bakers from around the country who will be keen to meet like-minded bakers and others making their living from the food industry.

I for one always look forward to meeting new people and catching up with old friends at BAKENZ, so if you can get away, not only is Fine Foods well worth a trip on your business to pick up

new ideas, but it will also allow you to drop off your competition entries in person!

It's about this time also that my thoughts turn to honing our pie-making skills at Marlow Pies for the Bakel's Supreme Pie Awards.

We didn't have any time to put aside for this nationwide competition last year, but my staff, one of whom is a trainee, are keen to put themselves to the test this year.

Bakels put a lot of time and energy into these awards and as making pies is all we do, it's a good excuse to focus our attention on quality and to try and reap some of the rewards possible by doing well in this competition.

Entries close at the end of June so work hard!

We are always looking for new blood on our executive panel so if you think you have something to give back to your industry or feel like you have something to offer your fellow bakers, make sure you get your nomination in and put your hand up at our AGM to be held on Sunday 17 June at 5.00pm.

Yours in baking,

Brendan

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The small print. Ingredients to be listed as in the recipes published in this issue. The recipe has to be an original interpretation and tested by you. The photograph(s) must also be original. Photos must be **at least** 2500 pixels wide or long (whichever is the greater).



Ex-employee ordered to pay Restaurant Brands damages

From **M G Z** | mcphail gibson & zwart ltd

Employers are generally focussed on acting in a manner which will eliminate an employee taking a claim against an employer; the fact that an employer may have the ability to initiate a claim against an employee is often overlooked. In a recent case before the Employment Relations Authority, Leonard Bond, who was previously employed at KFC was ordered to pay special damages and costs as follows:

- \$5,000.00 special damages for the costs KFC incurred in engaging a private investigator to investigate cash discrepancies at its Upper Hutt store.
- \$2,381.41 for the cost of KFC's employees' time and expenses in the investigation, the employment process and disciplinary proceedings.
- \$1545.00 as legal costs incurred prior to lodging the claim with the Employment Relations Authority.

The background facts concerned Mr Bond, who had been employed by Restaurant Brands for approximately 30 years and for 20 years at the KFC Upper Hutt store. Because of monetary discrepancies the employer engaged a private investigator to look at these discrepancies. As part of that investigation a covert camera was installed. Mr Bond was observed on camera in "suspicious activity at the till" on three separate occasions and on one was seen to have taken "an identifiable sum of \$80.00." The Authority noted "Mr Bond was caught taking money and provided a feeble and implausible explanation at the time" and was subsequently dismissed.

The employer then initiated a claim for damages against Leonard Bond. In granting damages to the employer the Authority held:

1. "Restaurant Brands reasonably engaged Paragon with expertise in the use of cameras and interviewing techniques to investigate the

discrepancies in the Upper Hutt store. I am satisfied that Restaurant Brands would not usually call in private investigators, but for this occasion the discrepancies were considered to be serious and significant given the amounts believed to have been taken."

2. "I am satisfied that Mr Bond's behaviour was such an extreme breach he caused a proportion of the extra cost that was incurred. ... It was open to Restaurant Brands to have an investigation, and including Mr Bond in the investigation, because of the reasonable prospect that he was involved at the time too. The discovery of Mr Bond taking money supported Restaurant Brands' decisions, I hold."

This case is one of a number of recent decisions where employers have successfully initiated a claim for damages against employees; the availability of this option for employers should be given careful consideration in appropriate cases.

Training

A view on the cost

by **Thomas Thomas**

We all know the actual cost to train an apprentice, or do we?

The obvious costs are wages, course fees, and time out for training. The course fees can of course be passed on to the trainee, but you still have to pay the trainee for their time when they are attending a block course.

With wages, you only have to pay trainees 80% of the minimum wage. But is this truly fair? I would suggest not, but maybe it could be justified after the following thoughts.

A year one student requires supervision and can be expected to make a few mistakes, yet they are not likely to if they are constantly being supervised, so wastage here is not really a problem.

A year two student should require little supervision but will need direction as to what to produce and in what order. They can be expected to make occasional mistakes but not to lose a lot of product.

By the time a student gets to year three they should be able to make decisions, work unsupervised and make very few mistakes.

Is this the case in your experience, or does the following sound familiar? The trainee starts experimenting with your recipes and guessing ingredients, or finding short cuts by not scraping bowls down or, worse still, being careless with weigh up and forgetting ingredients.

It is disappointing to lose product or be presented with a substandard product

when you feel the trainee is at a level where you should be able to trust them to do things right. There is a real cost here in lost product and time to remake the product.

What can be done? Of course there is the disciplinary answer but that too comes at a cost of time to go through the process.

The biggest thing here is to balance what you are paying them in wages with the quality of work they are doing and the product they are making. Hopefully this will also be an incentive for them to try harder and get it right.

Should you wish to add to my views on training please send me an email thomas@bianz.co.nz

From the Vice President

A bargain?

Grabone, Groupy, Treatme, Cudo: there are over 27 different internet deal sites active in this country, all aiming to bring you more business, expose your brand and reward your customers. How do you choose the right one for your business? Should you choose one at all?

I recently ran a deal myself and while it was fascinating to set up and watch the sales online, I learnt some good tips for the next one.

I may have rushed into the set up of this deal. Nevertheless it did expose my business massively and made me aware of the power of my brand.

Things to look out for:

1. If you are promoting a certain product, make sure that you can deliver on time and that there is plenty of scope for your team to up-sell.

2. If for example you are offering a \$20 voucher for \$10, make sure that your average sale is above voucher value.
3. Make sure that you limit the number of vouchers that a single person can buy. I suggest no more than two per person, and limit the number anyone can 'gift'.
4. Ensure that the conditions you want are clearly printed on the voucher, eg only one to be used per customer per day. Can they use one as a deposit for an order and for final payment? Can they use it in conjunction with any other offer?
5. Make sure you are aware of all the small print and what they don't tell you. You can stop the deal early if it is selling more than you expect.
6. Make sure you understand what commission rate they are taken. This is very negotiable. Look to see

how much of the revenue they are retaining until the vouchers expire. They retain this in case of a refund or any other issues that arise.

As with any marketing, make sure you can measure the results. This is crucial. It is fantastic when you see the web sales skyrocketing but what was the return on investment? If you are selling a thousand \$10 for \$20 vouchers you will only receive about \$7500. You will then have foregone \$12,500 in turnover, so you should have a clear idea of what you want to achieve for that investment.

Don't get me wrong. I think web promotions are very much in and are highly effective, but you do need to exercise caution as there are lots of loopholes and customers love to push the envelope.

In the end you need to get bang for your buck!

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news and views

Competenz survey winner

In the article on Peter Rood in issue 12 of *Slice*, Competenz asked people to take part in an online baking apprenticeship survey with a prize draw for one lucky participant.

Competenz thanks everyone who participated. The winner of the draw for a case of wine and Julie Le Clerc's book *Favourite Cakes* is **Ashley Deutscher** from Pierres Breadshop Ltd.

Congratulations!

Business interruption the biggest problem

Business interruption appeared as the biggest insurance problem for firms following the February earthquakes in 2011, according to a recent New Zealand Manufacturers and Exporters Association (NZMEA) survey.

The survey, run in mid-February 2012, asked respondents to rank their insurers from 'very good' to 'very poor' regarding overall performance, rolling over policies, material damage and business interruption.

Worst ratings went to business interruption claims. Half of the survey respondents reported that their insurer had been 'very poor'. John Walley, chief executive of NZMEA, says "The indemnity period for business interruption ran out on February 22 for half of the firms surveyed so it is not surprising that business interruption was the biggest issue."

"Comments centred on payments being too slow making it difficult for firms to meet costs, and fine print making it difficult to substantiate a claim. Delays in dealing with material damage mean that repairs and the business lost while they occur will take place outside the business interruption indemnity period for some firms.

Sun-dried tomatoes carry disease

Sun-dried tomatoes were linked to an outbreak of potentially deadly hepatitis in England recently, according to health experts.

Seven people developed symptoms of hepatitis A, which is infectious and can lead to fatal liver complications. Four of them were hospitalised but have since been given the all-clear.

Fears remained in March that contaminated products were still on supermarket shelves or in consumer kitchens because experts are unable to carry out tests on food to identify which brand of sun-dried tomatoes was responsible.

The health alert was triggered when two of the cases were reported late last year to the Government's Health Protection Agency (HPA). The hepatitis A strain affecting them was identical to a strain from a previous outbreak associated with sun-dried tomatoes in the Netherlands.

Neither of the patients had travelled to a country with a high risk of hepatitis in the previous three months and both had eaten "substantial" amounts of sun-dried tomatoes.

The virus is carried by human faeces and can be passed on through contaminated food or water, especially as a result of poor hygiene during the preparation of food, and it is the only common food-borne disease preventable by vaccine.

New York Times reviews Auckland pies

New Zealanders who live south of the Bombay Hills might see it differently but Auckland has been given a glowing review by Seth Kugel, a leading travel writer.

Mr Kugel packed in a lot during his day-and-a-half in town and was most

impressed, especially by the Auckland Art Gallery, Karangahape Road and the city's meat pies.

He lauded the \$100 million revamped art gallery and found Karangahape Road, or "K" Road "as it is mercifully abbreviated," reminiscent of favourite haunts in Brooklyn and the East Village. "And yet all its own."

The New York travel writer saved most of his praise for meat pies he sampled at The Fridge in Kingsland and the Food Room in Ponsonby.

"The meat pie is a New Zealand staple. I set out to try some and will admit to some scepticism. I feared I was in for a version of the Cornish pasty which I consider a hockey puck posing as a snack.

"I had an extraordinarily fresh tasting mince and cheese pie I've been thinking about in the days since. The pastry was so flaky and delicate that when I went to cut the pie in half to take some photos, a standard butter knife cut cleanly through without denting or collapsing the dome.

"On my way out I couldn't resist taking a chicken, mushroom and pesto one to go. It was even better."

Serve me now!

Researchers in America have found the increasing speed and variety of uses for the internet has made people more demanding.

In the world of high speed browsing, no one waits for answers. But it seems that a desire for speedy information has made Americans – and probably New Zealanders – impatient for just about everything: from fast-food to speed dating, people want instant gratification in "real life" as well as online.

Google has found that slowing search results by just 4/10ths of a second would reduce the number of searches by 8,000,000 a day. One in four people abandon a web page that takes more than

four seconds to load. Each year, millions of people look for love in three-to-eight-minute speed dating sessions.

In a survey conducted by the newspaper *USA Today*, one in five people admitted to being rude to someone serving them "too slowly."

Half of the respondents said they would not return to an establishment that kept them waiting.

Cupcake ATM in action

Sprinkles Cupcakes, a gourmet cupcake chain with 10 locations across America, has opened 24-hour ATM for their treats in Beverly Hills, Los Angeles.



Behind that pink façade lie 600 freshly baked cupcakes — red velvet, dark chocolate, chocolate marshmallow, etc. and a robotic device to pick the cakes from an array of shelves and plonk them in the serving drawer.

The shelves are stacked by real people working in a real cupcake bakery right there. The ATM saves customers from coming into the store and saves the store from remaining open overnight.

Company spokeswoman Nicole Schwartz says that there will be 10 of the machines in operation by this [Northern Hemisphere] summer, and even more by the end of the year.

Eventually, Schwartz said, the machines will be at remote locations apart from the stores.

Schwartz said the selection in the machine will be rotated daily, although a few of the company's most popular selections, such as red velvet, will always be in the machine.

There isn't an ATM fee as such but cupcakes from the machine cost \$4 compared to \$3.50 inside the store. The machines will only take credit or debit cards, no cash.

Hot chocolate getting serious

Some of the world's top chocolatiers are revamping hot chocolate, a childhood favourite in the serious pursuit of superior sipping. The oversweet and often powdery drink of old is in for a shake-up.

The key to better sipping, they say, is not the ratio of cocoa to milk, or the amount of sugar, but an investment in a top-notch chocolate blend.

The most luxurious drinking chocolates are being sipped with the same unhurried pleasure as single-malt Scotch or fine wine. They come as small morsels ready to be melted.



A cup of Askinosie Single Origin Sipping Chocolate (\$16 US) is pure ganache. The bittersweet chocolate is "intense and brooding, brightened with hints of sandalwood and spice" according to Sara Dickerman of the *Wall Street Journal*.

Mexican hot chocolate – chocolate a la taza in the Mexican (and thence Spanish) tradition – is made with tablets of sweetened chocolate that aren't fully refined. They have a sugar-gritty texture if eaten raw.



Blanxart, an old Barcelona chocolate maker, sells a bar of Chocolate a la Taza at \$19 US. It creates "a gentle, slightly cinnamon and vanilla scented drink," according to Ms Dickerman.

Taza Chocolate (\$7 US) makes discs of stone-ground chocolate for melting or nibbling. Their coffee flavour "brings a dark mocha note to a cup of herbaceous chocolate."



Beyond chocolate

The ceremonial drinks of the pre-Colombian chocolate cultures like the Maya and the Aztec would have combined cacao with herbs, spices, maize and even chilies.



Aztec Elixir Chocolate Couture Cocoa (\$15 US) "marries voluptuous dark chocolate and cocoa with the fruity substance of ancho chilis and the smoky allure of chipotles."



Chuao Chocolatier's lighter-bodied Spicy Maya Hot Chocolate (\$15 US) "has a more peppery kick," says Ms Dickerman.

Will cafés in New Zealand begin offering these sorts of luxurious winter treats soon? Local chocolatiers might take note.

more news and views

Café bugbears continued

The item on café bugbears in the February issue of *Slice* attracted positive attention from several sources.

Katrina Fisher from CPIT told us that she has had the article laminated and posted on the wall of the barista training room.

We also received this letter to the editor:

I am not a baker but happened to come across the latest copy of *Slice*. I was intrigued by the article on page 14 "Cafe bugbears".

As a customer I found myself nodding in agreement having experienced some of the do-s not being done and the don't-s being done. Strange how they seem to be the ones you remember.

There was, however, a glaring omission, at least in my book. ABSOLUTELY NO TELEVISIONS. To me there is nothing worse.

A TV on and turned down is not so bad, but one that is turned up just demands your attention and spoils the experience.

I try and avoid cafés with a TV but sometimes there may not be somewhere handy in the time available.

As I leave I always vow and declare that one day I'll open a cafe with no TVs and where you have to leave your cellphone at the door. But I know I never will.

Is this just me being grumpy? I do have to say however that I have experienced some wonderful cafés over the years, all without TVs.

Hope your magazine is reaching the people it needs to and is achieving what you set out to do.

Paul Andersen-Gardiner
Opunake

Café bugbears – the baristas strike back

Max Davidson, a well-known journalist with the *Daily Telegraph* in England must have been reading *Slice*. If not, then perhaps it is coincidental, but he kicked off a fine old stream of comment and correspondence with an article in early April about a coffee trader in Norwich, one Darren Groom, who, he wrote "has struck a valiant blow for the rights of ordinary people – rights that are in danger of being swept away by the tsunami of technological progress."



Max Davidson's article continued:

Irritated by customers mouthing their orders to him while jabbering on their mobile phones – a phenomenon so widespread that others have lost the will to protest – Mr Groom has had enough.

Why should he and his staff be treated in this offhand way? Why should they have to be amateur lip-readers, trying to work out if the moron reliving the Manchester United match with his mate Barry has ordered an espresso or a latte?

Mr Groom, a true tribune of the people, and a tireless champion of good manners, has now introduced a zero-tolerance policy in his shop, refusing to serve customers who flout the house rules. "SORRY WE ARE UNABLE TO SERVE YOU IF YOU ARE ON THE PHONE," reads a sign above the till. And even that polite "sorry" – probably the word that, more than any other, epitomises traditional English courtesy – endears you to the man. Did I say an MBE? Make that an OBE. He is a hero.

Mr Davidson went on in his article with a ringing denunciation of people using mobile phones inconsiderately in all sorts of public places.

It was no coincidence that an article by Shabnam Dastgheib in Wellington's *Dominion Post* two days later dealt with the same issue.

The Dom-Post article mentioned the *Daily Telegraph* article then told of senior barista Tracey Austin at Ripe café in Wellington who also has put up a sign asking customers to put down their cellphones while ordering.

Tracey Austin told the *Dominion Post* that people also came in with headphones and it was difficult to know if they could hear her or not. "It does pay to speak out. They tend to just forget."

The paper canvassed the opinion of several other Wellington baristas and café proprietors. They had all noticed the same thing but no others would put up a sign. One said that most of the mobile phone users were regulars so that staff knew their orders anyway.

Starbucks refreshing

Starbucks has entered the \$US8 billion energy drink market with a beverage called Starbucks Refreshers that combines fruit juice and green coffee extract. The 60 calorie drinks are already being sold in some US stores.

While the chain's expansion appears to have stalled in New Zealand where locally owned cafés enjoy market leadership, its growth internationally continues unabated with 1500 stores expected to be open in China by 2015, 1000 in Japan by next year, and 700 in South Korea by 2016.

Further growth is expected in Thailand and Indonesia. In the US, Starbucks has a programme in place to remodel 1700 of its cafés.

Weston Milling Trainee of the Year Competition 2012

Top nine trainees announced

When entries closed at the end of March, over 100 entrants had signed up for the Weston Milling Trainee of the Year Competition 2012.

By the end of April this had been cut down to a top nine who will compete at the live bakeoff, held in conjunction with the BIANZ at the Fine Food Show NZ in Auckland on 17–18 June.

"This year we have seen some great talent coming through," said a Weston Milling spokesperson. "All scores were very high and close, so we hope those that may not have made it to the top nine will try again next time."

The Top Nine (in no particular order) are:

Tina Yi	Mairangi Bay Bakery	Auckland
Jenna Mangin	10 O'Clock Cookie Bakery	Masterton
Joshua Harding	Viands Bakery	Te Awamutu
Larissa Rcoska	UCOL	Palmerston North
Michael Strong	AUT	Auckland
Flynn Knowles-Barley	CPIT	Christchurch
Jessica Deng	CPIT	Christchurch
Rochelle Drury	CPIT	Christchurch
Rebecca Cannon	Picton Village Bakkerij	Picton

Weston Milling expressed thanks to the three judges who will also attend the final bake-off the Fine Food Show.

The next step is to take the trainees to Napier in for a two-day training with master bakers. There they will learn what they will be making for the final and be able to compare stories with everyone else involved.



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Crafting her way



Holly Jamieson, 19, is five months into a three-year-long apprenticeship – the Level 4 National Certificate in Craft Baking. Here's what Holly has to say about her career in the baking industry.

I work at ...

The Windmill Quality Cake Shop, a second generation family business. We design and make cakes to meet client's specific requests. And as well as making great cakes, the shop offers a wide range of quality products, prepared to the highest standards.

When I left school ...

I knew I wanted to work in the food industry but I thought I wanted to be a chef. Straight after school I completed both a cheffing and a baking course. Afterwards I realised I liked baking way more, so I enrolled into this apprenticeship. Plus my Mum's a baker too so it runs in the family – and she helps teach me the tricks of the trade!

A typical day at work involves ...

starting at 5am to make the breads. It sounds early but it doesn't bother me – you get used to it quickly. Once I've finished the breads I move on to working on the cakes. We get to finish at 1.30pm on a normal day, and sometimes even 12.30pm. It's great to finish a day's work so early!

The best thing about my job is ...

I get to be creative and I'm not stuck in an office. Being creative though doesn't mean you have to be good at art in school, you learn how to decorate and be artistic as part of the job.

Another bonus is that an apprenticeship means you get paid while you learn, and my employers are really supportive in helping me progress through the qualification.

The hardest part is ...

lifting heavy trays out of the oven!

You would love this job if ...

you have attention to detail, the determination to get out of bed early, great time management to juggle all the products you need to bake, and you like being hands-on and creative.

In the future I plan to ...

eventually travel overseas to gain some international experience. Then I hope to come back and join the navy as a chef and baker. It's exciting seeing where this job can lead. Baking opens lots of doors!

Events calendar

What	When	Where
Gluten Free Food & Allergy Show	9–10 June 25–26 August 27–28 October	Auckland Wellington Christchurch
	17–19 June	ASB Show-grounds Auckland
 Bakenz 2012 Bakery of the Year Competition Weston Milling Trainee of the Year Competition BIANZ Annual Conference BIANZ Awards dinner	17–19 June 18 June	ASB Show-grounds Auckland Stamford Plaze
Bakels NZ Supreme Pie Awards  Entries close Awards dinner	28 June 24 July	 Auckland
Fine Food Australia	10–13 September	Melbourne Convention & Exhibition Centre
 iba World Market for Baking	16–21 September	Munich
Wellington on a Plate	10–26 August	Wellington/ Wairarapa
Foodtech Packtech	25–27 September	ASB Showgrounds Auckland

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How much should I charge?

Craig Rust, bakery owner and business consultant, looks at how to set your prices.



Craig Rust
Business Innovators

Business is full of quandaries. The one that never seems to go away is "How much should I charge for my products?"

This is a really important question. Pricing too high will reduce your sales, while pricing too low will reduce your profits.

It's easy to fall into the trap of overpricing. You are emotionally attached to your product and may feel it deserves a higher price than it is really worth.

There's also the temptation to try and recoup all your expenses as quickly as possible.

But if the product is overpriced, demand goes down.

Underpricing carries its own set of unwelcome consequences. In addition to the impact on profits, not charging enough can create the perception of poor quality.

On the other hand, reducing the financial risk with a lower price could provide the necessary motivation for many new customers to try your product.

So what's the theory behind this dilemma we need to understand?

There are four basic methods to determine the selling price of the product:

1. Cost-plus pricing

Once you've calculated the cost of the product, add the amount of profit you want to make to arrive at the sale price.

2. Demand pricing

Using this method, prices are determined by a combination of sales volume (what you actually sell, measured in units or dollars) and desired profit (how much profit you make on those sales dollars after the costs of goods and doing business have been subtracted). The process requires the ability to calculate in advance what price will generate the optimum ratio of profit to volume.

3. Competitive pricing

When the market has already established the price for your product, it's wise to operate within that range. Study each competitor carefully to identify the prices they are charging. You should also determine the degree of price awareness among consumers.

4. Mark-up pricing

Some manufacturers, wholesalers and retailers simply add a set amount (the mark-up, usually expressed as a percentage of cost) to the cost of a product to reach the final price.

The most effective

We've found the most effective pricing method is a combination of competitive and cost-plus pricing. Here's how it works:

Set a price that positions your product appropriately in relation to your competitors then do a cost-plus analysis to make sure this price is achieving the necessary margin for you to cover overheads and achieve a profit.

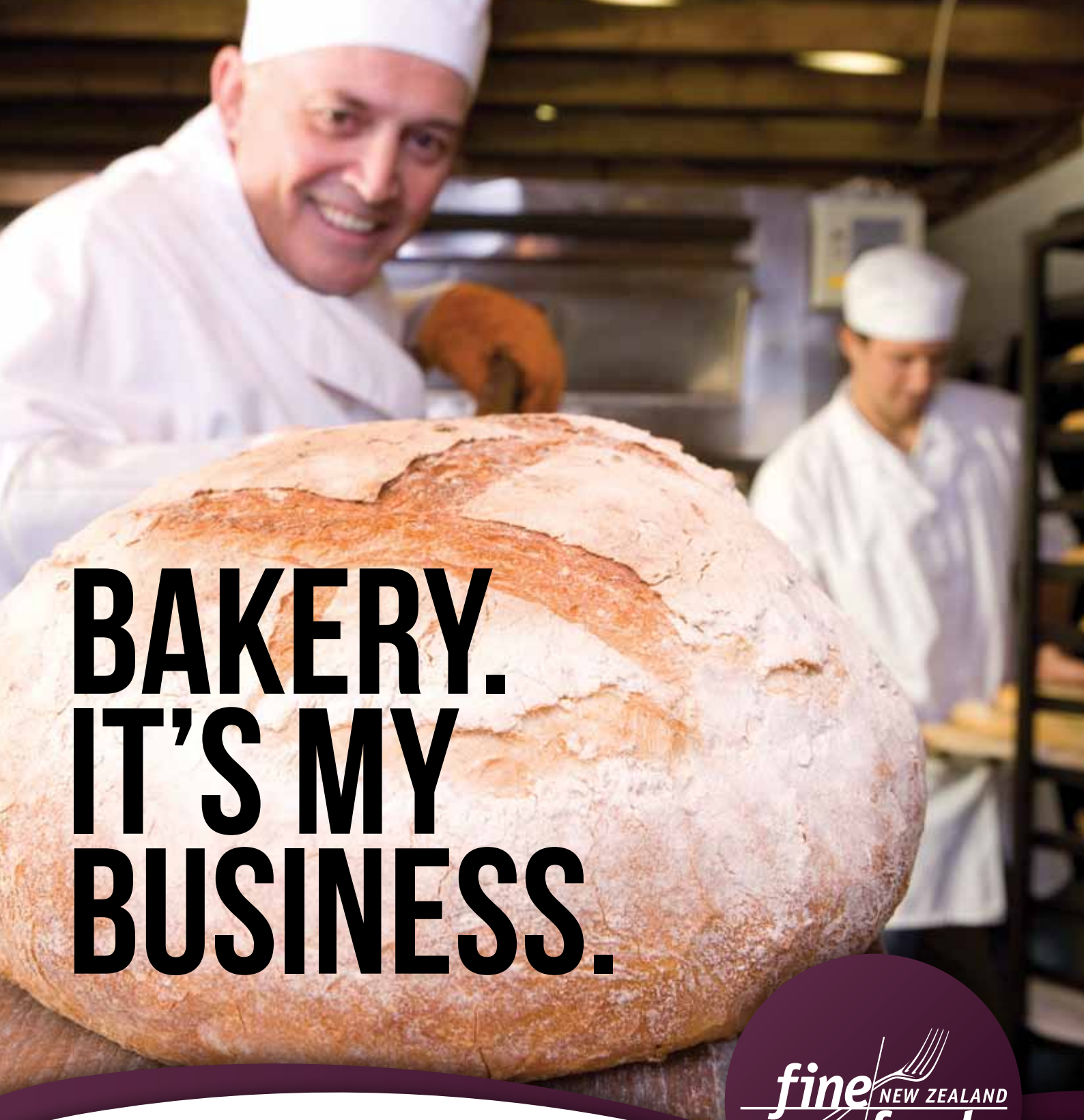
If the competitive price does not produce a satisfactory profit, you have several options:

- ☐ Raise the price
- ☐ Source cheaper raw ingredients
- ☐ Find a way of reducing your overheads
- ☐ Accept a lower level of profit.

If none of these work you should consider eliminating the product from your range and focussing your efforts on products that will be more profitable.

At the end of the day we are operating a business, not a hobby, so the need to make a profit is right up there.





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Exhibitor enquiries to info@finefoodnz.co.nz.

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**17-19 JUNE 2012
ASB SHOWGROUNDS
GREENLANE, AUCKLAND**

www.finefoodnz.co.nz

The further adventures of the three bakery musketeers

Ralph Plarre of the big Melbourne bakery firm Ferguson Plarre, Tom O'Toole, the famous Australian baker and motivational speaker, and Graham Heaven, well known to many New Zealand bakers as a bakery instructor and apprenticeship moderator, first visited Timor in 2009 to help establish a bakery school in that war-ravaged land, the poorest country in South East Asia.

In 2010 the Silesian Sisters wrote asking them to return and help develop their bakery school and expand the variety of bread they could produce. Most importantly, they needed help creating jobs for the people.

The team flew in for a third time earlier this year. **Ralph Plarre** continues the story.

January 2012

The three bakery musketeers arrived in Dili early on 19 January 2012. The flight from Darwin was interesting: we had to divert from electrical storms over the Timor sea.

As we circled Dili preparing to land, the familiar sights of the Christ on the Mount – a smaller version of what you see in Rio di Janeiro – came into view. This time, after our two previous visits, the town and harbour looked welcomingly familiar.

After the usual customs and entry procedure we emerged from the little dark airport to see Sister Luiz and Ato, one of the bakery workers, there to welcome us.

We loaded our baggage into the van and went straight to the convent. We had the same rooms as before only this time the signs on the door said "welcome back Mr Graham, Mr Tom and Mr Ralph". They were clearly glad to see us.

Well what a welcome

We of course couldn't wait to get to the bakery, so headed straight off in that direction. Well what a welcome!

There were a few people still there from last year who raced out and embraced us like rock stars! It was a lovely welcome and to our delight they were making great bread and production had increased dramatically. They had stuck to our original instructions diligently and the product was excellent.

But the really good news was to come next.

During our time in East Timor last year we had discussed the possibility of establishing a retail bakery shop somewhere in Dili to make the most of their newfound productivity. Now these people are really resourceful and had obtained a grant from a Spanish organisation called AECID to build a kiosk outside the main entrance to the convent.

It had opened in December 2011 and they couldn't wait to show us.

The small building was neat and clean and it was right in front of the convent, which meant it was easy to get the products from the bakery to the shop and easy to control. They had a lovely Timorese girl called Wendy in charge of the shop – you could see she was very proud and happy and extremely hard working.

Location location

After a short time of orientation we realised that the shop was on the main road to the Aussie and Kiwi barracks and military services area, which meant plenty of "western passing traffic" with potential customers who had disposable income.



Sister Luiz (the head Salesian sister) admiring the bread we made for them.



There was little or no signage, so the first thing to get going was some good "BAKERY" signage.

Over the course of the next week we would be able to help by showing them how to make Aussie- and Kiwi-style products like lamingtons, rock cakes, savoury scones, French sticks, muffins – to mention just a few lines that we could make and that would use economical and plentiful local ingredients.

Over the course of the next week the shop had attracted Aussies and Kiwis from all walks of life as well as restaurant owners interested in the western-style breads and cake products that weren't available elsewhere in Dili.

A few challenges

If the morning of our first day was full of pleasant surprises, then the afternoon soon presented a few challenges.

The Australian embassy in Dili had contacted the convent asking as to whether they could cater for up to 300 diplomatic guests with traditional Aussie-style food for an Australia Day celebration at the convent on 26 January. Sister Luiz had responded by saying she had three expert bakers arriving from Australia and New Zealand who could help produce the products for them and arranged for us to meet the embassy staff that afternoon.

'Thanks Sister Luiz!'

After introductions we got straight down to business. They said that the number had grown to 400 guests and they wanted party pies, sausage rolls, lamingtons and all sorts of Aussie products.

The three of us looked at each other in horror and tried to visualise how we could make all these new products at our little bakery, with our totally inexperienced, but eager team. 400 people is a huge crowd.

With no refrigeration and no way of building up stock, and having to keep up supply to the existing kiosk and paying local customers, we wrestled with the challenge overnight. Where do we get the ingredients and in large enough quantities? Where do we store them? We would have to work around the clock just to bake them in the little oven!

We said we needed time to think it out and they were happy to await an answer the next day.

In the meantime the nuns lent us their tiny old Toyota ute to go to the markets and find some ingredients for tomorrow's baking. Three blokes across the front of this little truck was not a pretty sight, and I was driving through the mad Dili traffic and in the midst of a tropical downpour.

We found our way to one of the dark and dingy supermarkets and got what we needed. By the time we got back the heavens had opened and the place was awash, the roofs spilling water like waterfalls and gutters turning into rivers.

As on previous visits we dined with the nuns that evening, enjoying their terrific sense of humour and their simple but very nicely prepared meals. I particularly enjoyed the evening meals, as Sister Luiz always looked after me with a nice bottle of wine. The other guys don't drink so, as usual, I had to make up for them!

A decision

The next morning we woke early, grabbed a quick cold shower (hot water is not on the menu) and headed for the bakery. After the heat and humidity of the afternoons and evenings, the fresh spicy smell of the early morning air was magnificent with no mozzies and no flies until it warmed up (then there were millions).

By early in the day we had arrived at our decision on the catering. As much as we

felt it was an honour to be asked, and clearly the Aussie embassy thought highly of our bakery, we declined the job. While the convent could earn some income from it, we thought it more important to help the long-term prospects of the shop rather than risk a potential disaster if things went wrong, and boy – there was plenty of chance for that!

Feeling comfortable about our decision, we could now get down to "bakery stuff."

Bakery stuff



Master classes with Graham.

Graham started on his project of mini shepherd's pies and mini sausage rolls, using lots of local vegetables to extend the expensive meat, while Tom started on banana and raisin muffins and rock cakes, again using cheap local ingredients.

With these guys baking their hearts out, racing around the bakery with their tribe of understudies mesmerized by their talent and madness and watching and noting their every move, I had to cop comments like "what are you doing – just sitting around"! then two seconds later they would want this or that instantly! Boy they had me running – specially that Tom! I had to find an alibi!

Ralph's alibi

Thinking hard about this, I spoke to Sister Luiz about explaining to us some more detail about how the Salesian order worked in East Timor and she agreed to



Master classes with Tom.

come to the bakery every morning and enlighten me. Tom told her "you're wasting your time on him!"

Anyhow, persistence paid off, and with my limited knowledge of how these things work, I found it fascinating

and rewarding to hear – and I had my alibi!

This is what we learnt:

- The Salesians run 10 communities in East Timor.
- Two orphanages, one at Laga and one at Vininale.

- Two tech schools, one at Fuitoro and the other at Vininale.
- One clinic at Vininale that attends to approximately 20 mostly women and children per day for tropical illnesses: dysentery, TB, malaria and the ever-present domestic violence.
- One nun is a doctor and there are two nuns who are trained nurses.
- In Dili there is an elementary school.
- A training house teaching sewing.
- Training in languages, of which there are five, with the most widely spoken throughout the island being Taton, and, thankfully, the most sought-after being English.
- Sister Luiz said most people speak Taton, but most people would like to learn English.
- The sisters now of course also have a baking school, which also teaches some catering.
- It's worth noting that the average age of the East Timorese people is 16.
- So many young people – so many jobs needed.
- She told me some interesting facts about the bakery.
- They train young people from all the precincts and the bakery employs the equivalent of approximately 20 people in the bakery and shop combined. It gives young and old people skills to take back to their villages.
- What really impressed us was that the bakery operation brought income of about \$5000 per month to help support the 10 communities.
- We could see for ourselves the value that was being created by the bakery.
- The shop was taking \$2200 a week after only two weeks and we could see that sum increasing rapidly with time.

This is a summary of several sessions I had with Sister Luiz while Tom and Graham were working hard in the bakery.

A constant fascination

Graham and I frequently trekked to the shop to see how things were going and got to know a French volunteer who was helping in the shop. She spent her earnings from nursing in France travelling

the world helping people in need. It's amazing the generous people you meet in far off places!

The shop was a constant fascination to us all.

We could see real potential and decided we needed to produce a list of recommendations to leave with the sisters, so we all got together and started putting our thoughts together.

The bakery was running at near capacity in its present form and the sisters were being told by inexperienced advisors that they may need a new bakery. We decided that with a new rack oven and some relatively minor modifications and rearrangement, the output of that bakery could be trebled easily.

Over the course of the next few days we created a list of objectives for them to follow to enable them to increase productivity, without much need for funding except for a new oven. Sister Luiz did present us with a bit of a dilemma by saying to us that it was a bakery school and in essence was not to be too commercial. It was a convent and was supporting the poor. We we appreciated this but pointed out to the sisters that many of their customers were westerners who could easily afford more than 10 cents for a good bread roll and that the profits were being put to very good and efficient use in the extremely poor areas of East Timor.

That evening we again dined with the sisters, enjoying their stories and admiring their dedication and learning more about life in East Timor. By this stage they were also really enjoying and taking part in our crazy sense of humour, specially Sister Luiz.

Losing it with lamingtons

Next morning we were straight off to the bakery with Tom's plan to make a plain cake sheet for lamingtons. It didn't come out too good. It was heavy and dark, so we all went into cake analysis mode with Graham claiming the very coarse sugar was to blame. Eventually it dawned on Tom that we had doubled the sugar when transferring the recipe to smaller quantities. I use the word "we" because the bookwork was supposed to be my job, but it didn't wash and I copped another bagging! Nowhere to hide Ralph!

Time to go and check the shop.

All was well at the shop except that Wendy and the girls would leave most of the product at the back of the counter rather than putting it on display. I would

constantly remind them to get the display up. I tried to interpret for them that the customers will "buy with their eyes" and if the product is good they will come back. I had limited success and it took Father Heaven to read the riot act to get them to change. "Wow" – it worked and from then on they had a good display of whatever they had every day.

“dodging chooks, dogs, goats, pigs, precipitous drops, collapsed bridges and wash-aways”

Meanwhile back at "ground zero", the bakery, Tom's second lamington attempt went really well and Graham had made some great crusty rolls (baps) and knot bread, so by late morning the shop was really looking good.

An expedition

Because prayers are the only business the convent does on a Sunday, we had decided to leave the nuns to it and by early Saturday afternoon we left with our hired 4WD to travel into the countryside. Tom and Graham didn't mind where we went and left the hard decisions up to me!

I wanted to travel to Balibo to see the memorial to the Balibo Five, the five journalists who were murdered by the Indonesians in the early days of the invasion of East Timor in 1975.

The locals all told us it would take about two-and-a-half hours to do the 120 kilometre trip with another half hour or so to get to Maleana to find a bed for the night.

Well! Driving as quickly as we safely could, dodging chooks, dogs, goats, pigs and precipitous drops, collapsed bridges and wash-aways that would swallow our old Toyota Prado, through villages of the most basic poverty, we eventually got to Balibo and decided it was too late to look for the memorial so just kept going on to Maleana. We had not seen a westerner for hours. Did I cop a bagging this time!

If I couldn't get us to some sort of accommodation, I was dead meat.

After seeking directions with sign language (there are very few road signs in East Timor) we eventually got to Maleana just before nightfall after about five hours of challenging driving.

We drove up and down the extremely rough and dilapidated main street desperately looking for anything that looked vaguely western until we spotted a café of sorts that looked somehow friendly. So, out I get, thinking "I hope I can find somewhere for us to stay or the boys will turn my life into rubbish." I tried speaking to a young lass in the shop but to no avail.

Eventually an older woman (probably her mother) came out and I asked for a Posada or hotel. She smiled and said yes, "Risky Hotel" and again – slowly – "RISKY HOTEL" and beckoned where we should go. I thanked her as best I could.

Right – NOW – OK! Out to the boys to tell them the good news.

"Guess what fellas? We've got ourselves a hotel."

They said where? And what's it called? I said, just follow my directions, round a few corners and keep a look out for "RISKY HOTEL" or – if you want to be upmarket – "HOTEL RISKY".

I think they were just about ready to kill me, but I wasn't about to be put off – this was going to work out well (God – I hope!).

After a few wrong turns we got to a very basic building called – guess what -- "Risky Hotel"!

We went inside the dark entrance and a couple or three or maybe more men took us to the rooms. The place had a prison-like feel to it and people seemed to appear from everywhere, but at least we had a bed, and MY LIFE had been spared – for the moment!

We then had to source some food, and finding that the hotel was only a short walk from the main street, set off through the debris and pot holes in semi-darkness.

Eventually we got to the place that had given us directions to "Risky Hotel" and they had food (of a sort). Graham could not be tempted but Tom and I both had chicken and veggies and rice. It tasted good and was well cooked.

After eating we walked back to our digs and turned in for the night. Fortunately I had packed a life-saving bottle of Jack Daniels (for emergencies of course) and this was an emergency: I needed to sleep. The night was noisy with dogs barking then and roosters crowing very early, and the skies opened with torrential rain.

Graham had got up early and walked to the town and back and Tom and I rose at about 7 am to find a small plastic table

outside our rooms with some fresh, heavy bread rolls and three fried eggs. WOW, breakfast was included! Again, Graham could not be tempted, but Tom and I made the most of the well-cooked meal.

Even though Graham was starving and we were in the middle of nowhere, my life was starting to feel safe so we checked out of "Risky Hotel" and drove the rough track down to the town for a look around in daylight.

Such a basic place, with signs still of Portuguese reign but in total ruin, with roofs gone and basically a shanty town – and this is a major town by East Timorese standards.

We went to what looked like a bakery with fried foods like donuts.

I went to take a photo, when the girl behind the food beckoned me to come inside. I did so thinking I would see an oven of some sorts, but got shown what seemed to be all sorts of aphrodisiacs and assorted packets of "things".

Graham and Tom followed me in and we all tried to work out what was going on until we decided that we didn't want to know what was going on! There were young people all around this dark place, all laughing and smiling.

We bought three donuts and set on our way to Balibo which we arrived at an hour later.

The memorial

It was misty and light rain was falling as we looked around for the monument to the Balibo Five. We walked up to several vantage points including the old Portuguese Fort and past the community centre before moving on into the shanty village where we saw our first native monkey, but still no monument.

We continued driving slowly until we saw a police sign, at which point I jumped out and went in to ask. As soon as I mentioned the Balibo Five they knew and directed us to the community centre – which was in fact the memorial!

There were no signs except a plaque next to the door. It was in fact the same building the Balibo Five had painted "Australian Embassy" on and where they had sought diplomatic immunity, and

history shows that the Indonesians completely ignored and murdered everyone.

It has been rebuilt by the Australian Government and is now a small museum as well as a community training centre where, on the Sunday we visited, a teacher was taking a computer class for teenage boys in one of the rooms. As it turned out, the teacher was also the museum caretaker and told us some of the history.

His name is Marino Fernandes (rinoatres@gmail.com) and the project is associated with and funded by Balibo Trust House P.O. Box 406, Bentleigh 3204, Victoria.

I personally found Balibo very atmospheric and quite moving – almost spiritual in fact.



Sister Luiz and the orphans plus Graham.

It was now a quiet place of remembrance and learning.

We had found it, and as we drove back down the hill only a kilometre from Balibo we were at the spot where the Balibo Five had had an incredible view

of the Indonesian war ships assembling, ready to invade in 1975.

We descended the hill into the village of Batuga and decided to go to the Indonesian border which was only a few kilometres away. Naturally we turned around at that point and started on the long journey back to Dili.

We stopped at a seaside market at Maubara, looking for refreshment, and came across a picturesque old Portuguese fort that had been turned into a restaurant, and had a good lunch. Again, no signage so you really have to stop and look hard to find these places.

As we got closer to Dili, after our Balibo adventure, the three of us were in full agreement to return to the convent and get back to work.

The sisters had given us keys to the convent and to our rooms and were delighted to see us return so soon.

Monday morning saw us making more lamingtons, pineapple muffins and crusty French sticks and helping with shop display.

In the after noon we went looking for some better scales for the bakery and Graham found a beauty which he gave to them.

That night it rained heavily and the power was out all night.

Next day there were 13 people working and training in the bakery including six students from Vininale.

Graham made more crusty bread rolls and Tom did savoury scones from local ingredients.

After lunch Tom had a massage and Graham and I headed to town to see if we could get a slide for putting the French sticks into the oven more efficiently. We travelled the length and breadth of Dili and eventually ended up with a piece of plywood that would do the job.

The sisters were so grateful for all the bits and pieces we were getting for them.

That night was our final dinner with them and after much laughter Sister Luiz took confession from Graham.

A total circus

It was a total circus as Graham dug himself a deeper and deeper hole with Sister Luiz quietly listening on with Tom and I splitting our sides laughing.

After dinner we were led into another room and sat down alongside each other behind a desk. Four of the bakery girls, Amenia, Aurea, Ajita and Ave, then came out and sang two delightful songs they had composed to thank us for our help. They also presented us with hand-made purses to give our wives.

It was a tear-jerking moment and very special.

We said our farewells the next morning with the sisters warning us to bring our wives when we come back next.

I think there is little doubt that we will be back with our wives and in the meantime we will try to generate some interest and funds to buy a new oven for the bakery.

We did leave the sisters with a good, comprehensive list of suggestions to improve the whole bakery operation. If they stay on track, good growth is pretty well assured.

I have made contact with Steve Bracks's office and also the Timor Consul General in Melbourne, with which contact has been made.

I will make contact with Balibo House and have emailed Marino Fernandes, the teacher and caretaker at Balibo Trust House in Balibo.

New Zealand Pastry Team placed fourth at the Asia Pastry Cup

From New Zealand Chefs Association Inc.



The team: Björn Svensson, Bryan Bae Jie Min Aw.

The New Zealand Pastry Team recently competed at the Asia Pastry Cup 2012 in Singapore.

After months of training and nearly a tonne of sugar consumed in practices, they presented their two show pieces, two gateaux and 18 plated desserts to gain fourth place. The Australian team won the competition.

The competition day began with the team rising at 4.30 am for a 6.30 am start and then eight hours of competition pressure. The support people in New Zealand keenly awaited emails all day.

As first-time competitors, the fourth place overall they achieved is regarded as remarkably good, and was especially rewarded.

Mr Gabriel Paillason, President Founder of the Coupe du Monde de la Pâtisserie, gave a special wild card to the New Zealand team that was competing for the first time in the Asian Pastry Cup. The award means that for the first time also the team will be competing in Coupe du Monde de la Pâtisserie.

It is a "wild card" as it was not in the original "menu" of accolades.

The official team consists of:

Team Captain/Coach: **Björn Svensson** (Owner, Criollo Chocolates)

Team Member 1: **Jie Min Aw** (Pastry Chef Sky City)

Team Member 2: **Bryan Bae** (Pastry Chef Sky City)

The official organising committee consisted of:

Business Manager: **Robert Bok** (Executive Pastry Chef SkyCity)

Public Relations: **Renny Aprea** (Programme Leader AUT)

International Judging Adviser: **Arno Sturny** (Senior Lecturer Pâtisserie AUT)

Technical Support: **Marcus Braun** (Senior Lecturer Pâtisserie CPIT)

Finances/Accounting/Media: **Keith Clark** (Financial Director, New Zealand Chefs Association)



Supporters help the team on their way.



Details from the New Zealand team's sugar and chocolate entries

Lyon beckons

The Coupe du Monde de la Pâtisserie (The World Pastry Cup) will be held on the 27 and 28 January 2013 in Lyon, France as part of the 16th SIRHA "World Event for the Catering and Hotel Industries".

New Zealand will compete against 21 countries made up from the winners of the African Pastry Cup, the European Pastry Cup, the Asian Pastry Cup, a Latin America selection, plus the top seven teams from; France, Belgium, Japan, Italy, South Korea, Taiwan and the USA.

The teams consist of three chefs – an ice specialist, a sugar expert and a chocolate maker – who join forces to take on the challenges in their respective fields.

Although presentation is an important criterion, taste is the key factor in the judging process.

KEY DATES

28 JUNE

Entries close 5pm.

4-13 JULY

Your official pie boxes are sent to you
– one for each category you've entered.

17-18 JULY

Your entry boxes (pies) must arrive at the
judging location on one of these two days.
– No Pies will be accepted after specified
times, refer to Page 8 Rules.

19 JULY

The day your pies are judged.

24 JULY

Awards Dinner in Auckland,
announcement of winners.



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2012
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Munich
16.–21.9.
www.iba.de

Judgement Day



The 2012 Bakery of the Year Competition will be judged live at the Fine Food Show in Auckland in June. The judges all have clear ideas on what they want to see and how competitors can do well.

The Chief Judge/Auditor Mike Meaclem

Mike Meaclem is stepping up as chief judge and auditor this year, replacing baking industry stalwart Paul Hansen, who leaves the judging team after many years of involvement. Mike has conceived of this year's competition sections and oversees the competition as a whole.



Mike is a trade certified cake and pastry cook. He has owned his bakery, Michaels @ Hillmorton, since 1986. He fulfils his passion for teaching baking by doing so at the School of Food & Hospitality, CPIT in Christchurch.

His advice to entrants is to read the product specifications very carefully, check the weighting of the scoring and make sure the product meets the standard.

The Judges

Marcus Braun lectures in baking and patisserie at CPIT. He trained initially as a hotel pastry chef and has since worked in some of New Zealand's top bakeries and hotels, including owning his own bakery business for seven years.



He was elected to the executive of the BIANZ in 2003, a role he relinquished on selling his business and starting his teaching career.

Marcus has competed and been awarded gold medals nationally and internationally in numerous baking, cookery and patisserie competitions. He participates as a manager and coach to chef and bakery student competition teams with great success, including winning the coveted Toque d'Or and ANZBAKE titles.



Ralf Schmidt has been a full-time key lecturer and the programme leader in baking at the Manukau Institute of Technology since 2004.

He began his career as a kitchen officer in the German Navy following his apprenticeship as a confectioner at a hotel in Frankfurt, and has since worked as a pastry chef in numerous situations around the world, been involved in quality control and food safety, carried out assessor training, and taken part in international food shows as both a competitor and a judge.

On judging again this year he says, "I'm rather pleased that the same high class team of judges is able to be there and that there will be sound consistency in the judging, and I'm obviously looking forward to the new, refined products."



Bruno Falco trained in his home city of Paris in a boulangerie patisserie. He later moved to London to work in different areas of his trade, including a bakery, restaurant,

hotel and shop, as well as a large factory, La Maison Des Sorbet.

Bruno then moved to Sydney to do more hotel work, then came to New Zealand, where he owned his own boulangerie-patisserie for four years. He now works at the French Bakery in Christchurch.

Bruno wishes all entrants the best of luck and says that he will be looking for is visual appeal, good flavours, consistency, and the right balance between ingredient and textures.

Renny Aprea is a senior lecturer on the patisserie programme at AUT University. Renny's judging history has been varied and long.



For the past three years he has been chief judge for the Fiji National Culinary Fare, assisted the chief judge at the Auckland

Regional Culinary Fare and judged as senior/head judge in hot kitchen, static and patisserie at the National Culinary Fare for over 14 years.

Renny holds a Level 4 Judges unit standard and is currently completing Level 5.

As a lecturer and judge for culinary and patisserie competitions, his focus is on professional practice first and foremost.

Renny says attention to detail and presentation are paramount for him as a judge and as a consumer.

He emphasises innovation, individuality, commitment and a strong understanding and respect for the process and ingredients required to present a good product.



Monique Brik trained in patisserie and bread in Amsterdam and came back to New Zealand after working in some of Amsterdam's most well-known hotels.

She was the Millbrook Resort's first pastry chef and held various positions in Auckland before taking up a teaching position in the School of Baking at MIT in 2005.

Monique is proud to have been involved with the National Pastry Team of the Year Competition at the Salon Culinaire for the last two years, and has judged celebration cakes and live dessert at both the Junior and National Competitions for the past seven years.

Sticking to the criteria is the most important aspect of competition, she says. After that, visual appeal, flavour and execution are the key components to a successful entry.

Having sent competition work from Queenstown to Auckland, she understands the challenges faced by some of the competitors.

Monique is very pleased to be the first female judge at the Bakery of the Year Competition and wishes all of the competitors the very best.



Got any plans for September?

Thinking of going to iba 2012?

Let us know. We can organise your travel, accommodation, bakery visits and iba itinerary.

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Messe Reps. & Travel

Phone: 09 303 1000

Email: robert@messereps.co.nz

Belinda Jeursen

BIANZ

Phone: 03 349 0663

Email: belinda@bianz.co.nz

Big every day



Treats from little and Friday by Kim Evans, photography by Rene Vaile

Stories of baking or café businesses starting up on a wing and a prayer and going on to become hugely successful are increasingly rare, but Kim Evans of Little and Friday in Auckland has proven it can still be done.

With only \$3000, prodigious talent and a lot of hard work, Kim has overcome some serious obstacles and taken her dream from a small, once a week venture to a thriving and enormously popular bakery café in a very short space of time. There are now two Auckland outlets open seven days a week to meet the demand, and 25 employees.

I worked and baked with Kim when she lived in Christchurch for a time. Her background as an artist and her willingness to try anything were her defining characteristics.

These traits obviously remain with her and come through clearly in her new book, *Treats From little and Friday*, which offers page after page of inspirational recipes accompanied by simple but beautiful photographs of the cakes, tarts, slices, sweets and loaves that have made her business such a roaring success.

The book is a perfect product of its time, with delicious creams, silvery greys and duck egg blues forming the background colours for the recipes and photos – modern retro at its best. Easy to read, luxurious to hold, a pleasure to page through, it's always good to see the bar lifted, and Little and Friday is leading the way, with their focus on excellent product with a creative edge.

There are kitchen tips with every recipe – the things you need to know to ensure success, and a section on filling and finishings – often the difference between mediocre and magical baking – and helpful hints for those who are not such seasoned bakers.



Little and Friday uses mainly organic free-range ingredients, a large part of Kim's ethical approach to food and eating. No need to hide behind fancy shopfitting here. Crate furniture and Trade Me bargains painted white will do when you're biting into the best doughnut you've ever had and you know it's been made with top quality produce and a lot of care.

Kim Evans's approach has obviously hit the right note at the right time and the book is a worthy companion to a thriving business. Visit the café, eat the good stuff, read the book, use the recipes, get inspired.

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To become a member:

- Please read the terms set out below and fill out and sign this form
- Make your payment for your initial membership subscription (as listed right) using one of the payment options
- Mail the form to **Membership Applications** at the address above.

Membership type (tick your choice) – gst included

- | | | |
|--------------------------------------|-------|--------------------------|
| Full membership | \$350 | <input type="checkbox"/> |
| Associate | \$200 | <input type="checkbox"/> |
| Associate with full Safety Programme | \$350 | <input type="checkbox"/> |
| Independent Baker | \$100 | <input type="checkbox"/> |

Contact person _____

Name of business _____

Previous owner of business (if applicable) _____

Business address Number _____ Street _____ City _____ Postcode _____

Postal address PO Box _____ Postcode _____

Telephone _____ Private or Mobile _____ Fax _____

Email _____ Website _____

Payment options Please tick the option you are using

Direct Credit to **03-0830-0136 185-00**
Please use your business name as payment reference. ☐

Cheque: please attach your cheque to this form when you send it in. ☐

Credit Card

☐ Visa ☐ Mastercard Expiry ____/____/20____

Cardholder name _____

Cardholder signature _____ X

Cardholder address if different from above

On receipt of your payment and application BIANZ will forward to you the following in your membership pack:

- ☒ Membership rule book
- ☒ Management resource kit including: ✓ the BIANZ employment documents
✓ the latest issue of *Slice*, the association's magazine
- ☒ A tax invoice/receipt for your subscription

I/we would like to be enrolled as a member of the Baking Industry Association of New Zealand (BIANZ) and gain the rights and privileges of membership accorded to my membership type, and in doing so acknowledge the following:

1. That upon receipt of the membership pack, I/we agree to read the membership rules and if I/we do not wish to abide by those rules I/we will return the membership pack within 10 working days of receipt. (Your membership subscription will be reimbursed on receipt of the membership pack.)
2. That materials and resources including any Food Safety Manual provided by BIANZ remain the property of BIANZ. I/we will not permit any unauthorised copying or other reproduction of this material nor allow this material to be used other than by members of the BIANZ or their employees. When membership is terminated all such materials and resources including any Food Safety Manual is to be returned to the BIANZ within five working days of termination of membership.

Signature of authorised person(s) _____

Date ____ / ____ /20____ _____ X





BAKING INDUSTRY
ASSOCIATION OF NEW ZEALAND

NEW ZEALAND BAKERY OF THE YEAR COMPETITION 2012



Enter the
BIANZ Baking Olympics
and win a
Delta 60 litre Mixer
with a RRP of over
\$12,000!



CAKE CATEGORY

Cup Cakes Section (Summer Olympics 2012 theme)

- Produce six (6) cup cakes, lemon flavour base, two (2) different decoration varieties
- Each variety to be decorated exactly the same, to end with two (2) varieties of three (3) identical cup cakes
- All items must be made with eatable ingredients

Sacher Torte Section

- Produce one (1) Sacher torte, divided into 16 portions with Sacher written on each portion
- To be enrobed in a chocolate glaze and/or ganache
- Maximum diameter 22cm
- One wedge is to be segmented from the torte entered, for the judging panel to taste

Macaron Section

- Produce a Macaron tower, max height 200mm
- Three (3) varieties of Macarons, competitor's own choice
- Full description of each flavour to be presented with the tower plus six (6) of each flavour for the judges to taste
- A tasting selection of six (6) of each flavour must be boxed separately for the judging panel

Christmas Cake Section

- Produce one (1) Christmas cake, glazed with fruit and nuts
- Maximum diameter 25cm
- One (1) segment to be cut from the cake ENTERED for judges to taste

PASTRY CATEGORY

Citron Tarts Section

- Produce six (6) Citron tartlets
- Max size 60mm
- Citron to be written with Chocolate on top of each tartlet
- Sweet pastry must be used for base
- Decoration to be competitor's own choice

Choux Paste Selection Section

- Produce one mini Croquembouche
- Assembled with chocolate instead of caramel (because of humidity breaking down caramel)
- Maximum diameter at base including decorations 200mm
- Maximum Height including decorations 300mm
- Six (6) unfilled profiteroles boxed for tasting by judges

Danish Pastry Section

- Produce one (1) Danish Kringle, ring shaped
 - Maximum diameter not to exceed 25cm
 - Filling and finishing at the discretion of the competitor
- Note: This is a large Danish which is generally sliced for service. There are many versions of Kringle. For the sake of clarification this Kringle has to be in a ring / circle shape.*

Gateau Pithivier (Puff Pastry) Section

- Produce one (1) Pithivier
- Maximum diameter not to exceed 25cm
- Filling to be apricot jam and almond frangipane

BREAD CATEGORY

Sourdough Cob Section

- Produce one (1) loaf
- Maximum weight 900g when baked
- This loaf is to be baked on the sole of the oven and free formed (no tins used)

Christmas Stollen Section

- Produce one (1) Stollen
- Maximum length 30cm
- Maximum weight 900g when baked
- This loaf is to be baked free formed (no tins used)
- This is the Dutch version with either almond paste and or marzipan used in centre

Artisan Grain Vienna Section

- Produce one (1) Artisan Vienna grain bread
- Maximum weight 900g when baked
- This loaf is to be baked on the sole of the oven and free formed (no tins used)
- Vienna shape only (all others entered will be disqualified)

Sweet Bun Hot Cross Buns Section

- Produce six (6) hot cross buns
- Spiced and fruited
- Batch Baked with a cross on each bun
- Buns must be glazed
- Maximum weight 120g per bun, with total maximum weight 720g. All buns are to be of comparable size

CREATIVE CATEGORY

Gingerbread House Section (Bakers Shop / Café theme)

- Produce one (1) Baker's Shop / Café
- Maximum size at base 40cm square
- Six (6) tasting pieces of gingerbread must be supplied for the judging panel
- All decorations must be eatable

Decorated Cake Section (Summer Olympics Theme)

- Produce one (1) Novelty Cake using Summer Olympics as a theme
- Maximum size at base 40cm square
- Dummy base is permitted
- All decorations and or icing must be eatable

Bread Display Section (4 breads in total)

- Produce one (1) Grain based bread
- Produce one (1) Sour dough based bread
- Produce one (1) Wholemeal based bread
- Dummy base / basket is permitted to display the breads. Max display area 600mm sq
- All bread shapes and design is the competitor's own choice
- All breads will be tasted. Please supply an extra loaf of each variety for the judges to taste

THE YEAR COMPETITION 2012



Enter the **2012 Bakery of the Year Competition** and your team could be using this high quality **Delta 60 litre Mixer** with a RRP of over **\$12,000**, generously sponsored by Southern Hospitality. The winning bakery will also receive 20,000 pie bags and a window decal from BIANZ proclaiming you as the **2012 Bakery of the Year**.

Our theme this year is the Summer Olympics.

The Competition is open to bakeries, cafés and bakery and patisserie trainees from anywhere in New Zealand. Individual bakers and bakery and patisserie trainees will be eligible to win Gold, Silver and Bronze awards for their entries but not the overall title of New Zealand Bakery of the Year. **Entry is free so fill in the form here or visit www.bianz.co.nz and enter online. Registration is open from 16 April to 1 June 2012.**

Judging will take place live at the Fine Food Show at the ASB Showgrounds in Auckland on Sunday 17th June. You can drop your product off in person on Saturday, then come to the show on Sunday to see what you're up against and watch the judges in action. Or you can send your entries by courier. Just make sure you get them to the venue by 4.00pm on Saturday 16th June.

Entries will be judged against a points schedule, so all products that achieve a high enough standard will be recognised with a Gold, Silver or Bronze award. Once all the points have been calculated the judges will be able to determine who has won the Bread, Cake and Pastry categories and the title of 2012 New Zealand Bakery of the Year. This will be awarded at the BIANZ Annual Awards Dinner on Monday 18th June at the Stamford Plaza Hotel in Auckland. To register for the Awards Dinner please visit our website; www.bianz.co.nz.

There are four categories in the competition, with a total of 15 sections. Enter one for the opportunity to win a Gold, Silver or Bronze award, or enter them all to be in the running for Bakery of the Year!



2012 BIANZ Bakery of the Year Registration Form

Contact Name

Bakery/Café/Institution Name

☐ I do not represent a bakery/café. I am a trainee/individual baker representing myself

Postal Address

Suburb

City

Postcode

Contact Number

Email

☐ I accept the terms and conditions of entry (Please read these on our website: www.bianz.co.nz)

Remember, entries close 1 June 2012!

We will send you a letter confirming your registration. It will include a unique four digit code used for confidential judging purposes.

**Entered products need to reach us by 4.00pm on Saturday 16th June 2012
at the ASB Showgrounds, Greenlane, Auckland.**

We will provide you with a map and further details once you are registered to assist you in getting your products to us on time.

For more information on Judging, Terms and Conditions and Product Specifications please visit **www.bianz.co.nz** and click on the gingerbread icon on our home page. Or call **0800 NZBAKE** to have a PDF version or printed copy sent to you. Product entries that do not meet specifications will be disqualified.

Enquiries: **0800 NZBAKE**

Email: **belinda@bianz.co.nz**

Address: **NZ Bakery of the Year
PO BOX 29265, Fendalton
Christchurch 8540**



Please tick the box beside the section you will be entering in each category

NOTE: You may enter as many sections per category as you want to, but only one entry per section please

CAKE CATEGORY

- ☐ Cup Cakes Section (Summer Olympics 2012 theme)
- ☐ Sacher Torte Section
- ☐ Macaron Section
- ☐ Christmas Cake Section

BREAD CATEGORY

- ☐ Sourdough Cob Section
- ☐ Christmas Stollen Section
- ☐ Artisan Grain Vienna Section
- ☐ Sweet Bun Hot Cross Buns Section

PASTRY CATEGORY

- ☐ Citron Tarts Section
- ☐ Choux Paste Selection Section
- ☐ Danish Pastry Section
- ☐ Gateau Pithivier (Puff Pastry) Section

CREATIVE CATEGORY

- ☐ Gingerbread House Section (Bakers Shop / Café theme)
- ☐ Decorated Cake Section (Summer Olympics Theme)
- ☐ Bread Display Section (4 breads in total)

Total number of categories entered

Total number of sections entered

Best Eatery on the Road

If you'll excuse the word association, finding good food on the road can be hit and miss, but one enterprising competition has just made it a bit easier.

Late last year, trucking and construction magazine *Deals on Wheels* ran a nationwide competition to find the Best Eatery on the Road.

Deals on Wheels editor Randolph Covich explains.

"Not long after taking up the position, I was asked by senior management what sort of truck competition I was going to run. Of course I wasn't keen to do what everyone else was doing, so decided to run a competition that is close to our industry's heart – food."

The competition was run over four months, and eateries from throughout the country were nominated by readers, with votes being accepted through the *Deals on Wheels* website and via text messaging.

Voting was stiff and the lead changed hands a number of times before the winner and runner-up emerged victorious. Both winning eateries hailed from the lower South Island. Bafé Bakery in Lumsden (between Queenstown and Invercargill) took out line honours, followed by the North Otago Hotel & Motels of Oamaru, a popular stopping-off point for truckies.

Bafé Bakery co-owner Chris Palmer said that he did a dance in the middle of the street when he found out that they had won the competition.

"I didn't think we had a chance, being up against some big boys," says Palmer.

Mr Covich confirms that it was a surprise to see a fairly small eatery take out first prize, and puts it down to Mr Palmer and his wife Judy's enthusiasm. "Chris and Judy really put a good effort in, which paid dividends in the end," he says.

With the competition held over a four month period, all entrants received a degree of free exposure to the 70,000 people who read *Deals on Wheels* every month, as well as advertising material promoting the contest for their eateries.

Mr Covich confirms that they will be running a second competition starting towards the end of the year. "Our marketing team was really pleased with the response to our first effort, and we would like to ramp it up a bit next time. We are not too sure how just yet, but perhaps a joint effort with another business allied to the eatery industry."

Getting a small town like Lumsden recognised, and edging out fellow competitors from throughout the country for the win has put ear to ear grins on the faces of the Palmers, who say they will be trying to make it two wins in a row when the next competition kicks off.



Proud winners, Chris and Judy Palmer.



The doughnuts were highly rated by voters.



Meat for the pies comes from a small local butchery.



All food is made on the premises.

Export your business

by David Tossman

Your next move – that second or third outlet – doesn't have to be in the next suburb or town.

It could be in the next hemisphere.

A surprising number of New Zealand café owners and bakers are taking their special recipes for success to the wider world.

Opening a second or third outlet is the dream of many a small retailer. It's not too silly for those that make most of their own products, as do cafés and bakeries. If you have the right sort of business you don't have to be a Starbucks or Michael Hill to start opening branches.

Mojo working

Mojo Coffee in Wellington is the right sort of business. Most of its turnover comes from its own line of coffee, roasted in-house. Wellingtonian Steve Gianoutsos set up the company in 2003 and now has about 24 cafés around New Zealand, including 16 in Wellington, some of them franchised to ex-employees.

Now Mojo is setting up in Japan. Steve Gianoutsos is one of three major shareholders (others are Justine Ells and Kenji Shimamura) in a new standalone company, Mojo Japan.

Steve says that Japan is well populated by big coffee chains, including Starbucks and Tullys, and Japan's own Doutor Coffee, but it's under-served by specialist coffee brands such as Mojo. "Per capita the Japanese drink the same amount of coffee we do, if not a little more," he says.

Japan had always "bought the best coffee you can get in the world", but had not reached the same standard of coffee roasting and serving as in New Zealand, Gianoutsos says. The move into Japan, supported by New Zealand Trade and Enterprise, "was a first," he says, "but it would pave a move into other Asian countries."

Cuba Street to China

Mojo isn't the only Wellington café to move into Asia. The quirky Cuba Street café Fidel's has long confidently boasted the best coffee in town. Fidel's is just a few minutes' walk from the Havana Coffee Works shop that supplies their beans.

Fidel's Café co-owner Roger Young and his Chinese business partner Michael Hongfu set up their first café in Beijing five years ago. There are now five Café Flat White stores in the city, including two in diplomatic compounds with 5000 residents, and they also have their first franchise café development.

Havana Coffee Works initially supplied all the coffee from Wellington. It now provides Cuban beans to Rickshaw Roasters – the new coffee roastery owned by Young and Hongfu that supplies the Café Flat White stores and 12 cafés in Beijing and Shanghai.

Roger Young told Wellington's *Dominion Post* recently that the pair planned to set up a flagship café in Shanghai – China's coffee capital – in the next year. "Eighty per cent of coffee drunk in China is drunk in Shanghai."

Coffee culture has boomed in China in the past five years, but Roger Young said the market was not yet fully developed.

Down under pies up there

So it's OK in Tokyo and Beijing but for Kiwis abroad in New York a decent flat white might still be a distant dream. (There's a couple of Aussies doing them there but they're not like real New Zealand ones, surely?) At least though Kiwis in the Big Apple can score a proper meat pie.



DUB (Down Under Bakery) Pies in Brooklyn has shocked a few natives – savoury pies are foreign to most Americans – but they have made enough converts and see enough Aussies and Kiwis it seems to get by comfortably.

DUB's owner Gareth Hughes (not the Green MP) worked in the US corporate world back in the 1990s and is well settled New York.

He had no culinary experience but on a trip home to New Zealand



A decent flat white, rare in New York, is available at DUB Pies.

at the end of 2002 was inspired to make meat pies, and was soon crafting them in the small hours of the morning in an unused kitchen in a Manhattan nightclub. "I figured no-one knew how to make a good pie more than me," he told the Dom-Post last year. "It's about the quality of the meat, and having the right amount of gravy and the correct, golden consistency in the pastry."

After having a pie, a visitor to DUB Pies can round out their lunch with an Anzac biscuit or a lamington, and maybe take a bag of milk bottles or party mix lollies for the road. And you don't have to go there. DUB now delivers frozen pies to nostalgic Aussies and Kiwis in all corners of the country.

Up market over there

New Zealand cuisine has also come to New York at the fancier end of the market, serving those with a taste for lamb chops, green-lipped mussels and Otago pinot noir.

Locals queue for brunch at Mark Simmons's Kiwiana in Brooklyn on a Saturdays while Nelson Blue on the Manhattan waterfront draws a good crowd of on Friday night.



Mark Simmons

Mark Simmons opened Kiwiana in August last year. He's a self-taught foodie, having started his working life in a Southland freezing works, and caught the food bug on a working holiday in Sydney. He arrived in New York more than seven years ago with \$200 to his name, he says, and in that time he has worked his way up from his first position as a salad chef in a busy Manhattan restaurant, while also appearing on the fourth season of the United States

version of MasterChef.

Pauli Morgan's Nelson Blue, in the shadow of the Brooklyn Bridge, is more of a bar than Kiwiana. It's a popular after-work spot for Wall Street types and a regular local for nearby residents. But on a Friday evening the menu features the humble meat pie and, up a notch or three, New Zealand lamb and mussels.



Nelson Blue, downtown New York.

Morgan has been in New York for 21 years and opened Nelson Blue in 2007, the first New Zealand-themed venue in New York, he says.

Wellington in the East End

Looking for a touch of Kiwi café culture even further away? Check out expat Wellingtonian's Lizzie Bain and James Gurr's in their new Ozone Coffee Roasters near "Silicon Roundabout" in London's Shoreditch. They were written up in an article by Emily Bain in *Fishhead*, a classy Wellington regional magazine.

Established in partnership with the award-winning Ozone Coffee Roasters in Taranaki, the roastery follows the New Zealand model, providing training and support to ensure London baristas serve their beans properly.

Above the roastery and training area, Lizzie and James have a café. Their mission: provide "a little slice of Wellington brunch culture to the East End."

With these examples, you might see that your next move, that second or third outlet, doesn't have to be in the next suburb or town. It could be in the next hemisphere.

Will the citizens of Paris be queuing up for genuine Southland cheese rolls next? At the current rate, it might not be long.



Gingerbread Baby Cake

Sophisticated and moist individual cakes, perfect for afternoon tea.

For this recipe and to find out how to enhance your profitability, join us at:
www.chelsea.co.nz/foodservice



Bosun Paki – Luv-a-Pie

Bosun Paki bought Auckland's Luv-a-Pie in 2007. Accomplished and enthusiastic, he's done well in a variety of businesses.

Pies are his passion now.

by David Tossman

He's quick, strutting into the room for our interview with an immediate apology though less than a minute late. If the bunny ever skips town, the Energizer people would find a pretty good replacement in Bosun Paki.

The work ethic

Bosun is big on the work ethic, something he says he acquired with a courier run as a teenager.

"When I was about 17, my stepfather got sick, so I sort of got chucked into the business. I had no choice. So I learned all my work ethic there. I learned how to keep customers' business, the whole lot. And I learned that I had to pay someone if I had a sick day. I didn't like doing that because we had no money."

He lived in Hamilton then but the run was based in Huntly, a half-hour drive away. It was a struggling business when Bosun took it on but he turned it around.

"I used to do about 450 kilometres a day. When you're 17 – trying to hang out with your mates who are students and stuff – to act your age – and then try and run a business at the same time – was pretty hard."

Learning to learn

He went to Australia for "a bit of a holiday" after that. Together by then with Abigail Denton, he continued to build his skills and abilities. "I had quite a few jobs and I learned how to learn fast because I had so many jobs."

Returning home to New Zealand, Bosun and Abigail bought the well-known Romfords reception venue at Mission Bay in Auckland. "We had that for three years, built it up and then sold it pretty well – and then we had a holiday because we used to work 70 hours a week so that was pretty hard out – it was fun."

Their post-Romfords holiday lasted a year then, in 2007, they "bought the pie factory," as he puts it. He saw potential

and, he indicates, has found it. "We've grown it every year." That growth is reflected in the new double-rack Revent oven recently installed, new pastry brake and a new bratt pan.

Abigail was fully involved in their businesses until recently but now, with two children under four, Te Maika and Nikau, she's a stay-at-home mum.

Giving credit

Bosun Paki is always ready to give credit. His staff and suppliers come in for thanks and praise, even the man he bought the business from. "The guy who had it before me was very good at a lot of things, and I've kept a lot of the things that he put into the business. A lot of the suppliers are the same as when I took over because he did such a good job of getting good deals."

He gives credit particularly to Bakels and Sherratt as supportive suppliers. He notes that their support is not entirely without strings "because you're spending a lot of money with them."

He has kept on more than the suppliers. "I think the core of the staff, 80 percent, have been here since I've had it." He makes special mention of the lead bakers on staff, Ron Botica and Steve Fogglin.

Steve has been a baker for more than 20 years and has been with Luv-a-Pie for about 12 years. "So he's seen three owners in his time. And I'm the longest now."

The passion

Baking seems to arouse a passion for it in most people who take it on, and Bosun Paki has certainly caught that bug. As with most bakers, quality is central to the business strategy.

"I try and put myself in a place where it's a high production pie that's good quality. So we don't use any TVP. Everything's handmade. We have good ingredients.



Baker Shane Tinker and Bosun Paki.

We only use good steak, tasty cheese. Bakel's fats. You still get a pie that's got lift and flavour but still we stay competitive."

I mention in passing the Australian-made pies stocked by my local corner store and Bosun is off. "I don't know why we're buying Australian pies! We just cut them to shreds. We should only be eating New Zealand pies, because they're just a helluva lot better."

A feeding bowl

Bosun's thinking extends far beyond his own business. He has a vision of the future with virtually unlimited opportunities for New Zealand pie makers.

"I think we have the best quality pie in the whole world, and what we tend to do is fight with each other when we should look outside. We should be a feeding bowl for the rest of the world when it comes to pies, because standards-wise we're way above everyone else.

"Even the high production pies are still fantastic." Keen to give credit again, he particularly mentions Eddie Grooten of Dad's Pies, whom he admires for maintaining standards at a high rate of production.

"There's a lot of competition out there. And it's good healthy competition. It's good for us as pie manufacturers – it keeps us on our toes."

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Six months ago Luv-A-Pie Foods Ltd installed a double rack Revent 724 oven with a modified platform so that the existing racks could be reused, hence saving on replacement of the racks. Bosun Paki is very pleased with the results and the savings he is achieving. He has decommissioned one oven and has not had to use the other one since the Revent was installed.

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Bosun Paki
Managing Director



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Chocolate Earth

A business in 3D

by David Tossman

Chocolate Earth is built around the creative talents of Kevin Martin and the managerial skills of his wife Tracie. They are a great team, both highly skilled, but Kevin is undoubtedly the star.

Regarded as one of the leading cake decorators in New Zealand, Kevin Martin's cakes amaze and delight an ever-growing number of customers and admirers here and abroad. Tracie, with a mastery of management and computers, is the commercially savvy one of the pair.

Kevin's creativity extends beyond the cakes: he has devised and formulated novel devices, ingredients and materials, and now sells some of them along with the cakes that form the backbone of the business.

Kevin enjoyed cooking at school – his grandfather was a pastry chef so perhaps he inherited the vocation. He won his first decorating competition with a Ghostbusters cake at 13. Naturally he kept at it and following school went on to a cake and pastry apprenticeship with Alan Bissett at Connoisseur Cakes in Petone and block courses at Christchurch Polytech.

The kitchen artist

Qualified as an all-round baker and patissier, Kevin made a somewhat unusual move into the hotel world early in his career, beginning at the Plaza International in Wellington.

There he met up with a kitchen artist from Thailand. "I realised that food was more than just sort of making cakes and putting food on plates. He'd worked in Iraq for Saddam Hussein.

"He used to do professional carvings, ice carvings, margarine carvings, polystyrene carvings. "He was just doing the artistic side of it like carving chocolate, carving pumpkins. I used to go back in to work for him at night doing the polystyrene carvings and doing a bit of margarine. I got bitten by the bug.

"Being in the hotel, you'll have a customer come in who has lots of money and they'll turn around and say they want a Ferrari and they want it tomorrow, and they want it red and they want their licence plate on it, and they'd say 'do we have any volunteers?' and I wasn't quick enough to step back I suppose."

From the Plaza Kevin moved on to a stint as a pastry chef at Quality Hotels for a couple of years and then turned to bread baking for a while as 2IC at the Countdown supermarket bakery in Johnsonville, Wellington.

From Wellington Kevin moved on to the Pan Pacific Hotel (now the Rendezvous) in Auckland, working with Ralph Schmidt, now at MIT, then on to the Aotea Centre.

A period in Australia with a wide variety of jobs followed.

"We'd do silver service at night for up to 3,000 people."

One of the most trying jobs there was the four months he spent at the Brisbane Convention Centre. "There were refrigerated rooms with conveyor belts," Kevin recalls. "We'd do silver service at night for up to 3,000 people. You'd be the person stuck in the queue having to plate the kiwifruit all day.

"It was incredible to watch, logistically it was amazing, but was just horrible."

Kevin soon went back to breadmaking at a bakery near Rockhampton before returning to New Zealand to take a job as pastry chef at the Millennium Hotel in Rotorua. From there he was head-hunted to assist in the setup of the Café Francais franchise in Auckland.

More varied experience in other cafés followed over the next few years. "That was a bit of fun," says Kevin. "That whole thing about just trying to do something different."

The team

Tracie had a quite different career. While Kevin was doing home economics at school, his wife-to-be Tracie was doing woodwork and metalwork. She then went into corporate IT, acquiring her computer programming skills and management knowhow.

The complementary skills and personalities is what makes them a strong business team and a good family. Between them in their blended marriage they have four children: Chanel, Milan, Stephanie and Avalon.

In 2003 Kevin and Tracie bought a half-built luxury lodge on a hill in Matakana, north of Auckland, but cakes were never far from central to their work. Their initial plan was to build a bakery into the side of the hill. That was how the name Chocolate Earth originated.

The first stage of building was complete and the lodge was operational. Kevin handled all of the catering. They con-



The lodge at Matakana (above) and (right) the family while there in 2004.

SEE FOR YOURSELF

Kevin Martin of Chocolate Earth will be running demonstrations at the BIANZ stand at Fine Food 2012. Don't miss this for an insight into new cake decorating techniques and ideas.



The wrong ingredients

In addition to customers who can't see past the old three-tier wedding cake, Kevin has some pet bugbears and hates amongst people who make the kind of 3D wonders he is devoted to.

As he says on the Chocolate Earth Facebook page: "So many of the cake decorating shows on TV build the cake straight onto MDF or polystyrene, or at best they place a piece of baking paper down. The chemicals in those surfaces should not be included in the ingredient list!

"Please place thick food grade card down that won't cut through or go soggy and rip when cutting."

verted the triple garage into a bakery, mainly turning out cakes for restaurants, markets and cafés in the district. That is when they first started to build a reputation for specialty cakes and taking orders for them directly from their website

During the first year, they added more rooms to the lodge and saw the business grow. They had a new baby by then too.

“chocolate always wins”

"Soon we found that we were going to have to choose between the lodge and the cake business. Tough decision," recalls Tracie, "but chocolate always wins!"

Like a monster

They chose Albany for their new venture and found an old run down pizzeria ready for conversion.

Kevin: We didn't want tables and chairs as such. They happened. And then we ended up with salads and all sorts of stuff and it just turned into a really busy café. And we've always had open kitchens. We had a viewing window with bifold windows so people could talk to us while we were decorating the cakes. The concept was supposed to be people were able to come, have a cup of coffee and a slice of cake and order their cake – not a café. That was how we had done it, but then it just ...

Tracie: It just grew.

Kevin: Yeah, it grew and grew.

Tracie: It was just like a monster.

Kevin: I was actually sleeping out the back in my van. I was starting at one o'clock in the morning, I was working until about 12 and then I'd have a kip in the van for two hours, come back working till eight, nine, 10 o'clock at

night. That lasted about eight months and then I got sick, as you do.

Tracie: It was really hard, because we've got four daughters as well. And our heads were just about to explode again and we went, okay, we've gotta do this smarter. So we sold it, and we moved over to just a little studio for a couple of years. We hid away, internet based only...

Kevin: Birthday cakes. That's what I just focussed on – the big cakes. And that's when we started to get the name for the big cakes.

Tracie: That's around about the time the whole cake artistry on TV started. And so if people were wanting a 3D cake, obviously because – I mean our website is cakes.co.nz ...

(That was a remarkable break, scoring the obvious domain name cakes.co.nz. They snaffled it overnight when it came up as available back in 2003.)

Tracie: Of course because our domain was so good we were coming up the top in Google searches and that meant more and more work.

Kevin: We've never really advertised. We tried doing something once and we just got so many people wanting cakes, and because I'm only one person ...

In the family

Today Chocolate Earth is open in a specially fitted-out bakery-café in Browns Bay on Auckland's North Shore.

Tracie: "We kind of disappeared for two years and then people would ring you up and say 'open another one.' So we relented. We did it differently this time, and kept it more manageable, kept it in the family.

Tracie's godson, Ben Cottingham, recently qualified as a chef, now works for

them, and all their daughters work there in various capacities. Their youngest was given a chef's jacket for Christmas. "It currently has black buttons and she has to develop her skills to earn her orange buttons," Tracie explains.

Rather than having the bifold viewing windows they tried in Albany, Tracie and Kevin have fitted out their Browns Bay premises with video and TV.

A camera above the benches transmits a live video feed of Kevin at work to the shop where customers can enjoy a coffee as they watch work in progress.

They also upload sequential photo videos of cakes being made to YouTube and have a constant stream of photos on the screen in the shop for the customers to watch when Kevin is not "mid creation".

“paying more money is not going to create an extra 20 hours in the week.”

They get so many orders that at some times of the year they simply refuse new work. They encourage customers to order six months to a year in advance, and many do.

Kevin: We have cakes booked two years in advance. We have one woman who comes in at the beginning of the year and just buys all four of her kids' cakes at the beginning of the year and then she doesn't miss out.

Chocolate Earth

A business in 3D

Demand continues to grow. "More people are seeing these TV shows now where cakes have got lights and motors in them," says Kevin, "and although we've always done it, we haven't done a lot of them because people have never wanted them. They've never realised that you could get a celebration cake that doesn't look like a cake. They've always thought a wedding cake has to be three tiers, just round or square with a ribbon."

Tracie: It is really hard [turning people down]. We'll have people say to us "I've heard that if I pay some more money I can get you to make it." And I have to explain that paying more money is not going to create an extra 20 hours in the week.

Kevin: We've got people coming in on a Monday for a wedding cake for Thursday.

Tracie: But what's really funny is they come a month out and they go, "oh it's plenty of time." And we go "right."

A cake community

Other cake decorators today face similar demands.

Jenny Nicholls at For Heaven's Cake in Devonport is probably Kevin Martin's leading Auckland contender in the high-end 3D cake market but there's no sense of market competition. They both have as much work as they can comfortably handle ... plus. They refer customers to each other frequently.

Kevin also keeps in touch with Wellington cake decorating guru Pauline Nunns and he uses Skype at times to share techniques and designs with Australian counterparts

There is a growing community of professional cake decorators here and internationally, with the internet making it possible.

Kevin's work exhibited on Facebook has attracted praise from Australia and America, and people from the Food Network Channel in both countries. "These are big guys you know," he says. "It's quite flattering."

Inventions and innovations

One of Kevin's handiest little devices works much better than expected. It's a vibrator to shake the titanium powder into suspension in the white airbrushing fluid. Kevin simply attached a small plastic basket to the top of the airbrush compressor. Turn the motor on and not only does basket shake and the fluid mix nicely but, surprisingly, the bottle gently rotates as it vibrates.

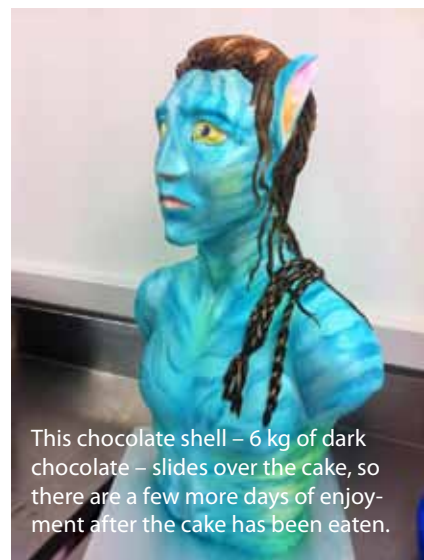
Another is his spraybooth. You can buy decorators' airbrushing spray-booths in America, but they're small and expensive. Kevin has rigged his up from MDF sheets under a range hood. It's much bigger and easier to work in than the off-the-shelf models, which anyway aren't available in New Zealand.

Kevin's new 'secret recipe' modelling chocolate is a source of pride and income. The recipe took him eight months to perfect and he is confident it's better than any other on the market. They are selling it through the shop and through the "Kiwicakes" cake supply website.

With her computer skills, Tracie has designed and made their own order costing system. It deals with all recipe ingredients and components right through to the packaging. Kevin simply enters the recipe and pushes the go button, and Tracie can be confident he's not underpricing.



The children all grown up, representing Chocolate Earth (with costumes Kevin and Tracie made) in the 2011 Browns Bay Santa Parade. Left to right Chanel (17), Avalon (8), Milan (14), Stephanie (11).



This chocolate shell – 6 kg of dark chocolate – slides over the cake, so there are a few more days of enjoyment after the cake has been eaten.



A box of big chocolate bullets for a keen shooter.



Tracie's favourite of Kevin's cakes is the oldtime diver's helmet. A chocolate shell with icing, sugar glass inserts, and LED lights inside to make it glow.

Make it bigger!

Because of the size of some of his work, many people mistakenly think Kevin uses a lot of polystyrene as some of the TV decorators do, but that is something they have completely avoided until recently. They cast everything in chocolate.

Recently, however, a customer ordered a cake that made him relent. The base tier was to be 95 centimetres in diameter and 28 centimetres high, followed by a 70 cm tier, a 35 kilogram chocolate carved "Kava bowl" separator tier, and four double height tiers sitting on the top.

The client needed only 120 portions of cake, so although Kevin had achieved cakes of similar dimensions during his time at the Aotea Centre, he recommended to them that the bottom two tiers be made from polystyrene or they would be eating cake for the next 10 years.

The Kava bowl was completed with LED lights. After the wedding the entire bottom of the cake could be converted into a coffee table.

The cake had to be transported in two vehicles and assembled on site, with Kevin teetering across ladders and tables to get the top four tiers in place.

"It was hilarious," says Tracie.



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David Tossman meets a specialist

Lucy Stuart has an eye for detail. It's obvious the minute you walk into the shop: her apron matches the signage and labelling. Lucy is a trained pastry chef with a love of cake decorating, so an eye for colour coordination is not surprising. What is a little surprising is the story behind this up-and-coming little enterprise.

There can be few retail bakeries in New Zealand with a smaller range of goods. "I like the fact of specialising in one thing and doing that thing really well," says Lucy.

The shop is just big enough for just one or two behind the counter and one at the bench behind the screen wall, but with an existing base of internet and wholesale customers, an established following from market stall sales, and a highly specialised range of goods, the shop doesn't have to be big.

The discovery

Lucy trained as a pastry chef in Australia, but her career took off in a different direction for a while. "In a previous life," as she now puts it, "I was a dancer with the Australian children's group The Wiggles and tried my first whoopie pie when I was touring with them in the US."

"I thought it was a great idea but I knew I wanted to make my own version."

Fast forward a year or three and we find Lucy and her partner Nick Maddren making very much her own version of whoopie pies in Auckland.

They have developed the business – simply called Whoopie – systematically and with, it seems, superb timing. Whoopie pies are all the rage in New York and London, so they are bound to take off in New Zealand sometime soon, and no-one is now better placed to ride the wave.

(Nick has another career on the go but helps and supports Lucy all the way.)

Being well placed is not mere luck. As many readers of *Slice* would know, between finding the premises and stocking the shelves, setting up a shop is no walk in the park.

Getting the fit-out done and approved for food preparation, getting the food safety plan in place, getting appropriate packaging designed and made – and yes, getting the aprons made – Lucy Stuart seems undaunted by the thousand and one details.

Beginning

Probably New Zealand's first whoopie appeared on Lucy and Nick's stall at the French-style Cigale market in prosperous Parnell about a year ago.

Operating from a commercial kitchen, they then began wholesaling to a cafés and then set up their e-commerce website: www.whoopie.co.nz (with delivery to Auckland and – all going to plan – nationwide soon).



Whoopie pies

Various myths, legends and disputes surround these gooey treats in America: both Maine and Pennsylvania claim that the Amish communities are their original source and both states claim whoopie pies as "official state desserts". (State politicians in the US often seem woefully underemployed.)

Whoopie pies have been around since at least the 1920s but have risen radically in popularity lately, probably in the wake of the cupcake boom.

They offer similar degrees and varieties of sweet indulgence as cupcakes but whoopie pies are easier to handle, they have most of most of the gooey stuff inside, and they are somewhat bigger than cupcakes. They have been dubbed 'the perfect hand-held sweet'.

Whoopie pies are now served in trendy New York bakeries, including Magnolia Bakery (which kicked off the cupcake craze after it was featured in *Sex and the City*). And they have started appearing in upmarket UK shops such as Harrods and Selfridges.

Resizing

Whoopie pies are big in the States, about hamburger size, and Lucy reckons that's too big for New Zealanders. She makes them a little smaller. (She also makes tiny ones as catering pass-arounds.)

Lucy Stuart has made a few other adaptations for her own and local preferences as well: most notably, using all natural ingredients including butter rather than the vegetable shortening used in America.

In adapting the recipe, she found that the required dome shape would not hold up on the tray – the butter mixture spreads more – so she has had sets of baking trays made with dome shaped cups.

And because of the all-natural ingredients, particularly the butter, the result, says Lucy, is more “cakey”, so she calls her products whoopie cakes.



Packaging, especially important for their e-commerce side, could use nothing off-the-shelf. The shape and size of Lucy's cakes are unlike anything else on the market, so all the packaging has had to be custom made.

The shop

New Zealand's first Whoopie shop is in West Grey Lynn, a gentrified Auckland suburb in which one of the most prominent shops is an organic greengrocery. That probably typifies the area. On the Tuesday afternoon I visited, only a week after it opened, the shop was attracting a steady succession of customers, mainly young mums, apparently keen to treat themselves and their families to the attractive cakes. Clearly Lucy Stuart and Nick Maddren know their demographics as well as they know their baking and marketing.

Where to from here? They are looking at various options for taking Whoopie to more Kiwis. You might see a Whoopie near you sometime soon.

Pops

Lucy Stuart's whoopie pops (mainly for children but she does make 'for adult' versions too) are based on American cake pops: different cakes mixed together, rolled into a ball, dipped in chocolate and presented on a stick.

“We just renamed them whoopie pops to fit in with everything else,” she says.

“They're versatile: you can make different colours and shapes, chickens for Easter and things like that. They're a great little thing to brand as well, especially for corporate events, you can do a lot with those.”



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When YOU are the celebrity

Celebrate

Bakers are the main celebrities at the BIANZ awards dinner. It's where we celebrate the art and craft of baking in style.

You meet some great bakers, winners of the Weston Milling Trainee of the Year and the Bakery of the Year competitions are announced and receive their awards, you enjoy a sumptuous dinner, bakers celebrate being bakers, and then they dance.

Join us at the annual BIANZ awards dinner on 18 June at the Stamford Plaza in Auckland.

Fill out the registration form on page 42 or online at www.bianz.co.nz

and celebrate





Join us for **BAKENZ 2012** @ ***fine*** NEW ZEALAND ***food***

Fine Food Show

17–19 June 2012, 10am – 5.00pm

**ASB Showgrounds, 217 Greenlane Road
West, Epsom, Auckland**

Annual Awards Dinner

18 June 2012, 6.00pm

**The Ballroom, Stamford Plaza Hotel
126 Queen Street, Auckland**

It's all happening at Bakery World

After participating in the highly successful 2010 Fine Food New Zealand, BIANZ will be back showcasing baking at the 2012 show. We'll be hosting competitions, demonstrations, master classes and live bake-offs. We've doubled the size of our stand (J25) this year and situated it right alongside Bakery World, where it's all happening. Join us in the gingerbread house for refreshments, network with BIANZ members, bakers, café owners and industry suppliers, or just put your feet up for a few minutes.

Who will be the 2012 Bakery of the Year?

The New Zealand Bakery of the Year Competition is always the main event for us, and we'll have all the entered product on display for the duration of the show. Our team of expert judges will judge the Competition on the opening day of the show and the results will be available on the last day of the show once our Annual Awards Dinner has taken place. The Bakery of the Year Competition display was an overwhelmingly popular attraction in 2010, with

hundreds of visitors taking photos of the outstanding bakery products entered.

Our Competition organiser has made sure it will be a visual feast again, with an expanded Creative Category and a diverse range of sections.

Celebrate with us

Winners in the Bakery of the Year Competition and Weston Milling Trainee of the Year Competition will be awarded their prizes at our Annual Awards Dinners to be held at the glamorous Stamford Plaza Hotel in central Auckland on Monday 18th June. Tickets sold out last year so book early to make sure you are there to celebrate the best New Zealand baking has to offer.



More entertainment, more competitions

BIANZ will be hosting two Master Classes during the show, and we've teamed up with Baking Industry Training Organisation, Competenz, to run a live baking competition. Gateway school students interested in baking as a career will team 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 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 its status and the follow up opportunities it

provides. Nine top trainees have been chosen to compete live at Fine Food New Zealand, creating baked products for judging and display.

Have your say

BIANZ is hosting its Annual General Meeting at the Fine Food Show from 5.00 – 6.00pm on Sunday 17th June. We had an excellent turnout and lively discussion at the 2011 AGM and we look forward to seeing our members there. Join us for refreshments and take the opportunity to give us your thoughts on issues affecting our industry.



Make the most of it

Fine Food is an opportunity to see and taste thousands of new national and international food and beverage ideas, try out the latest equipment and speak to the professionals in your industry all in one place. The show includes sections on Food (bakery, beverages, confectionery, deli, dairy, meat and seafood, natural products, wine, international cuisine), Food Service Equipment (bakery, blenders, cabinets, cookware, dishwashers, flooring, fridges, fryers, ice-makers, kitchenware, ovens, packaging), Hospitality equipment (audio visual, bar-ware, bedding, cleaning,

entertainment, furniture, interiors, POS systems, security, tableware, uniforms) and New Trends (new products, new services, new technology, and new cutting-edge ideas shaping the industry's future).

Fine Food New Zealand is New Zealand's only international Food and Food Service trade event. It has already proven itself as the most dynamic and comprehensive event ever held for the New Zealand food and food service industries, with high levels of satisfaction reported from exhibitors and visitors alike.

Itinerary

Saturday 16th June

10.00am – 4.00pm	Bakery of the Year Competition product delivery (ASB Showgrounds)
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Sunday 17th June

10.00am	Bakery of the Year Competition Judging
---------	--

	Weston Milling Trainee of the Year Competition
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5.00pm	BIANZ Annual General Meeting (upstairs @ ASB Showgrounds)
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Monday 18th June

10.30am	Weston Milling Trainee of the Year Competition
---------	--

	Bakery of the Year Competition product on display
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6.00pm	BIANZ Annual Awards Dinner (Stamford Plaza Hotel)
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Tuesday 19th June

10.00am – 5.00pm	Master classes
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	Bakery of the Year Competition product on display with results
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To register please fill in the attached form, or visit our website www.bianz.co.nz



To register for Fine Food New Zealand and/or the BIANZ Annual Awards Dinner please complete this form.

Return to: Baking Industry Association of New Zealand, PO Box 29265, Fendalton, Christchurch, 8540

Registration for Fine Food New Zealand is FREE.

Registration for the BIANZ Annual Awards Dinner closes on 1 June 2012. Limited places so please book early.

Please note, registration for the Annual Awards Dinner after 1 June 2012 will incur a late registration fee.

Tickets for the Annual Awards Dinner will be posted once full payment is received.

☐ Registering for Fine Food Show – No Cost

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tickets @ \$140 incl GST each* =	
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Recipe

Simple comforts

Traditional Irish soda bread

Think of Irish food and you think of warmth and comfort: Irish stew, mashed potato, corned beef and cabbage ... ideal stuff for winter.

A simple, traditional Irish soda bread, presented as the perfect accompaniment for one of those comfort-food Irish meals, is likely to hit the spot with many a shopper on a wintery day. And there could be nothing simpler.

The ingredients of traditional soda bread are flour, bread soda, salt, and buttermilk. The lactic acid in the buttermilk reacts with



the baking soda to raise the loaf. Other ingredients can be added such as raisins, egg or various nuts.

Chemical raising agents began to replace yeast in cakes, pancakes and some breads during the 19th century and soda breads became particularly popular in Ireland.

This recipe comes from Ellen Duffin, who lived in Belfast during the mid-1800s. Her handwritten recipe book has survived and is now stored in the Public Record Office of Northern Ireland.



Soda Bread

To aerate the bread, the soda must have something acidic to react with, and in this recipe buttermilk does that, to create a wholemeal loaf that is as light as many yeast risen ones.

Yield: 30 × 500g loaves

Ingredients

Wholemeal flour	9	kg
Butter	1.1	kg
Baking soda	150	g
Buttermilk	6	L

(Instead of buttermilk you can use a 50/50 mixture of plain yoghurt and milk.)

Method

1. Combine the flour and the baking soda.
2. Rub in the butter
3. Pour in the buttermilk (or plain yoghurt and milk) to form a soft dough.
4. Shape the loaves and put onto greased pans. Soda bread is traditionally made into rounds.

Bake at 205° C for 45–55 minutes.



Meadow Mushrooms Creamy Curry Soup with a *Tangy Twist*

Serves 4

Yield: 1 L

Ingredients

Meadow Mushrooms –

White or Brown or a combination	400 g	
Watties Butter Chicken sauce		1 can
Small onion	1	
Pataks Mild Curry Paste	2 Tbsp	
Oil	50 mL	
Cumin	1 tsp	
Coriander	1 tsp	
Cream	200 mL	
Milk	100 mL	
Chopped lime pickle	25 g	

Method

1. Peel and chop the onions finely.
2. Slice or roughly chop the mushrooms.

3. Heat the oil and sauté the onions to a light golden brown.
4. Add the curry paste, cumin and coriander, fry briefly then add the Butter Chicken sauce.
5. Add the mushrooms and bring up to a gentle simmer.
6. Add the milk and cream, continue to simmer.
7. Season the soup with salt and pepper to taste.
8. Add the chopped lime pickle before serving and bring back to the boil.
9. Serve hot with crusty bread.

Serving Suggestions

Serve with poppadums or naan bread.

Add cooked chicken.

Add small pieces of cooked fish.

Add other cooked vegetables.

Citron tartlettes



by Michael Kloeg

Ten O'clock Cookie
Bakery Cafe



Short Pastry

Butter	500 g
Icing Sugar	250 g
Eggs	2
Bakers Flour	1000 g
Baking Powder	2 g

1. In a bowl, mix the butter and sugar together till all the lumps are out.
2. Add the egg and mix till clear
3. Sift the dry ingredients together and add to the butter mixture.
4. Mix together till it forms a rough ball.
5. Turn out onto a bench and gently knead the pastry till it is just clear and smooth.
6. Refrigerate for ½ hour – 1 hour.
7. Remove from refrigerator and roll out to 3mm. Bake the tarts blind or prick holes in the pastry.
8. Line your tartlette tins and bake at 180° C till golden. Bake them well for good flavour and a crisp texture.

Citron Curd

Egg	12 each
Icing sugar	250 g
Cornflour	20 g
Lemon Juice	250 g
Lemon Zest	from 4 lemons
Icing sugar	250 g
Butter	400 g

1. Whisk egg, first amount of icing sugar and cornflour together till clear.
2. Bring lemon juice, zest and second amount of icing sugar to the boil
3. Temper the boiled juice into the egg mixture slowly, whisking constantly.
4. When 2/3 has been incorporated, pour the egg mixture back into the juice and stir well.
5. Bring back to the boil and allow to boil for 30 seconds, stirring constantly.
6. Take off heat and add the butter, stirring till melted.
7. Sieve into a bucket, then give a final whisk. Cover with cling film.
8. Refrigerate overnight.

To assemble.

Pipe a small dollop of your own custard or crème patisserie in the base of your tartlette shell.

Then pipe a small mound of your citron curd on top of the crème patisserie, fully covering it.

You can glaze it either by hand or with a glazing machine for a shiny finish, or leave it plain for a matt finish. Garnish with a chocolate design.

The curd will stay well in an airtight container in the fridge for up to 10 days.

Panna cotta

by Malcolm Cook,
courtesy of NZ Bakels



In Italian “panna cotta” means cooked cream.

Best eaten as a dessert, panna cotta is smooth, easy to eat and very refreshing.

Desserts made as follows can be made neutral or vanilla, chocolate or fruit in flavour and enhanced with a garnishing of fruits and syrups or by flavouring the panna cotta itself.

In this I created two flavours of panna cotta. One is a smooth creamy chocolate and the other a refreshing blueberry.

Making or preparation time for this recipe is approximately 20 minutes as it is simple to make with few ingredients.

Recipe

Ingredients

Gelatine	10 g
Milk	100 g
Liquid Fresh Cream	500 g
Castor Sugar	150 g
Vanilla Essence	5 g
Bakels Blueberry Filling	150 g
Bakels Chocolate Truffle mix	150 g

Method

1. Soak the gelatine in the cold milk for 10 minutes.
2. Heat or microwave until dissolved.
3. Heat the cream, vanilla and sugar to simmer point, do not boil.
4. Pour the hot gelatine mix into the hot cream mix and stir well together. Use either of the Bakels' products or create your own to flavour the panna cotta.
5. Stir the flavour of choice into the panna cotta mix until well blended.
6. Pour into a prepared form or mould and let set in the chiller for 2–3 hours.
7. Pour or spread a thin layer of Bakels Chocolate Truffle mix onto the top of the set panna cotta.
8. Once set, tip the panna cotta out of the form. The Bakels Chocolate Truffle provides a firm base for ease of handling.



Recipe

Gluten Free Orange Cake



by Sam Heaven

Heaven's Bakery

Heaven's Bakery



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Yield: 24

Ingredients

Orange pulp	575 g
Almonds ground	480 g
Bakels Gluten Free	
Baking powder	20 g
Fresh eggs	620 g
Caster sugar	480 g

Method

1. Dry mix the almonds and baking powder in small bowl
2. Mix lightly the eggs and sugar. DO NOT AERATE MIX!
3. Add dry mix and orange pulp to the eggs and sugar mixture.
4. Mix for 2–3 minutes on low speed, scrape bowl making sure you have mixed the wet ingredients right through.
5. Pipe mixture into greased muffin tins or silicon baking mould.
6. Bake at 180° C.

Orange pulp

Place 1 kg of oranges in a pot, cover with water, and boil for 2 hours – may need to top up water.

Drain and cool whole oranges then blend to a fine pulp, cover and refrigerate overnight.

Tip: the orange pulp will last for up to 4 days in the fridge or up to 3 months in a freezer.

Orange cream cheese icing

Ingredients

Orange Pulp	140 g
Cream Cheese	140 g
Butter	100 g
Icing Sugar	1100 g

Method

Put all ingredients into a mixing bowl then mix on medium speed until light and fluffy.

Pipe icing onto orange cakes and decorate with chocolate piece.

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Mike Meaclem wants to

Bring back the sole in baking



The art of bread baking is under-rated but it always stirs up my emotions and reminds me why I am a baker.

When possible I like to encourage students and bakers to experiment with baking bread on the sole of the oven. This imparts wonderful flavours, excellent oven spring and the crust is just to die for!

You can bake almost any style of bread on the sole, with the best results coming from rye, French and sourdough-style breads.

Crusty Bread (overnight Biga)

Ingredients

10 portions (762 g per portion)

Biga

Strong victory flour	1.8 kg
Fresh compressed yeast	50 g
White sugar	50 g
Tap water	1.12 L

Dough

Strong victory flour	2.7 kg
Whole milk powder	90 g
Table salt	90 g
White sugar	50 g
Fresh compressed yeast	90 g
Tap water	1.58 L

Method

1. Dissolve yeast, cold water and sugar from the biga recipe. Add the flour and mix until just smooth, no need to clear the dough. The enzymes in the flour and yeast will start working on maturing your dough as it rests.
2. Cover and set aside overnight, either in the bakery or the cooler. Storing the biga in the cooler will produce more lactic acids in your dough producing a lovely flavour profile.
3. Add the biga to the dough recipe and fully develop.
4. Leave the dough to stand (fermentation time) covered for no more than 60 minutes, with a knock back at 30 to 40 minutes. By using an overnight biga you can get away with a 30 minute fermentation time. This will depend on the temperature and or the feel of the dough.
5. Scale at 750 g and shape the bread as you require.
6. Prove on an oven cloth well coated in either semolina or rye flour to avoid the bread sticking.
7. Bake on the sole of the oven at 240° C with a falling temperature to 210° C.

Baking on the sole instruction

Bread moulded and placed on a proof cloth. Make sure that the sides of the cloth separate the breads or they will join in the prover.



Loading bread into oven. It is important to slightly under prove your bread when baking on the sole or free formed.

You can use a baking tray to

either move your bread around the oven, or to protect the base of your bread being over baked.



Finished loaf, with a beautiful crust, shine and boldness. This is all about the effect of backing on the sole of the oven.



Please have a go at work. If you do not have bricks in your oven, try preheat-

ing trays in your oven and peeling the bread straight onto them. You will get a similar effect.

Happy baking,

Mike Meaclem



NUTRITIONAL INFORMATION Crusty Bread (overnight Biga)

Ingredients by weight – 762g per portion
Strong victory flour (58.7%), Tap water (34.3%), Whole milk powder (2%), Table salt (2%), Fresh compressed yeast (2%), White sugar (1.1%)

	Per serving	Per 100g
Energy	6588.8 kJ	864.7 kJ
Total fat	10.3 g	1.4 g
Saturated fat	1.5 g	0.2 g
Carbs	316.9 g	41.6 g
Total sugars	13 g	1.7 g
Protein	52.8 g	6.9 g
Iron	6.6 mg	0.9 mg
Sodium	141.7 mg	18.6 mg
Fibre	17.5 g	2.3 g

Harvest rye and cumin



Ingredients

Group	Ingredients	Weight Kg
1	Water	0.200 Kg
1	Kibbled rye	0.200
2	7 grain	0.200
2	Water	0.960
2	Cumin seeds	0.010
2	Prime instant yeast	0.030
2	Harvest soft concentrate 10%	0.200
2	Gluten	0.020
2	Flour, Maximus or Victory	1.400
2	Ryemeal	0.200

Method

1. Mix groups 1 ingredients and allow to soak overnight.
2. Mix and develop all ingredients including part 1 for 2 minutes on slow speed followed by 7 minutes on second speed.
3. Remove from mixer and allow a short rest period.
4. Scale into desired weights and mould.
5. All an intermediate proof time of 10 minutes before shaping and tinning.
6. Proof for approximately 40 minutes.
7. Bake in rack oven at 200° C or deck oven at 215° C.

Sandwich loaf: 0.750g, trayed Vienna: 0.550g

Ingredient list:

Wheat Flour, Rye Meal (7%), Kibbled Rye (7%), Malted Wheat Flakes, Wheat Gluten, Salt, Yeast, Linseed, Rolled Oats, Wheat Bran, Kibbled Soy, Cumin Seeds (0.3%) Canola Oil, Emulsifiers (481, 472E) Triticale, Soy Flour, Sugar, Sunflower Kernels, Humectant (420).

Contains Wheat, Rye, Oats, Soy and Triticale.

NUTRITION INFORMATION

Servings per package: 18 Average serving size: 37g

Nutrition	Average Qty per serving	Average Qty per 100g
Energy	395J	1070kJ
Protein	3.5g	9.4g
Fat, Total	0.9g	2.5g
– Saturated	0.2g	0.5g
Carbohydrate	16.9g	45.7g
– Sugars	0.7g	2.0g
Dietary Fibre	1.8g	5.0g
Sodium	173mg	470mg



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