

slice

from the Baking Industry Association
for cafés, caterers and bakeries



Retail prices
– the latest survey

Another adventure
Kiwi & Aussie bakers
in Uganda

How to be liked
Kiwi bakers master
Facebook for better
business

The biggest of them all
Brendan Williams reports on IBA

PLUS 14 new recipes

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Next issue deadline 5 October

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Zebra Danish

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Reasonable care is taken to ensure that Slice magazine articles are up-to-date and as accurate as possible at the time of publication, but no responsibility can be taken by by BIANZ or Slice for any errors or omissions contained herein.



From the Office

BIANZ EXECUTIVE OFFICER
BELINDA JEURSEN REPORTS

Out and About

I recently spent a day in Auckland with NZ Bakels' Bakery Advisor Vaughan Dew visiting BIANZ members as well as other bakeries and bakery-café.

It's always rewarding to talk with bakers and business owners in their own environment about the fantastic products they're making and to see their own special ways of doing things that make their businesses unique.

Many of the business owners I met spoke about their focus on quality rather than quantity – making a limited range of goods but doing it really well. The number of awards won by some of these bakeries and on display in their shops is a testament to their efforts. Their philosophy certainly showed in the high standard of the products and the excellent presentation.

Thanks to South City Bakery, Hillpark Bakery, Richoux Patisserie, Paneton French Bakery, Bucklands Beach Bakery/Ara-Tai Café, The Bakery Highland Park and Kiwitown Bakery for your time and hospitality, and to Vaughan and NZ Bakels.



Paneton Bakery, Auckland City



Tong min Li, Hillpark Bakery, Manurewa



Ara Tai Café, Bucklands Beach



Anne and Jason Hay, Richoux Bakery, Ellerslie

Worth Knowing –

BIANZ employment documents updated

The employment documents we offer to members of BIANZ were recently updated by employment specialists McPhail, Gibson and Zwart.

The updated documents are available in the Members Only login section of the BIANZ website. Please read the employment information document before using the new documents and employment contracts.

While there have been no law changes since we last updated the documents, we have made improvements and recommend that you use the new documents in future.

You may also want to replace your current signed contracts as they come up for renewal with the new versions available.

We have made available on the website the original employment contracts with tracked changes visible in red so you can see exactly what changes have been made.

If you are unsure of your username and password to access the Members Only section of the website please email belinda@bianz.co.nz to request them.



New Members

We welcome

Spelt Bakery on Highgate
A Cowley & Sons
Jacob's Bakery
Aorangi Bakery
UCOL
Greenwoods Kitchen

Dunedin
Tonga
Kaiapoi
Christchurch
Palmerston North
Auckland

From the President

BRENDAN WILLIAMS KEEPS IN TOUCH



2012 has flown by as quickly as any year I can remember.

It may have something to do with my decreasing testosterone levels now I have hit 40, or perhaps it was the massive anticipation waiting for the Olympics to hit and then the let down as the fantastic spectacle disappeared again for another four years.

There isn't much good news about at the moment either, with Europe in financial turmoil and Syria (and other Arab nations) self-destructing around their ears, or maybe it is the way Simon Dallow can make everything on the telly news sound like an ad for teeth whitener.

Not to worry though as the baking world is still alive and well in Europe. I had the great fortune this year to make it to IBA in Munich (For those of you unfamiliar with this show, I have written a few words about it later in this issue.)

There is no doubt that if the world could be made a better place by the application of bread, the Germans would be able to lead the rest of the world out of the fog at a much faster rate. In New Zealand we love the humble pie and make a pretty big thing of it, but in Europe, certainly, bread is king!

It is clear – and I had some schooling on this fact when I was there – that bread is the cheapest way for everyone to experience true luxury every day. Some of the bread I tasted there had me audibly moaning with delight, which was sometimes embarrassing, but nevertheless quite uncontrollable.

I made a vow while there to never touch another piece of white-death as long as I live, and so far it has had me seeking out good bread every day as a way to experience a little slice of heaven. I also picked up many useful ideas for my own business and now it seems the days are just not long enough to make it all happen.

I spent some quality time with those BIANZ members that made the trip to IBA for 2012 and look forward to getting to know more of you at our regional networking events in your area soon!

At the time of print, we would have already met our Wellington members with many names already confirmed, with rumours of another to be organised soon in Dunedin. I look forward to seeing you soon!

Your is baking,
Brendan



See announcement
page 33

An apology

from Slice editor David Tossman

In the July 2012 issue of *Slice*, we showed a photo of an entry in the Bakery of the Year 2012 Bread Display captioned "from Olaf's Artisan Bakery". The photo was of another entry.

The photo here is of a display identical to the one that **should** have been published. It was assembled by Olaf Blanke from the normal run of stock in his bakery, as was his gold-award-winning competition entry.

We apologise unreservedly to Mr Blanke.



Another dollar

"Another day, another dollar." It's a saying my father often used and it seems to be relevant at this time.

With jobs being cut in both the public and private sectors, and the economy showing very little growth in retail, business is all about making small steps, not big ones, at the moment.

Looking for small markets is so important. Little fish lead to big fish. In our bakery we have had some great orders that have come about from the smallest leads. Make sure that you are approaching your local businesses and seeing what synergetic opportunities are available.

Savings are also important. Work with your suppliers to see what savings can be made, ensure your branding is strong and customers think of you before your competition.

BIANZ is always working to help your business grow and by using the Partnering businesses listed here, you are sure to win.

Hertz comes to the party

Our latest deal is with Hertz: a total rework of the previous agreement.

The BIANZ deal provides not only competitive rental rates but also a significant discount on the fees such as the Airport Location fee, insurance, and several other extras.

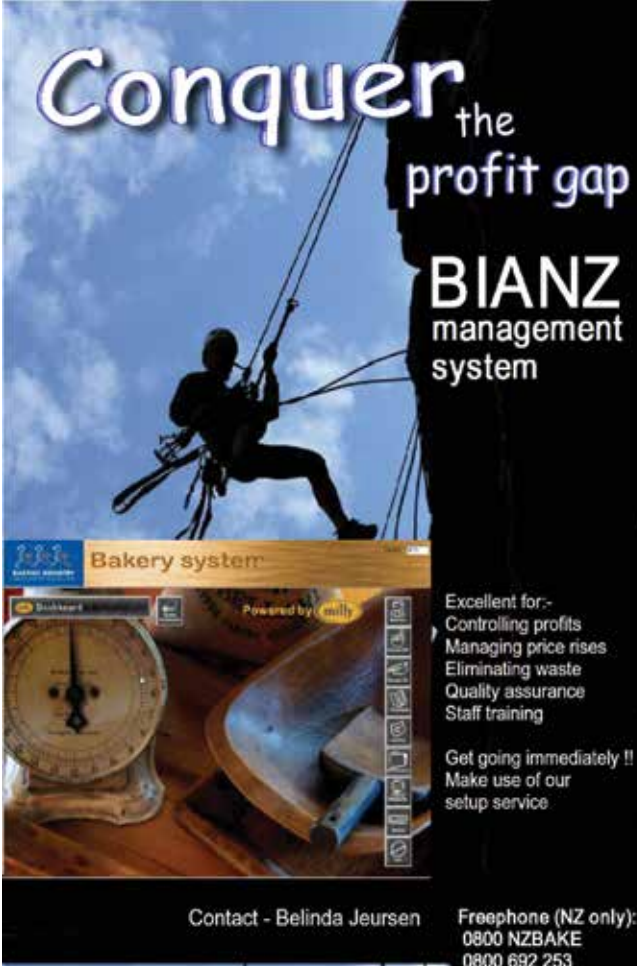
Also BIANZ members can sign up to the HERTZ Gold Club for free. It's normally \$60. You'll find more details in the members only section of www.bianz.co.nz

Wishing you a merry Christmas

Michael

Events calendar

What	When	Where
Bakery China 2013	9–11 May 2013	Shanghai
FoodService & Bakery Australia	2–4 June	Royal Exhibition Building, Melbourne
Sachsenback Trade Fair for bakery and crafts	13–15 April	Dresden, Germany
Anuga Bread Bakery & Hot Beverages	5–9 October	Cologne, Germany
IBIE – International Baking Industry Association Exposition	6–9 October	Los Vegas, Nevada
Bakels NZ Supreme Pie Awards		
 Entries close	30 June	
 Awards dinner	24 July	Auckland



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Training a winning team

If you're in the know about New Zealand's baking industry, you will have heard of Viands Bakery in Kihikihi, just south of Te Awamutu. Since buying the business nearly two years ago, husband and wife team Shane and Kathy Kearns have driven Viands to success – winning both the Bakery of the Year and the Bakels Supreme Pie Award two years running.

But such a feat was not achieved alone; Kathy says Viand's success is down to team work and great communication. And what you may not know is that two of the five full-time members of the Viands team are currently completing their apprenticeships.

Josh Harding, who has nearly finished his craft baking apprenticeship, started his qualification under the management of Viands previous owners. But Jess Van Kempen, who also worked for them, had no formal baking training until Kathy entered the scene and encouraged her into studying for the National Certificate in Baking (Level 3).

"I wanted to see Jess train because I saw how talented she was – she had that creativity and flare but she didn't believe in herself," says Kathy.

"It wasn't until Jess started her training and helped us win the 2012 Bakery of the Year award that she started gaining confidence in her ability. This was the first competition Jess had participated in and she won Viands silver medals for her macaron tower and citron tart."

But Jess isn't the only one shining in competitions; Josh recently made the final nine in the esteemed Weston Milling Trainee of the Year – another worthy achievement for the small town bakery.

Shane and Kathy, who each come from families of bakers, also started out their careers as apprentices – working for Gillgrens



Josh Harding and Jess Van Kempen

Bakery in Gisborne, where Shane's Uncle and Aunt and Kathy's parents were in partnership.

But these days the duo are passing on their skills and knowledge to their young employees – and their collection of awards would suggest the training has paid off!

For more details please contact
Peter Rood, 09 539 9869
p.rood@competenz.org.nz



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news and views

Rare food patent granted

Patents on foodstuffs and recipes are just about impossible to get, yet that is what Christchurch baked goods manufacturer Cookie Time has achieved.

The company says the patent it has secured creates a whole new class of food and beverage – one which it now has the sole rights to sell products within.

The company, best known for its chocolate chip biscuits, was granted a New Zealand patent in September on “nutritionally balanced food or beverage” products, which relates to its One Square Meal brand, a meal replacement bar that first hit the market in 2005.

Cookie Time says the bar provides exactly one-third of an adult’s recommended daily intake (RDI) of energy, protein, carbohydrates, fat and dietary fibre. The RDI is set by Food Standards Australia New Zealand, an agency overseen by the governments on both sides of the Tasman.

“It’s a revolutionary approach to start with recommended daily intakes and then design a specific food [One Square Meal] to deliver to these,” Cookie Time general manager Lincoln Booth told the New Zealand Herald. “We now have ownership of a novel, yet universal food and beverage proposition that no one else can touch.”

One Square Meal beverages and cereal are also being developed.

Cookie Time said while patents based on manufacturing processes were common, those that created a new class of food and beverage were rare. Cookie Time said it had also submitted a raft of similar patent applications overseas, including in Britain, the US and Australia.

The bar has been manufactured under licence by Sanitarium across the Tasman since January and Booth said the company was working to secure similar licensing agreements in other countries.

Jason Rogers, a patent lawyer who worked on securing the patent, told *The*

New Zealand Herald that it had been a challenging process as it involved “a shift in mindset”.

He said many people, including patent examiners, were aware of the term “nutritionally balanced”. But it was misunderstood as it was often used when marketing products that were not actually nutritionally balanced, Rogers said.

Granola bakery no cereal offender

Cafés and health food shops around Australia can put toasted breakfast cereals back on their menus after a legal stoush over the word “granola” resulted in victory for a small Victorian bakery.

Multinational food giant Sanitarium sued the Geelong-based Irrewarra Sourdough Bakery for infringing its trademark on the word “granola” after the bakery sold packets of toasted nut, seed and oat mix labelled “all natural handmade granola”.

Sanitarium has a trademark on the term as part of its “Granola Oat Clusters” breakfast food.

The legal battle, which played out in the Federal Court earlier in June, involved forensic descriptions of granola (“like toasted muesli although perhaps clumpier”), a history of the foodstuff, and evidence from a well-known food writer.

It followed reports in late May that cafés around Australia were forced to change their menus to remove the word “granola” after receiving legal letters from Sanitarium.

Sanitarium argued the word “granola”, widely understood in the United States to mean a crunchy toasted cereal, had a more “boutique” meaning in Australia and was limited to its own breakfast products.

The company’s lawyers argued the bakery had been using the term “granola” as a trademark and to distinguish its product from similar cereal produced by other companies.

But lawyers for Irrewarra argued the use of the word was “purely descriptive”.

In her judgment Justice Jane Jagot agreed with the bakery. She said the word did not have any prominence on the cereal packet, which was dominated by the Irrewarra Sourdough Bakery’s distinctive black-and-white logo.

Justice Jagot rejected Sanitarium’s case, which in her words “appeared to reduce to the proposition that any use of the word granola on a cereal product must be a trade mark use”.

Facing it



New Zealand pie makers, already facing competition at local resellers from Aussie imports Mrs Mac’s pies, face another trans-Tasman challenge soon with the establishment of Aussie takeaway chain Pie Face in New Zealand.

It will be the second big pie chain to set up shop since Georgie Pie closed its doors in 1999.

Kiwi franchise Jesters Pies opened in 2002, and has 17 stores in the North Island with more pending in Wellington and the South Island.

Pie Face announced in September that it had entered into a memorandum of understanding with New Zealand partners to roll out at least 62 stores over the next 10 years across New Zealand.

The local partners, Julian Field and Jared Palmer, have a combined 17 years of fast food experience, Pie Face said.

Field has been a multi-unit owner with Subway New Zealand for the past 15 years in the South Island.

The New Zealand company has been granted an exclusive license to operate the Pie Face business on this side of the Tasman. It will initially establish a training store in Auckland, followed by a rollout in Auckland. The first store is expected to open by April 2013.

Local production possible

Product will be imported from Pie Face in Australia, but the New Zealand franchise will have the option to produce locally under license.

The local partners will pay an undisclosed up-front fee to Pie Face, and will pay a share of royalties, trading profits and marketing levies in perpetuity, the company said.

Wayne Homschek, co-founder and Pie Face CEO said he sees a bright future for the brand in the Kiwi market.

The move across the ditch is the first master license arrangement for Pie Face, which was founded in 2003 in Bondi, Sydney. It now operates 76 stores across Australia, mostly franchised.

Pie Face recently entered the United States market with a first store in Manhattan, New York with a further seven stores under development.

Starbucks drops prices in quest for sales

Fast food chain operator Restaurant Brands is hoping says its turn-around of Starbucks should help lift sales.

The listed company says total sales at KFC, Pizza Hut and Starbucks was \$96.1 million in the 16 weeks to 10 September, up 2.3% on last year.

Starbucks lost ground, with a 5% fall compared to last year.

Restaurant Brands chief executive Russel Creedy told the media recently that reducing prices at Starbucks was a good move.

He said the success of this type of retail is determined by having strong customer numbers and any weakness to prevent that has to be corrected.

Mr Creedy says one of the first things is to ensure the brand is addressing customers' needs.

"Right now, we perceive that the punter out there is need of a bit of relief – power, rates, road user charges – everything is going up all the time," he said. "I think Starbucks are doing their bit by trying to make it a bit more affordable."

More mobile cafés on the way



Cafe2U, the world's largest mobile espresso coffee franchise, has crossed the Tasman and the first franchise launched in New Zealand in August.

With 125 franchisees in Australia, 66 in the UK and following their launch in the United States last year, Cafe2U International Managing Director Derek Black said he had identified New Zealand's strong coffee culture as the perfect fit for expansion into a new international location.

Cafe2U introduced their inaugural franchisee in Hamilton, the first of many they hope to see manning the distinctive, red Cafe2U Mercedes Benz van in New Zealand.

Stephen Vickers purchased the first Cafe2U franchise in Hamilton. In a media release in August, he said he saw his new venture as an ideal opportunity not only as the first person on the ground

in New Zealand, but one with potential to expand his franchise operations with Cafe2U. He envisions expanding with a further franchise in Hamilton together with his son, before moving into Auckland. Vickers was introduced to Cafe2U during a 10 year stint in Australia.

"I made the decision to move back to my hometown of Hamilton and was looking for small business opportunities. I thought Cafe2U would be a great fit. On top of this I was very attracted to the simplicity of the business model. Not having to worry about staff, rent or a landlord was very attractive," said Vickers.

2012 marks the fourth consecutive year that Cafe2U has been listed by Australia's Business Review Weekly magazine as one of Australia's fastest growing franchises using key indicators.

More tolerance for gluten?

A vaccination for coeliac disease is being trialed in Christchurch.

The vaccine, Nexvax2, is designed to re-establish patients' tolerance to the toxic effects of gluten, a protein in wheat, barley and rye, and allow them to return to a normal diet, says a media release from ImmusanT, the US company behind the vaccine.

It would be the first 'cure' for the disease.

"There are currently no approved medicines available for people with coeliac disease, who must manage their condition by eliminating gluten-containing foods from their diet," the media release says.

The disease affects about one in every 100 Kiwis. Laboratory tests show the vaccine reprogrammes the body's immune system so that the gluten does not attack the stomach lining.

About 30 patients in Christchurch have been recruited and there other trials are being conducted in Australia and the US.

more news and views

Kiwi pies a winner in UK

A craving for a taste of home inspired Gore expat Jon Liddicoat to set up an award-winning business in the United Kingdom.

Jon Liddicoat has lived in the UK since 2006 and set up the New Zealand Gourmet Pie Company last year because, he says, British pies are rubbish.

"I guess you could say, just like rugby, the Poms invented pies but were rubbish at doing it," he said.

His research showed there would be a market for his products because pies were a favourite with UK consumers, who spent about £9 billion (NZ\$19 million) on pies and pastries each year.

Jon Liddicoat lives in Newcastle upon Tyne in the North East of England with his British wife Ruth. He said he found it easy to set up a business in the UK. "There are so many resources available for a new business setting up here for manufacturing and supply. We also got several business grants which we used the funding for start up, printing, websites and advertising."

After registering his company name online for £20, Jon Liddicoat took his recipes and concept to a contract baker.

"After that I went out and purchased a refrigerated van and set up the website and developed branding."

However, it was thanks to Gore's Oven Fresh Bakery owner Bryan Hodges that his recipe was a success, he said.

"When we were developing the product in the UK, our baker struggled to get the pastry correct, so my dad Dave asked Bryan for a recipe, which he emailed to me."

When Mr Liddicoat was home in Gore earlier this year, he went to visit Bryan Hodges, who showed him the bakery

and gave tips on how to make the perfect pies.

"The pastry used in British pies is predominantly short crust and crunchy – a horrible eating experience. I am extremely thankful to Bryan who inspired me to make pies like his," he said.



"As every Kiwi knows, a pie should be full of meat, with a nice light pastry and you should be able to eat it out of your hand but the British make a pie full of gravy," he said.

Although the pie company won a Gold Award for his Minted Lamb Pie at the annual British Pie Awards this year, it was being mobbed by the 4000 Kiwis during a Waitangi day pub crawl that confirmed success for Mr Liddicoat.

Mr Liddicoat believes having New Zealand in the company name was favourable because the English held the Kiwis in high regard and many of them, he said, have a relative or friend in New Zealand.

"As it turned out the English really love the pies and the business has started to win awards with classic pies like mince and cheese, steak and mushroom and butter chicken," he said.

"The long term goal for the business is to get into supermarkets, so the pies are made from British ingredients because it would open more doors to the British market," Mr Liddicoat said.

Meanwhile, Mr Liddicoat is proud to have scored 93 out of 100 to win the prestigious gold award coveted by Britain's bakers, butchers and pie makers.

"We can now put the award on all our branding, which is promising for the future of the business"

Parents keen to order school lunches online

BIANZ partner Lunchonline and similar operations around the country offer an increasingly popular service, according to an article in *The New Zealand Herald* in September.

With volunteers to staff the tills thin on the ground and no time to deal with the administration hassles of tuck shops, more schools are choosing to outsource their students' bought lunches, according to *Herald* writer Susan Edmunds.

Online lunch-ordering businesses are springing up across the country. EZ Lunch in Auckland has grown to service 32 schools in the past 18 months, Lunchonline has about 40 schools on its books and the newest player, The Lunch Box Club, had been in operation only five weeks but already had three schools on board at the time of writing.

Parents sign up with the websites, order lunches online and meals are delivered to the schools. Orders can be made for an entire term at once and payments are made by credit card.

David Chapman of Lunchonline told *the Herald* that the system was popular in schools with fewer than 450 children. He said tuck shops at these smaller schools generally were at best breaking even. "If they give it to an external party such as us, there's no cost to them."

He said parents welcomed the system because it allowed them to plan ahead and order healthy lunches without having to find the correct change to send to school.

More schools were signing on every week, he said, and Lunchonline served students from Auckland to Invercargill. "We've just taken an existing practice and put it on the net."

Chapman said as more schools signed up for the schemes, more suppliers would come on board.

Dean Brettschneider does the double in Singapore

Our own Kiwi "Global Baker" Dean Brettschneider has opened a second outlet in Singapore for his Baker & Cook branded bakery. It is advertised simply as "Singapore's best artisan bakery and foodstore".



The second store is on Martin Road, an upmarket area close to many top hotels and apartment buildings.

In addition to the goods baked in the store's own micro-bakery, it offers New Zealand wine and Allpress coffee.

www.bakerandcook.biz

World bakers united

Grow food, not fuel

Cereal crops, so vital to bakers, are being used today in some countries in ways that make their use as food impossible or at least difficult.

One is their use for fuel, typically where high-sugar crops such as maize are used to make gasoline.

The other is their use in stockmarket commodity speculation. This leads to irregular supplies of different flour products and sometimes threatens to cause cereal shortages at world level.

These concerns were raised at a meeting of the UIB (The International Union of Bakers and Bakers-Confectioners) held in conjunction with IBA in Munich in September. (See page 22 for a report on IBA.)

The UIB consequently issued a press release urging all governments and international agencies to forbid the use of farmland for purposes other than growing crops for food.

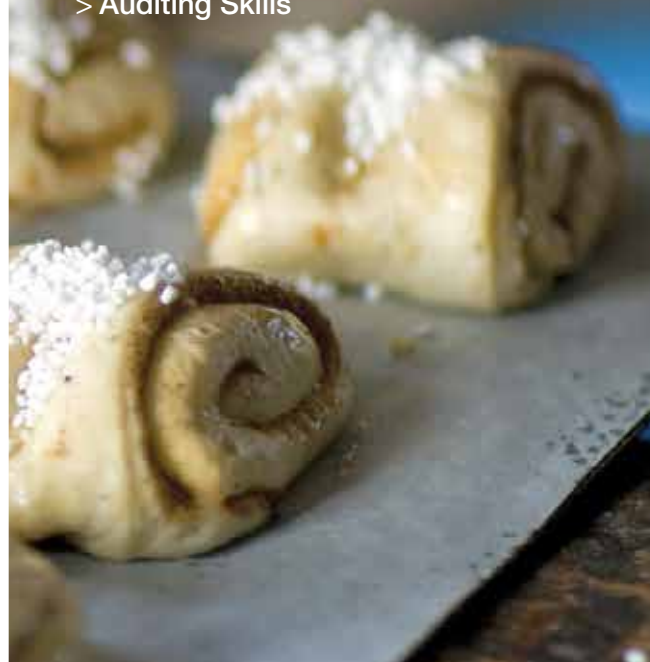
The release urged governments to establish legal measures to prevent stock market speculation on cereal products at world level.

The UIB represents more than 300,000 bakeries employing more than four million people in 45 countries.

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Retail prices 2012

These prices came from a survey of BIANZ member retail bakers in September–October.

A total of 45 bakeries took part. None of them made all of the products in the questionnaire.

The mood

Asked how business has been lately, 23 – more than half – said it has been better than last year, 16 said it had been about the same, and nine said it was worse.

Almost half, 21, expect next year to be better, 11 expect it to be about the same, and two had a gloomy outlook.

A comparison

Prices appeared to have risen very little since the last survey,, hardly surprising given the tough market conditions and the strong lid being maintained on inflation.

In some compensation for the tough conditions, the strong Kiwi dollar has kept imported supplies under a price lid as well.

New Products

Sixteen bakeries said they had introduced new products during the past year.

The new products noted included fritata, hazelnut meringue, apricot croissant, boysenberry and custard twists, frangipani apricot croissant, orange macadamia tart, happy faces, a variety of petit fours, and pizza (all from same bakery), plus a deep dish range, gourmet family pies, many gluten-free products, frozen cooked meals, curry bread filled rolls, pumpernickel vegetarian sandwiches and, in several bakeries, macarons.

Gourmet pies

Asked to name their top gourmet pie, 34 bakeries weighed in. It seems that meat pies today almost all have cheese in them, and a similar trend shows in the gourmet category, with a chicken-camembert or chicken-brie combination featuring several times., and a chicken-brie/camembert and cranberry combination twice.

Butter chicken got four mentions. Venison and redcurrent appeared twice as did the chicken, bacon and mushroom pie, a mysteriously name breakfast pie is noted as well as a gourmet version of the old steak and cheese.

Some more novel pies included smokey pork and watercress, corned beef and mustard, braised beef and vintage cheddar, lamb and kumara, a steak, kumara, tomato bacon and cheese pie, a hearty sounding double beef, and a chicken satay.

A great vegetarian pie came with a virtual recipe: it contains “potato and chickpea in a lightly curried coconut sauce with a pepper bite.”

Comments

Comments reveal some big differences in circumstances around the country. The survey is anonymous but a little background, while not revealing names, is added to put some of these comments in context.

- “ More staff are bringing packed lunches to work.
- “ The challenges are always hard in retail.
- “ Its the worst I have seen business in the 20 years I been baking. People are not spending and buying lunch or coffee as much.
- “ Buying more stuff in and reducing labour costs.
- “ Taranaki has been lucky so far in the economic conditions of New Zealand. Plenty of work here. Keep to making and selling the basic foods, eg pies doughnuts sandwiches/rolls cake – less waste at the end of the day.
- “ Noticed inconsistent orders coming through, sometimes large orders sometimes small orders. Nothing really to indicate the current market demand. New products appear to be slow moving and our wholesale range appears to have decreased this year.
- “ Offering a salad and/or a lovely relish or pickle on the side with eg a pie, quiche or frittata is an extra worth considering in each sale, and adds to the flavour and value of the product offered.
- “ We are moving on and have not had the same enthusiasm for new ideas or products. It goes to show that you do have to keep innovating as business was down on last year.
- “ This is our first year as a retail outlet and we have been pleased with the sales and how it has all gone. For the past 13 years we have just done wholesale but have so enjoyed the retail that we are cutting back on the wholesale.
- “ Looking forward to a busy summer season. Bring on the visitors.

From the West Coast:

- “ Still bloody tough and could get worse if we lose another mine. That will be 80 million out of the town a year. How tight can we tighten our belt?

From a Christchurch bakery:

- “ Change of location has meant different customer and target market and taste buds to suit this demographic. Some items that didn't sell overly in central city are now flying off the shelves in the suburbs. New customers are slowly coming around to the choice of healthy breads and variety of healthy filled salad rolls. The pies were the main staple when we first opened, because everybody knows these. But now a variety of healthy options are becoming popular alongside a pasty or cake treat with coffee.

Product	Average	Highest	Lowest
Basic mince pie	\$3.61	\$5.00	\$3.00
Chicken pie	\$4.15	\$6.50	\$3.40
Steak & Cheese pie	\$3.95	\$5.20	\$3.00
Top gourmet pie	\$4.04	\$7.50	\$3.80
Basic sausage roll	\$2.13	\$3.80	\$1.50
White tinne loaf	\$2.82	\$8.00	\$1.50
Plain gluten-free bread loaf	\$2.18	\$9.50	\$2.50
Wholemeal Loaf	\$2.93	\$8.50	\$1.50
Basic Ham Filled Roll	\$3.94	\$5.90	\$3.00
Blueberry (or similar) muffin	\$2.60	\$4.00	\$1.40
Cheese scone	\$2.11	\$3.70	\$1.30
Afghans - each	\$1.89	\$3.80	\$0.90
Chocolate Gateau – 20 cm	\$20.32	\$45.00	\$16.00
Hot Cross Buns – each	\$1.50	\$3.00	\$0.44
Croissant	\$1.38	\$5.50	\$0.90
Chocolate caramel square	\$2.48	\$3.90	\$1.60
Apple turnover	\$2.30	\$4.80	\$2.00
Long black coffee	\$2.98	\$4.50	\$2.90
Latte	\$3.07	\$4.80	\$3.50

Thanks to these respondents

Ancient Grains Bakery	Lievito Bakery
Andres Pies	Lincoln Hospitality
Arobake	Marlow Pies
Arrowtown Bakery/Cafe	Mays Bakery
Artisan By Rangiora Bakery	Michaels @ Hillmorton
Bakeworks Limited	Nada Bakery
Bellbird Baked Goods	New World Metro
Bjs Bakery & Cafe	Oslers Bakery Wairoa
Blanchields Bakery	Oven Fresh Bakery
Cafe Time (2004) Ltd	Rainbow Cake Kitchen Ltd
Copenhagen Bakery	Richoux Patisserie
Cuba St Bakehouse	Silverstream Bakery
Derlen Bakery	Spelt Bakery On Highgate
Double R Bakery	Stone Oven Bakery
Fiordland Bakery	Sugar And Spice Bakery
Heavens Bakery	Sydenham Bakery Limited
Hillpark Bakery	Temptations Bakery
Hrb Bakery	Ten O'clock Cookie Bakery
Jimmys Pies Ltd	Cafe
Kapiti Cakes And Bakery	Ubake
Kerikeri Bakehouse Ltd	Waikanae Hot Bread &
Kidd's Cakes & Bakery	Patisserie
Kiss And Bake Up	Winton Bakery
Lens Pies/Robs Hot Bread Shop	

The draw for a for a copy of **Treats from Little and Friday** by Kim Evans, a book full of inspiration for café proprietors and bakers, goes to Kidd's Cakes and Bakery.

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A technical fix



Sue Fea looks at a couple of bakeries using technology to save time and improve service.

With queues of hungry construction workers crowding around his counter for coffee and a hearty meat pie, Wanaka bakery owner Mark Langford is constantly on the lookout for options.

His Hammer and Nail Bakery, which services the growing alpine resort's construction and industrial area, turns over a little under \$1 million a year. Homemade pies and coffees are his biggest sellers.

Langford, who has a hotel background, started the business back in 2000 with wife Chrissy. They had earlier bought into Chrissy's parents' tearooms, The Wagon Wheel, in the tiny town of Luggate on the outskirts of Wanaka.

However, with Wanaka in the throes of a building boom back then and apparently nobody feeding the masses of tradespeople, Langford saw an opportunity.

"Everyone was looking after the tourist, but no-one seemed to be aiming at catering for the locals." So Hammer and Nail was born.

When a hard-working Kiwi bloke is hungry he demands his food and coffee pronto.

The problem

Hammer and Nail had traditionally been a thriving wholesale retail bakery, frequently jammed at peak periods.

The 10 am 'smoko' and 12 o'clock lunchtime rushes would often have Langford's eight staff rushed off their feet trying to keep up with demand.

So Langford, being a forward-thinking man, opted to stay one step ahead of the game and use technology to help speed up the process and keep his customers happy.

The solution

He installed an iPad self-service kiosk so customers could pre-order coffees, taking some of the pressure off those peak periods.

Self service kiosks are starting to emerge in New Zealand. Customers can follow a voice prompt, select their order and any modifications such as soy in their coffee via a touch screen. They then type their name, swipe their loyalty card and pay.

The catch

The iPad kiosk worked well for the majority of Langford's customers but he found no matter how many different options he programmed into the kiosk, somebody always wanted something else.

"People always knew exactly what they wanted and no matter what buttons I'd put on the kiosk, someone always came up with something different," says Langford.

"For example, someone may want an Americano with a marshmallow that wasn't on there. We found we could programme those things into the tills."

Although he says the self-service kiosks are still a great option, he's swapping his for new smart-phone technology instead, which he hopes to have installed in time for this summer.

"I'd recommend the kiosk option for the likes of a hamburger bar, so you can order on your own with a limited menu. But we have a vast menu, so we could only really order coffee on it because there were just too many streams."

Salad buns and rolls were not programmed in just in case they ran out on a busy day.

"You've got to make sure you have all the buns in stock."

"I will definitely bring it back, but with the technology using mobile phones. That's definitely the way to go," says Langford.

Better options

He's been investigating options to install electronic loyalty card programmes, which he believes for his business, with so many local regular customers, is the way to go. New Zealand banks are already starting to adopt these systems.

"Instead of them carrying a wallet full of cards they can keep them on their smart-phone and then just wave their phone in front of our scanner."

Langford says this will also do away with the expense of printing loyalty cards: "It'll be a real cost saver."

He's been investigating the different wireless cards or smartcard options and is starting to install the new technology this spring, ready to be up and running for the busy summer period.

"The kiosk worked really well when we were jammed with customers during certain parts of the day and it showed our customers that we cared."

Trade is still extremely busy but Langford said those peak rushes have spread more throughout the day.

"Things have changed a bit in Wanaka. Customers are now more spaced out but we're doing the same trade, just over a longer period."

For him smart-phones are the way to go: "Just look around. Everybody has one."

He believes his new system will definitely pay off in savings, efficiencies and customer satisfaction.

Hammer and Nail's hottest items are coffees and meat pies – "quick fast food" – but with a huge range of breads and pastries all made fresh on site, tourists are starting to sniff them out.

"The only thing we buy in is fish and chips."

In a tourist-oriented district where bakers and chefs are always in high demand and not always easy to retain, Langford says he's very lucky to have a great baker in Ron Omelvena to share the early morning workload.

Langford may not be a trained baker himself, but there's nothing like doing the hard graft and learning on the job.

"I've just picked it up over the years."

Table tracker tricks wanted



Technology can't develop fast enough for Rangiora Bakery owner Ron van Til, who's keen to install a LRS (long range system) table tracker for his busy 150-seat café, which is spread over two floors.



Van Til is just waiting for someone to devise the technology in New Zealand and is keen to throw money at the project as a test guinea pig.

"It'll come on board as soon as we can get the technology."

Table trackers would get hot food to tables quicker and improve customer service, enabling busy staff to locate customers with their order quickly.

How it works

A small tag transmitter is placed underneath each table. Instead of being handed a flag, customers take a disc to their table.

Using a GPS-style system, the disc sends a signal back to a screen showing staff where the customer is sitting.

"You can look at a screen and know that the customer is at table 3 upstairs in the corner and go straight there, rather than scanning two floors," says van Til.

"When you're pulling in 1000 customers a day, that's the experience people want."

Ron van Til has recently spent \$1.6 million upgrading his business to a "destination" and reckons the investment has already paid off.

Other technology in use

He is already operating RFIDs (radio frequency identification devices) in his large wholesale operation, using them for tracking pallets and stock in the freezer.

He has just returned from IBA in Germany where the latest vacuum oven technology has caught his eye.

"You can take a full rack and put it into a thermal vacuum oven and it reduces the temperature to 22 degrees Celsius in three and a half minutes."

Bakers networking

David Tossman reports

Two dozen Wellington bakers gathered recently to learn more about social networks in a presentation and Q & A session with Joshua Woodham of SocialKiwi.

According to the latest figures, more than two million New Zealanders – over half the population – have signed on to Facebook. Tapping into this population would be daunting without a well-thought-out strategy and some understanding of the tools available to target your potential customers directly and economically.

SocialKiwi has helped a number of New Zealand bakers to launch and improve their social networking advertising. Other SocialKiwi clients include Weta Workshops and Kilt Clothing.

Even those actively using Facebook, Twitter and Linked-in in their businesses gained new insights and ideas from the presentation and from the experience of other bakery owners.

In a clear, easy-to-follow presentation, Joshua Woodham went through the processes required and the benefits to be gained.

He outlined the differences between today's three most successful social networks: Facebook, LinkedIn and Twitter.

Facebook first

Facebook, with its huge and diverse population of users and clever tools for targeted advertising, is the most useful for retailers, while LinkedIn is better for business-to-business communication, for bakeries seeking contract work for example.

Concentrating firstly on Facebook, Joshua Woodham showed how to improve the appearance and wording of ads to gain a better response, how to set your targeting to get the most from each dollar invested, and outlined some ways to run campaigns.

Timing, targeting and involvement are the key to successful Facebook promotions. Joshua gave examples, as did some of the bakers, of good results from investments as little as \$300.

Having a Facebook presence is great but just setting up your page alone is not going to generate hundreds of new customers. Joshua shows ways bakers can get a real return on investment with Facebook.

Unlike traditional advertising, social network advertising allows and instant on-the-spot responses, so these have to be encouraged.

Coupons are a long-established and highly effective retail promotional tool and Joshua Woodham showed how to set up and run a coupon promotion via Facebook.



Facebook also gives advertisers the opportunity – if they know how – to set up a database of email addresses. This allows you to do even more targeted promotions. Joshua Woodham recommends MailChimp, a way to easily create email newsletters, share them on social networks, integrate them with services you already use, and track the results.

Traditional networking

After the Wellington workshop, most of the participants repaired to a local hostelry for a drink, courtesy of BIANZ, a meal, and a chance to catch up with fellow bakers.



The result was a most pleasant evening out. All involved gave the presentation and the evening out the thumbs up.

The BIANZ committee has similar presentations in the pipeline for other centres.

A local example

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

The campaign they set up simply targeted Hawke's Bay locals to enter a draw to win a \$50 cake voucher. The entrant had to enter their name and email address. Jason then drew a winner each week and contacted the database via email, notifying the winner and showcasing the latest cakes.

In just under two months, Heaven's Facebook fan numbers grew substantially.

Better still, Jason now has an email-marketing database of several thousand and, most importantly, he has seen a sharp increase in cake sales.

An accidental boom town



Glen and Karen Somerville

Photo by Belinda Jeursen

Belinda Jeursen visits a busy country bakery

For inspiration Glen looks at recipe books and at what other bakeries and cafes are making as often as he can. He regards the cafes in the area as a different market, aimed at different customers.

With Glen baking and Karen handling the paperwork, their shared passion for high quality baking has attracted repeat business from locals. "About half our customers are locals," says Glen. "The rest are travellers passing through."

Glen says getting to know his regular customers has been rewarding. "People in Amberley are very friendly and approachable, but it can be a hindrance sometimes – too much chatting!"

For Glen and Karen, quality is the key and they agree that makes a good baker is someone who is passionate about what they do, but who produces consistently good product day after day.

Glen adds that a good baker needs to care about what comes out the oven, not just accept it. "I'm really fussy," he says, "I have high standards. I'm not the world's greatest baker but it is frustrating to get people to bake to my standards."

Country Oven currently has six staff members in addition to Karen and Glen.

As with many bakeries, staffing is always a challenge. Glen says that while it's hard to find good, qualified bakers, he always takes on an apprentice as a way of ensuring they have someone with knowledge and skills.

The lure of Australian opportunities and pay packets is a constant threat and they lost their last apprentice to better offers across the ditch. "But we've got an apprentice at the moment who wants to stay on," Glen tells me.

If Amberley keeps growing at its current rate, and proposed new residential areas and a shopping centre go ahead, Glen and Karen will move Country Oven into a bigger space that includes a café area, but for now they're happy with life and business as it is in this busy country bakery.

★ See page 35 for Glen Somerville's Country Oven Jaffa Slice recipe.

Since the September 2011 earthquake the small but busy service town of Amberley, in the Hurunui District 50 kilometres north of Christchurch, has experienced an influx of new residents, and ever more travellers passing through, wanting a weekend away from it all.

BIANZ members Glen and Karen Somerville own Country Oven Bakery, situated in a shopping precinct on the sea side of the town.

They bought the business seven years ago and it has taken off in tandem with the events of the past two years.

Glen says he's happy the business is doing so well although does feel some guilt at benefitting from a difficult situation.

But there's no doubt they've done their fair share of the hard yards that come with owning a small bakery. The first two years after buying saw Glen doing 12 hour days, six days a week, hardly seeing his family.

Life's a bit easier now. Glen takes weekends off. "We've gotten smarter – we do three retards now instead of one so we can start later, and we are far more efficient," he says. Country Oven opens at 5.30am Monday to Saturday, with staff starting at staggered times from 3.30am onwards to prepare for the day ahead.

Glen and Karen are both qualified bakers. They met at an introductory baking course at the Christchurch Polytech in 1992, and went on to complete their apprenticeships in quite different environments, Glen at

Continental in Rangiora, and Karen at an instore supermarket bakery.

"We'd dreamed of having our own bakery," says Karen. "We lost it for a while there, but Glen's old boss always said he'd give us first option to buy his bakery if he sold." So when the bakery eventually

“a good baker needs to care about what comes out the oven, not just accept it.”

came up for sale they took the opportunity and bought it.

A few years later they moved out to live in Amberley too and have never regretted it.

Glen has retained some of the original products and introduced new items over the years. "Some work and some don't," he says. "Locals are very set in their ways and take time to adjust to new products. You just have to have patience and persevere with them.

"We sell a lot of pies. Steak and mushroom used to be the favourite but now it's steak and cheese. We used to sell fewer pies in summer but that's changed with the volume of people coming through. We also sell a lot of savoury breads all year round." Slices are popular too, and Glen says chocolate items, especially chocolate and caramel, are sure winners.

A prototype for success

Belinda Jeursen meets Jane Mayell, the innovative woman behind Original Foods.

It's not often you come across a wholesale bakery website with a recipe for dog biscuits on it. No, Original Foods doesn't manufacture dog biscuits, and isn't going to either. It's just a good illustration of the quirkiness of business owner Jane Mayell, who developed the recipe and thought it would be fun to include it.

But don't let her fun side mislead you. Jane is by her own admission very competitive and goal oriented. "I love change," she says with a huge smile. She obviously loves variety too. Her Decorated Cake entry to the 2012 Bakery of the Year Awards won a Gold Award, despite her having to make it a second time in a great hurry after her cat licked the icing off the first attempt.

Under Jane's steady guidance, Original Foods manufactures and contract bakes product for supermarkets, airlines, food service, restaurants and branded retail customers, here and offshore, using real ingredients as far as possible. The Original Foods range includes iced slab cakes, muffins, slices, cheesecake and, of course, donuts, which is where it all began when Jane bought Original Donuts in 1991.

Donuts to start with

Starting out in a kitchen near what used to be Jade Stadium, the company morphed into Original Foods as Jane expanded and developed the range of products and customers. Donuts are still a major part of their business, supplying both fish and chip shops and supermarkets.

"The first four years were tough," Jane tells me. "I had a lot of support but I needed to diversify, so I started doing muffins and muffin mix, and got them into Coffee Culture throughout New Zealand."

Next it was the supermarkets and slab cakes. There's also been some unusual contract baking along the way, like freeze dried cheesecake for army ration packs and round the world yacht races. Just add water, very popular apparently.

Jane was bound to be involved with food somehow as her mum was a home science lecturer and ran a cooking school in Christchurch.

Slim as a whippet and unequivocally health conscious, Jane concedes that the products Original Foods make are indulgent, but believes their focus on quality, real ingredients sets them apart from many other manufacturers.



Original Foods Cake for Canterbury.



"New Zealand is a small market, highly competitive on price. Some manufacturers sell their products for ridiculously low prices. We just aren't prepared to drop our quality." Hence a slightly higher price tag than some, but it doesn't seem to be stopping the success of this enterprise.

Jane thought of moving to bigger premises prior to the Canterbury earthquakes, but the performance of their building in the North of Christchurch over the last two years has convinced her to stay and extend the current premises instead. She also sees the business becoming more specialised.

"We don't want to expand our range – we want to make product at a higher

level."

Product development is Jane's speciality, and she works alongside a food technician and her customers to explore new avenues and create innovative product.

Jane says she likes to keep up-to-date on the latest trends both here and overseas and is going to continue developing her skills. Jane is by nature innovative and has "almost too many ideas".

Giving back

She says the business is at a stage now where it can start giving back to the community, hence her work with various suppliers to launch the Cake for Canterbury initiative where part of the proceeds from Red Velvet Cakes sold in a red box are being donated to the earthquake recovery fund.

For Jane the essence of Original Foods is quality, and its people. "I love the staff here. To make excellence a habit you have to have the right people. We have to all be continually striving and evolving." Watch this space.

PS: My dogs LOVED the biscuits I made using Jane's recipe.

Aoraki attracting international interest

by Bronwyn Hargraves



Sweet Break: Aoraki Polytechnic Bakery students **Felicity Poon** (left), from Hong Kong, and classmate **Mark Bower** produce and sell goods during the term holidays as part of the National Certificate in Baking (Level 2) programme. A variety of traditional bakery treats such as doughnuts, sausage rolls, a selection of pies, pizza, quiches, sweet treats and breads were for sale for morning tea and lunch each day.

This semester Aoraki Polytechnic is excited to welcome the first international students to its National Certificate in Baking programme since it first began in 2011. There are two international students, **Felicity Poon** from Hong Kong and **Benett Hernandez** from the Philippines.

Tutor Jill Milburn said the programme has been popular locally and sees more growth for internationals.

"It is great that the course is developing a reputation and attracting international interest. I have enquiries again from the Philippines for the next bakery course as well."

Felicity will go onto Aoraki's Certificate in Patisserie next year.

"This has been the first time that any internationals have done the bakery course and none have ever done patisserie to my knowledge. So it's a first for bakery and patisserie," said Jill.

Felicity gave up a high-rolling bank job to take on rolling pastry, from counting dough to baking it! Puns aside, Felicity says there's no looking back with her career change. She always liked baking and after six years in an office job says she needed a change.

"I was bored with the paperwork and long working hours, I wanted to manage my own time and be able to spend more time with my family and friends."

Felicity searched online and found the Aoraki Polytechnic bakery course, and says it has more than met her expectations.

"I thought it would only be bakery products, but as well as solid bakery skills we are learning to make coffee, to stew beef and other cookery skills. Operating the on campus bakery has given me skills at the counter as well.

"The class is a small size which is great, and the tutor Jill is fantastic."

Felicity is looking forward to Aoraki's Certificate in Patisserie course next year.

"They make lots of beautiful cakes [in the Patisserie class] and I see them and think I would like to do that."

Once graduated, Felicity wants to open her own café in Hong Kong or China selling baking and pasta.

In her spare time Felicity is training for a marathon being held at the end of the month in Auckland.

She said it is sometimes difficult balancing training and healthy eating while making bakery goods with lots of cream.

When asked how she balances it, she said "I just have to try small pieces, rather than eat the whole thing! When I open my own café I want to try and make healthy bakery options."

Felicity knew she wanted to study in New Zealand after being on holiday here three years ago.

"I loved the natural environment [in New Zealand] and wanted to come back.

Felicity is enjoying living in Timaru with a host family who are both staff at the polytechnic.

"I like Timaru, there's lots of places to run, parks and beaches, and it's quiet which is a nice change from Hong Kong. My home stay is great and the polytechnic has lots of nice people. They are really helpful."

The next intake for Bakery starts in February and enrolments are being taken now.

For more information call 0800 426 725, visit website www.aoraki.ac.nz or follow us on Facebook www.facebook.com/aorakipolytechnic

Julie Clark and Floriditas



Floriditas is a café/restaurant with a bakery, so it's a little hard to classify.

Co-owner Julie Clark is similarly versatile, a chef by training and an enthusiastic baker.

David Tossman spoke to her recently.

Julie Clark has achieved a notable amount of acclaim and success as a baker, chef, café proprietor, restaurateur, combining them all in Floriditas, in Wellington's trendy Cuba Street, which she opened almost eight years ago with her husband James and fellow-partner Marc Weir.

Julie Clark's enthusiasm for baking came to the fore recently when she ran a series of classes on pastry during that great foodie festival that is Wellington on a Plate. The classes were sell-outs.

So, as a chef by training, how did her love of baking arise?

A love of baking

"I had the privilege of working with a German chap, Gerhard Jeune, when I lived and worked in London," she tells me.

"He was a fifth generation baker. I'd always really liked baking, but I hadn't done it on a large scale. He taught me to make croissants ... all sorts of things. And I just loved working with bread doughs and croissant doughs, and I liked the early mornings, it didn't faze me. And that's how that love developed.

Like all true enthusiasts, Julie likes to convey her enthusiasm to others, hence the pastry courses. "They are very rewarding to do," she says, "because the people that come in, they're very afraid of pastry. You don't have to be: a few tricks, just how to do it and how the pastry feels and should feel – and you're away."

She also enjoys seeing the baked goods on the counter in Floriditas disappearing. "It's great, because we can do whatever we want for the counter, because most things sell.

"Anything with caraway in has always struggled a little bit, but apart from that we can sell most things."

Table or counter

Prior to Floriditas, Julie and her husband had the highly successful Clark's café in Wellington Public Library.

"It was modelled on the old Adams Bruce tea rooms. We wanted somewhere that was like a tea room where you could take your granny or you could take your son. And that was a huge success. We started with six tables and we ended up with about 30."

From that experience, Julie has some decided views on café service: table or counter. She has noticed a growing trend towards table service and applauds it.

"It's a sensible change, because you can be more efficient with table service. People have their sections, they're looking after their areas, and you can be well looked after rather than having one person take the money, one person does this, one person does that.

"We worked on waiting times a lot [in Clark's], but people still had to stand in queues and wait, whereas it is a lot nicer to be

“Our baking style I guess is ‘nouvelle nana’”



able to just sit down and get served and then the things come to you. The coffee's not going to get made any faster if you're standing waiting for it."

Morning, noon and night

Floriditas is an all day operation: opening at 6.30 in the morning and serving non-stop from three menus – morning, noon and night – till 10 pm. The breakfast and lunch menus are replaced with a brunch one on the weekends.

Floriditas' bakery, based in an adjacent sidestreet, also runs seven days a week. It supplies bread, small cakes, and slices for the counter at Floriditas, ice-cream and various other "treats for the menu" as Julie puts it, and slices and big cakes to Wellington gourmet supermarket chain Moore Wilson's.

Floriditas' cover-the-spectrum operation reflects Julie's European experience. "Food was always available. They didn't close between lunch and dinner, and things just moved through. And the idea of serving continuously is that you can always get something that you want."

"Our baking style I guess is 'nouvelle nana', so it's good, tasty food but with a Floriditas twist.

"Being in Cuba Street, which is a very relaxed part of Wellington, we thought that it would work, and it has. It has worked."

WOW

Long home to some funky cafés, Cuba Street has burgeoned with a number of higher class cafés and restaurants since Floriditas was established, all adding to each other's business as the street has become more of a destination.

People come to Wellington from all over New Zealand for WOW – the World of Wearable Art show – each September. The last show brought in 30,000 visitors, largely the kind of people who like to go out shopping and brunching, and thus the kind of people who like Cuba Street.

The second Saturday of WOW broke all records for Floriditas, says Julie, "We hit almost 500 for brunch and we did nearly 240 for dinner that night. "We had a huge Saturday where we did this huge brunch service and then this huge dinner service, but it ran like a well-oiled machine because we knew it would be busy.

"We absolutely love WOW; it's fantastic for us."

See Julie Clark's recipe for Red Velvet Cupcakes on page 40.

New opportunities in your area?

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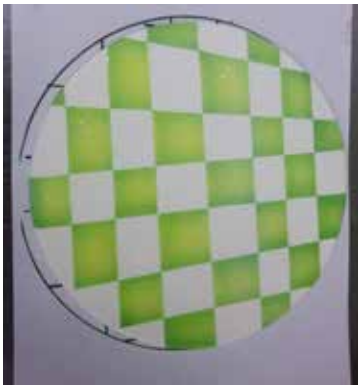
An evening with Chocolate Earth

by Thomas Thomas

I know I don't know everything, so when an opportunity to learn comes along I try to take it.

This time I found myself heading to Auckland to see Kevin and Tracie at Chocolate Earth and learn some of the finer techniques of air brushing.

They offer many different courses in cake decorating. Most are run on a Saturday evening in a relaxed environment with a glass of wine in hand.



I arrived just before the appointed time of 6pm to find 90 percent of the bakery lined with greaseproof paper. That answered my first question: how do you do it without making a mess? It's not possible!

Class sizes are restricted to small numbers – six or eight depending on the class being run. We had six, which meant we got

plenty of one-to-one with Kevin and Tracie.

We started with some basics – a how-to guide and cleaning technique – then we moved in to the serious stuff of how to shade an island.

The whole experience is fantastic. One of the other things I really picked up on was how passionate Tracie and Kevin are about the business community they operate in.

They really get involved with themeing the shop for events and occasions during the year. They were spending hours working on developing the models and sets for Halloween and they tell me Christmas is just as eventful, with snow showers being set up in the front door.

If you want to see more I suggest you check out their Facebook page.



British bakeries take off with bake-off

by David Tossman

The Great British Bake Off has proved a much bigger hit in the UK than the equivalent show did here. Nearly six million viewers tuned in to catch the final.



The result is a big boost for the UK bakery trade, both in marketing, as a well-informed public seek better products, and employment, as countless people, inspired by the programme, take up apprenticeships and training, and set up their own bakeries.

The show sees 10 passionate home bakers take part in a bake-off to test every aspect of their baking skills as they battle to be crowned the Britain's best amateur baker. Each week in a different location, the keen bakers are put through three challenges in a particular discipline.

The judges are baking writer Mary Berry and professional baker Paul Hollywood. As well as showing the competition, the show traces the history of British baking by visiting local baking landmarks and discovering why people bake what they bake today.

Edd Kimber, who won the competition two years ago, recently started his own market stall in a London. He told the *Independent* newspaper that he gets bombarded with emails from people keen to get into baking for a living. "People are thinking about changing careers to do something that makes them happier."

The School of Artisan Food in Nottinghamshire, which was set up three years ago to address a skill shortage, is adding more baking courses all the time. "Some people are just looking for an experience because they've been inspired by shows like GBBO. Others are using it as a platform to open their own bakery," the school's director, Joe Piliero, told the paper. "The majority on our full-time courses are career-changers," he adds.

New bakeries are springing up all over the UK. Many start out as micro bakeries – a group of friends, perhaps, baking from their own kitchens for other friends. Richard Copsey and his wife Kate Smith trod this path before opening their first shop, Holtwhites, in London. In West Yorkshire, Dan and Johanna McTiernan with their new Handmake Bakery now sell loaves like Yorkshire Leaven and Sleepless White, so called because it ferments overnight while the bakers sleep.

The Real Bread Campaign reckons around a fifth of those buying its Knead to Know guide to setting up a community bakery actually do so. Campaign leader Chris Young says he sees demand from two places: "People who are sick of industrialised loaves, and people who are sick of not having their own bakery."

Health, variety, beauty – mushrooms have it all

Belinda Jeursen visits Meadow Mushrooms for an eye opener



Inside a large white building, behind sealed doors, in enormous, warm, humid rooms, in trays from floor to ceiling, thousands, if not millions, of mushrooms push their snow white and pale brown heads out of compost every day, double in size every 24 hours, then make their way to supermarkets, kitchens, plates and stomachs all over New Zealand.

Having always enjoyed the unique taste of mushrooms and their multitude of cooking possibilities – and being plain nosy – I took the opportunity to meet Meadow's National Sales Manager Yvonne Clyne and Customer Services' Michelle Zielazo for a tour of the facility. (It's not far from where I live in Christchurch, which added to the attraction.)

Meadow Mushrooms recently joined BIANZ as a buying partner. I was introduced to their very knowledgeable grower Abhay Sharma who explained exactly what is involved in the 13 week process.

It begins with creating the right compost. It's made with wheat straw (for the mushroom spores to be grafted onto), water, chicken manure and gypsum. This is done in Geraldine. The compost is then trucked up to Christchurch where it is placed in a peak-heat room for pasteurisation and conditioning.

The compost is then mixed with mushroom spawn and put into wooden or stainless steel growing trays. The trays are cased with a layer of peat and taken to the growing room.

Once the first flush of mushrooms appears they double in size every 24 hours. The trays are watered and the temperature adjusted along the way to promote growth, or perhaps hold it back slightly, depending on production requirements.

The first flush is harvested by pickers with a short handled knife who cut each mushroom off at the stem. A good picker can harvest 26 kilograms an hour.

Two further flushes of mushrooms are then picked from each crop, weighed straight into the correct packaging and chilled until they are dispatched. The trays are sterilised after harvesting and the spent compost is taken away for use as garden mulch.

I would never have thought it, but a room full of mushrooms is truly a thing of beauty. Seeing White Button, Swiss Brown and Portobello mushrooms in various stages of growth, I was taken aback by the visual pleasure of looking at them in vast quantities in their "natural" state, tiny ones next to little ones next to big ones, endlessly dotting the black compost.

White Buttons are grown in stainless steel trays while the Swiss Browns and Portobellos (which are just more mature Swiss Browns) are grown in wooden trays. The difference in the growing rooms is extreme. The White Button rooms smell like mushrooms and the humidity is obvious, but the sheer wet earthiness of the Swiss Browns growing in wooden trays is almost tangible – maybe not something everyone would enjoy, but evocative for me of rum-maging around in autumn leaves.

The picked mushrooms are packed fresh, canned and even frozen as crumbed mushrooms. Fresh mushrooms bruise easily so have to be handled with care. The larger the mushroom the more flavour it will have. It is best to store mushrooms in a brown paper bag in the same area as salad in the fridge. If they are shrivelled or slimy, they are past it and should be thrown out.

Preparing mushrooms is as simple as running them under cold water and wiping them with a paper towel. Mushrooms are extremely versatile and can be used in many baking and café applications, from pies to quiches, tarts, muffins, salads, filled rolls and wraps, soups, pizzas, dips and spreads – endless variety really. They are a great source of flavour in vegetarian food and they're a healthy and gluten-free option. Look out for the recipes from Meadow Mushrooms in each issue of *Slice*.



IBA Journal

by Brendan Williams



In September, a group of Kiwis including 12 BIANZ members went to Germany for the world's largest bakery show: the triennial IBA event in Munich. The tour began with a stopover in San Francisco and a look at its famous old

Boudin sourdough bakery.

The tour was organised by Robert Laing of Messe Reps & Travel in Auckland.

BIANZ president Brendan Williams kept this journal.

Thursday September 13

After a frantic few days at work preparing for more than two weeks away, I got on the plane with a good feeling about what could be achieved in Europe, the home of baking as we know it.

On the big bird out of Auckland on the way to San Francisco, I managed to catch up with James Wilson from Maketu Pies, so I knew at least some of the team had made it aboard. (Mental note for next time: have a meeting point in Auckland before we all head out.)

We assembled off the plane in San Francisco and managed to



Union Square, San Francisco

miss Tony Beazley from Pandoro Bakery despite making a sign and milling about for a bit. Tony isn't a man to let the grass grow under his feet, as we found out over the course of the trip. He had already jumped in a cab and hightailed it.

Karen, Grant, James and Stewart from Maketu and I jumped in the prearranged shuttle and headed for the Handlery Hotel near Union Square. It is surrounded by a shopping Mecca that some of our crew found most to their liking.



A quick shower and I again joined the Wilsons for an exploratory mission and a little shopping around the centre of town before heading back to the Daily Grill, the hotel's restaurant/bar, for a wind-down.

Coincidentally enough we arrived in the middle of the three-hour 'happy hour' so I gave Tony a call and we met for the first time and proceeded to knock back a fair few of a wheat beer on tap there called Blue Moon. We were joined by the Wilson clan a short time later.

Grant, Tony and I made full use of the good company and excellent service to ensure our glasses were never empty.

Tony took the chance to escape, but the Wilsons and I headed out to the famous (in SF) John's Grill steak and seafood restaurant. A



review in 10 words or less? Stuffy service, average food, but good bread. Funny about the bread, but more about that later.

I think we'd all done a fair day's work by this stage (read: drunk and eaten way more than necessary) so a

short trot around the corner to The Handlery and off to bed for all.

My room was on the street and it was all I could do to stop from poking my head out the window every time there was a commotion – and there were lots of commotions, everything from street racing to blasting stereos to bike gangs revving their machinery at the slightest provocation. Beautiful ladies paying them any attention got 100 fire-breathing bikes all hitting the rev limiter at the same time. I loved it all but needless to say sleep was not easy to come by.

Friday September 14

Today I intended to capture as much of the flavour of San Francisco that I possibly could in one day.

Up early, wandered through Union Square and followed the long straight Grant St all the way up the hill and down the other side, taking me through the gates of Chinatown and down to the bay area where I boarded a boat out to see the infamous Alcatraz Island.



Alcatraz

This was a fantastic trip on a beautiful clear day. Once there, it wasn't hard to imagine the hardship that faced the inmates on this barren outcrop. Bad men in cramped, featureless confines meant that there was nothing to do but play mind games with each other and to dream of escape.

After a very interesting couple of hours it was time to suck in the aromas of the bakeries and cafes in the Italian quarter. A short stroll from the pier along the Bay Road and a left up Columbus

headed me in the right direction. There was a distinct Italian feel with the green, white and red of the Italian tricolor everywhere. The food presentation was amazing and the lesson from my walk was that people are prepared to queue for quality.



I turned right into Stockton St, beating a path back through what would pass for Kowloon on market day. There were so many Chinese people stocking up on fresh produce for the weekend that I was often forced to walk on the road to make any sort of progress. There

was little English being spoken and the produce was comparatively rugged in presentation but did not seem to effect sales as the queues seemed just as long as in the Italian quarter, if not as orderly.

I was nearly home now and the thought of a frosty Blue Moon at the Daily Grill was gaining appeal by the minute. I met up with Tony there and we limited ourselves to one or two. We made plans with the Wilsons to meet in the morning to get to the Boudin bakery for our 10 am appointment there, and called it a night.

Saturday September 15



Fernando Padilla of Boudin with Grant and James Wilson from Maketu

After a quick breakfast washed down with gallons of 'filter', we all met in the lobby and, while Karen and Stewart went shopping, Tony, James, Grant and I went to meet Fernando Padilla, the manager and long-term employee of the famous Boudin bakery. Fernando has been with Boudin for 33 years. He started as an



unskilled hand, trained on the job and then undertook more formal qualifications while working the bench at Boudin's original 10th Avenue Bakery.

We were taken through their purpose-built waterfront bakery, built in 2004 to replace one that had stood there for many years. It has been extended to include a massive retail area but the bakery area is still cramped. The retail store was brimming with people with their wallets open and the bakery is set up to provide the biggest possible visual bang for the buck with it being completely visible to the outside world courtesy of large windows. The crowd was three deep when we were there.

It seems to be a friendly, happy place. Fernando said their staff turnover is so small it is almost impossible to get a job there.

All the bread is made using a three-day process. On day one the dough is mixed using a solid starter. It is then moulded using a bread



Boudin's sourdough turtles

plant and retarded for a day. On day three it is brought up to room temperature and will queue for the oven.

Fernando emphasised that consistency is the key to all they do. They do the same thing at the same time every day. Their starter is fed at the same time daily and is now 133 years old. He says that San Francisco has its own sourdough flavour due to the specific lactobacillus bacteria prevalent in the area.

They have many wholesale customers and mould 24 sourdough cobs per minute, 24 hours a day. And yes, the sourdough cob that redeemed the meal at John's Grill came from Boudin. They make only three different doughs but bake them differently to achieve a variety of products. They use decks and racks, with or without steam, full or par-baked.

Stewart and Karen met us down at the wharf and the Wilsons went to do a spot of shopping. Tony and I jumped in a cab and headed for the famous Tartine Bakery. After a lengthy taxi ride we arrived to find the queue for brunch extending around the block.

After a quick peek through the windows we decided the queue was too long for us. We were more than a little underwhelmed by the look and feel and some of the product we could see.

Tony and I decided to walk back into town along Market St to return to the tram queue at Powell St and on to Union

Square. Our time in San Francisco was done and after a couple of frosties at the airport we were on our way to Munich.

Sunday September 16

After a short flight to Munich, James Wilson called our pre-arranged shuttle service and the flustered driver said that he'd be a bit late picking us up. When he turned up, he explained that he had to take a longer route to the airport as there had been an unexploded WWII bomb found beside the road he would normally have taken.



Marianplatz

We dropped our stuff at the hotel and I took a call from Robert Laing who was keen to welcome us to Munich. We assembled in the bar and after a short orientation we headed into Marianplatz, the centre of town, to get something to eat.

It took a lap or two around the busy city centre before we found Nero, a steak and wood-fired pizza restaurant. After a few minutes struggling with a menu in Ye Olde Deutch, we found a waiter who could speak a bit of pidgen and we all managed to order some great meals.

The pizzas were the pick of the bunch, all washed down with wheat beer, red wine and limoncello to finish.

Monday September 17

I spent Monday at the UIB (the International Union of Bakeries and Bakery-Patisseries) Congress listening first to an interesting lecture on why bread is best.

See the "Why bread is best" on page 26 for some of the points I picked up and notes I made.

After the congress, I went back to our hotel and met with Tony and an Englishman and an American. Sounds like the beginning of a bad joke but the only joke was the little man playing the drums in my head the next day.

Tuesday September 18

This morning, it was time to attack the show itself and see what this IBA institution is all about. From the gates you're immediately struck by the immense size of the show. I poked my head in the first hall, A1, and after blinking a couple of times thought to myself, "there are 11 more like this!"



L to R: Dieter Dohr, chairman of the trade fair management board, and the Kiwi contingent: Michael Herring, Karen Wilson, James Wilson, Samantha Meaclem, Chris Burgess, Roy West, Mikayla Meaclem, Michael Wippler, Bernie Sugrue, Brendan Williams, Wendy Meaclem, Chad Meehan, Caroline Meehan (obscured), Mike Meaclem, Bruce Ingram, James Meaclem, Robert Laing, Grant Wilson, Amin Werner.

I worked hard and managed to cover the halls on the 'A' side of the venue and met many stall-holders amazed that there was someone from the other side of the world there.

It was now definitely time for a sit-down and a catch-up with my fellow travellers, so it was off to the Bakels stand, conveniently near the front of hall A1 and the exit to the station. There was a good contingent of Kiwis there already being looked after very well by our NZ Bakels hosts Brent Kersell and Duncan Loney.



Photo: Brendan Williams

The Bakels stand was very well set up with plenty of seating, and is always, as I learned over the course of the week, a great meeting spot for a debrief at the end of the day.

Already there was Bernie Sugrue (McGregor's Bakery/Pavillion Foods – Wanaka), Karel Adriaens (Baker Boys – Christchurch), Andrew Clarke (Just Desserts – Christchurch), Sean Armstrong (Loaf Bakery – Auckland), Peter Steiner (Complete Engineering Services Ltd – Lower Hutt), Mark Hodgson and Chris George (Burns & Ferrall – Auckland), The Meaclem family (Hilmorton Bakery – Christchurch), Phil Henry – Foodstuffs South Island Bakery Manager.



Photo: Mike Meaclem

Everyone was thankful for the rest and chance to swap notes and after an hour or so it was time to get back to the hotel and freshen up. I hadn't had much of a chance to catch up with fellow BIANZ Executive Member Mike Meaclem and his family, so gave them a call and found them at a local Mexican Restaurant, EscoBar. Mike is a great supporter of the industry and it was great to catch up with him and Wendy and their family over a quesadilla or two.



Photo: Mike Meaclem

It had been a big few days and after a quick night-cap at the hotel bar with the Meaclems again, it was early to bed for me.



Photo: Mike Meaclem

Wednesday September 19

It was important for me to get an early start on Wednesday, so I made arrangements to meet Tony Beazley there so we could swap information on what we had found so far.

When I called him, he told me he was looking at some equipment up in Hall B6. I told him I'd be there in five minutes.

I was, as it turned out, very optimistic as after 15 minutes of walking through the haze of cigarette smoke on the concourse, I was still only partway there. It is truly a massive space, so if you plan to attend at some stage, pack your comfy shoes!



Photo: Mike Meaclem

I found Tony talking to Peter Steiner and looking at some ovens with stratospheric price tags, so I went off to look at some with more realistic prices. I have an ancient Baker Perkins and need a more modern oven to fix some inconsistencies in our product. Looking at more up-to-date technology, I should almost be able to justify the purchase on the electricity savings alone!

With information from these stands filed away in my backpack, Tony and I covered halls B4, B5 & B6 before it was time again for a seat at the Bakels stand.

There was a call for a bit of German kai for dinner, so plans were made to find a local restaurant in town for a quiet beer and a pork knuckle. Tony, Phil Henry Peter Steiner, Mark Hodgson and I found ourselves in an Augustiner Beer House, built circa 1540.

THEY TRADED>

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We ordered beers and “suckling pig”. It wasn’t to everyone’s liking. The state of the potatoes was the big talking point. The closest description we could give the potatoes was mashed, but they were served in a perfect globe shape and had a gelatinous consistency that meant they were a bit like eating glue. We noted too that the meat was probably the oldest suckling pig in Germany before it made our plates. Mark turned up his nose at the whole lot but most of us managed to clean the plate – save a bit of glue.

Thursday September 20

This was my last day at the fair, so the pressure was on to take in the parts I hadn’t seen. Tony and I first headed to the Post Office to send off the stash of marketing material, hand-outs, and useful tools we had picked up thus far.

At the show, Tony and I split up. He being a bread baker extraordinaire and I a lowly pie-maker, we had different interests. At the back of my mind was the thought that we had a meeting with Robert Laing for 4 pm, to get the Kiwi contingent together and hear from Dieter Dohr, CEO and President of GHM, the company that manages the event.



Photo: Mike Meadlen

With this in mind, I raced around the show and actually finished the last of the halls. I was now full of great ideas for my business and my mind was boggling at which of them I was going to implement first! It was now 4 pm and we were greeted in the convention press centre by Dieter, Robert Laing and the new vice-president of the UIB, Michael Wippler. He greeted the gaggle of New Zealanders by saying how beautiful our country was as he had visited some years earlier.

Dieter thanked us for attending and invited us to the Oktoberfest Tent at the west end of the venue. We politely declined as we had all already been invited by NZ Bakels to a night at The Hofbrauhaus at the Marienplatz.

What a great night that turned out to be, with Duncan and Brent in fine form. Karen Wilson from Maketu Pies showed us how to dance on the tables and Bernie treated the crowd to some authentic Wanaka yodelling!



The suckling pig was beautiful, complete with waxy spuds, and the litre steins of beer were flowing briskly. Special thanks to Brent and Duncan for picking up the tab for the night. What a great way to get all the Kiwis together!

I had to be at the airport at 4 am the next morning, so made my excuses and left the noisy Kiwi contingent to finish what was shaping up to be a very large night. Tony Beazley, the Meadlems and I headed back to the hotel and I headed up to my room to pack. I was nodding off trying to set my alarm, but it went off on time at 3 am and, bleary-eyed, my time in Munich was over.

Why bread is best

Notes by Brendan Williams from the International Union of Bakeries and Bakery-Patisseries round table talk by Professor Michael Kleinert from the Zurich University of Applied Sciences (ZHAW Wädenswil).

- ✦ What makes a retail bakery successful? It is the interaction between the salesperson and the customer.
 - ✦ It is clear to me that bread is very important to Europeans, yet there is no accurate and well-used method to describe the delicate and varied flavours of bread.
- Dr Kleinert gives the example of wine. On the back of a bottle of wine, there are methods used to describe the bouquet, the intricate flavours and notes of the wine inside. Bread is a similar product and we should be able to describe the character of our bread to our customers in a manner they will understand.
- ✦ Harley Davidson is a motorcycle manufacturer, but they do not sell motorcycles, they sell 'lifestyle'. So when we sell bread, we need to sell more than the product, we need to sell an experience.
 - ✦ What is the story behind our successful products? People want to know and telling a story builds a following for your products.
 - ✦ What is quality? What does the consumer think about the quality of your bread?
 - ✦ Can you suggest ways to your customer that your bread can be enjoyed? Put out display cards to show how your product can be enjoyed.
 - ✦ To get taste from your bread, you must rest it.
 - ✦ The crust has 80% of the flavour so the mixing of the dough is not as important as the baking.
 - ✦ What is the 'suitability value' of bread? How could a sandwich be designed better? For example, if sandwich bread is covered in flour then it creates a problem for the customer eating it on the run and getting covered in flour. How can it be designed better as a fast food?
 - ✦ It is important to involve children so they understand the value of eating a good product versus mass-produced fodder. Bread is one of the cheapest ways to experience luxury.
 - ✦ Advertise where your ingredients come from.
 - ✦ Advertise that you are organic, or eco-friendly, use solar power etc.
 - ✦ Sales training is paramount!
 - ✦ If people are beginning to think that all bread tastes the same, then it is up to us to enlighten them as to why yours is the best. Make it differently and get that across to your customers every day.

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The thirteenth task

Kevin Gilbert recounts a challenging journey.



It is said that the stressors in life are death, divorce and moving house. Personally, having just brought a warehouse up to food grade with all that that entails, I think that list was put together by someone who has never had to open a food outlet.

For the last few years we have felt the size of our bakery shrink as our business grew. Granted the premises weren't huge to start with – a concussed and dizzy cat comes to mind – but it was ours and has served us well. But the lack of space, not to mention the increasingly 'special' visits from environmental health officers, put the brakes on plans for growth and development.

We knew we had to find a new shell.

Now, I'm not sure how hard it is to find suitable lodgings for a food manufacturer elsewhere in the country but in Dunedin it comes close to being the forgotten thirteenth task of Hercules.

We only had three criteria for a site:

1. A lease that was realistic and wouldn't make the whole venture impracticable if not impossible
2. A location that was conducive to getting business through the door
3. Bringing it up to food standard wouldn't require a debt load so large that our grandchildren would still be paying it off.

Even with so few boxes to be ticked – boxes we thought weren't too challenging – it proved to be a nearly-two-year search. Two years dotted with false starts and infuriating potential landlords.

Having found the right spot, an acceptable lease not to mention a remarkably agreeable landlord (so far), we were off!

The journey to becoming proud parents of a brand new bakery had begun with nothing in the way either to stop us or slow us down. Nothing, that is, other than city council resource consent; regional council consent; writing a HACCP plan (granted this was made remarkably simple thanks to the BIANZ template); the application and approval of the plan by the government (Ministry of Primary Industries); designing the layout both of the bakery and the shop; researching, agreeing on and then choosing the fittings and fixtures; finding builders and a project manager; brand development; a marketing plan; budgets; employing extra staff ... you get the idea.

So where are we at today? The builders are "on to it" and are confident that it "won't be a problem". The only 'problem' I see is that they're not "on to it" as fast as I would like.

The landlord has done much of the work he agreed to – building the freezer/cooler/proofer units and putting in a drop ceiling.

What little hair I have left is either joining its fallen comrades or going white simply out of protest.

We're still, I'm told, on track to open in early November just in time for the mad slide into the silly season.

So if you're in the middle of a redevelopment or planning one, take heart as you're not alone. The pain and frustration you feel is natural. The desire to throttle someone is understandable and will pass. Stay strong.

I'm off to have a gin.

The further adventures of the three bakery musketeers – Uganda episode 2

Tom O'Toole from Beechworth, Graham Heaven from Napier and Ralph Plarre from Melbourne, went to Uganda. Ralph Plarre continues the story begun on page 36 of the last issue of Slice.



Day 6: Wednesday April 11

First up, into Kumi to review bread prices again. An Indian lady trader at a typically tiny and dingy supermarket was helpful in giving us a feel for the local prices and profit margins.

We get more supplies and head for the bakery once again.

The first dough is made with the new flour and is much better – and we're getting a feel for the oven, which is improving dramatically.

I feel that the formula is now consistent enough to do a costing and I don't like the look of the figures. I redo the numbers over and over, and basing a sale price on the Indian supermarket (my only benchmark), it looked like we would struggle to make even a small profit (when allowing for overheads like wood for the oven, electricity and fuel for the generator, rent and wages).

Early in the afternoon the Dutch couple that were going to oversee the bakery arrive. Ouke and Hanneke are working at the hospital and offered to help in their spare time, an offer that Nino had gratefully accepted some time earlier. With the Pentacostal Assembly of God (PAG), they were a delightful couple who were giving a year of their time to help the people of Kumi.

We immediately start training them to oversee the bakery operation. They are very keen and perceptive and enthusiastic to learn.

Pastor Ben is also there, together with Francis from the orphanage, and without knowing it we are heading into a situation where too many cooks spoil the broth!

I sit down with Nino, Ben, Ouke and Hanneke, to discuss the costs, overheads, distribution and prices. Neither Tom, Graham nor I expected to be involved in the entire business model of a volunteer run, charity-funded start-up bakery in outback Uganda!

We were involved in an almost impossible task. We had to get the bakery going, train the staff of four (all women and very



diligent and keen to learn), deal with rodents and security in a dilapidated, broken, old building, then start to think of product varieties to make, and the price to sell at wholesale and retail.

Also we had to set up some kind of retail sales at the bakery for local people and then set up the distribution and sales into Kumi town (five kilometres away) and the surrounding villages. The nearest bakery to Kumi is at Mbale. Nino thinks we can use boda boda (motorbike) drivers to deliver.

As we attempt to put the whole package together with known and estimated costs and possible selling prices, I start to feel more comfortable about our ability to run at a profit.

The truth really dawned on us that this wasn't like a total start up business in Australia or New Zealand. This was, in fact, a total start up business with almost no funding – on another planet!

After about two hours of deliberation we call it quits on the business model and go back to the bakery where Graham and Tom have been working with the girls.

WOW – what a surprise – fantastic bread! The boys had mastered the oven and the rolls, twists and Vienna's looked great.

We all packed up and left with a sense of achievement and satisfaction with the results of the day.

Back in Kumi, Nino and Ben took samples to shops, guesthouses and hotels. Tom, Graham and I took a long walk from the hotel into the town. A storm was brewing in the distance and the wind whipped up dust as we walked. Tom was having trouble seeing (Graham and I wear glasses – that gave us some protection). It seemed like we were walking through the middle of a storybook, so unreal was the scene, so bizarre was our mission and so great were the challenges.

Back at the hotel the power was out again, so on with the generator. We enjoyed a good meal, Nino and I had a few beers and off to bed by candlelight.

Day 7: Thursday April 12

Early start, still no power. So candlelight it is till the sun comes up.

While we wait in front of the hotel, a group of prisoners dressed in long yellow uniforms accompanied by two armed guards on pushbikes traipse past, each having carried a 25L water container some



3 kilometres from a spring. All look very young – what an incredibly tough life!

We head into town for more supplies and bits and pieces, pick up the generator (this time hopefully fixed) and head off to the bakery.

Voila! We arrive and the power is on!

We start making bread. Everybody is in the bakery enthusiastically offering advice and suggestions. Hanneke is busy learning and taking notes. Pastor Ben, Francis, Nino and Ouke are all having their two-bobs'-worth at the same time as Tom and Graham are trying to teach and concentrate on BREAD.

I am keeping out of the way – too scared to go into the bakery – with all the people, it was getting too hot for me!

It's amazing how bread can get people really excited. Nino was trying to do too much and Pastor Ben was into everything – boots and all. Next thing I know Tom has kicked Nino out of the bakery and told him to, "Go and annoy Ralph – that's his job."

I told Nino we have too many bosses. Leave the bakers to make good bread (which under these circumstances is a miracle) and train the girls and get the others out of the bakery so we can work on the business model.

Everyone then got on with their good work and we all settled down.

Nino and Ouke took more samples around. When we three had finished in the bakery, we left the girls to clean up and took a long walk through the surrounding villages. What amazed us the most was the number of churches. They were everywhere – Church of Uganda, Catholic, Pentecostal – all large old buildings out in the villages.

As we walked along the main track, we saw groups of young boys crouched around dirt mounds hitting hollow logs on the ground. It sounded like jungle drums. Just then, Genevieve, one of our bakery ladies came past. She explained

they were hitting the ground and then blowing in smoke from dried seedpods. Their goal was to drive out flying ants that they collect from a complex network of little tunnels. They then de-wing them, take them home for their mothers to fry and for their families to eat. They say they are tasty and full of protein. The boys were thoroughly enjoying themselves and were fascinated by our inquisitiveness.

We declined their dinner invitation!

This was probably the most amazing and bizarre experience so far. You would not see this on an Intrepid tour!

After finding our way back along the track to the bakery we joined Nino, Ouke and Hanneke at a very primitive guesthouse for an enjoyable dinner then back to the Kumi Hotel.

Incredible day. Incredible evening.

Day 8: Friday April 13

Into Kumi town for more bits and pieces and water and off to the bakery.

With the power out again we crossed our fingers as we tried to start the generator. Hallelujah! It worked. The first dough went into baps (small unmolded rolls). Our new batch of wood for the oven is green and giving little heat – just what we need – another variable! Tom and I scour the wood-pile for dry wood and find some, and get it straight into the fire box and soon its effect is felt. This oven is good but needs constant attention and monitoring.

Nino and Ouke in the meantime take off for Kumi. Ouke will introduce the bread to more potential customers and Nino is off to COHAD (Children of Hope and Dignity) to finish all his work as he won't be back until October.

Tom and Graham stay at the bakery checking that the girls and Hanneke know everything they need to, and that all the instructions were written down. I, in the meantime, do my job – which was to engage Pastor Ben in "D and M" conversation to keep him away from annoying Tom and Graham in the bakery!

Mid-afternoon: only then does it dawn on us that this is the last time we will be baking bread on this trip. We must say our farewells to Agnes, Angela, Grace and Genevieve.

We have lots of photos, hugs, and heaps of emotion. Tom and Graham in particular have engaged with the ladies – with their baking skills, their mad infectious sense of humour, and their tenacity in the face of

impossible challenges. I personally don't know of any other bakers in Australia or New Zealand who could have pulled this off – all in one week – and succeeded in such adversity.

We got back to Kumi village by mid-afternoon and decided to take a long walk up one of the sidetracks. We were greeted by most people and as we turned and headed back into town, we really started to feel very comfortable in this outback Ugandan district.

Day 9: Saturday April 14

Off to the bakery for a final check-off and farewell to Ouke and Hanneke. After leaving the bakery for the last time, Ouke offers to give us a tour of the hospital. Again, an eye-opener of how things are in a third-world country hospital. The entire hospital – ancient and dilapidated by first-world standards – relies on sponsorship and donations from foreign aid, and donations from corporations which since the global financial crisis have dried up. Most of the staff have been laid off through lack of funds.

It still has a leper section, which we saw. It has a section which hand-makes artificial limbs from pieces of scrap metal and wood, an old X-ray machine and an ultrasound for pregnancies. Medical treatment is rarely sought by outer villagers who basically suffer in silence or die. In the meantime it is hard to comprehend that Uganda has one of the highest population growth rates in the world and living standards are dropping.

AIDS is still a major problem, but they say they are getting it under control with education and better medication. Time will tell.

After the hospital tour we visit the COHAD orphanage to say a final farewell, and again the kids put on a wonderful performance for us.

Finally we drive further on to the Nino and Francis orphanage (the really poor one) and get the same amazing reception as last time. This orphanage is SO poor but the kids seem SO happy. The music and dancing is amazing and I found it fascinating and very human how the little kids would come and touch you to feel white skin. They were very gentle and smiling and although some were wearing little more than rags, they seemed clean. They had a home and they were cared for!

It is deeply touching to see these innocent, lovely kids and to think that in some way we are able to help them. We finally say our farewells and drive the

tortured track back to Kumi. We next say our final farewells to pastor Ben and his fellow helpers at the hotel and head off for good night's sleep to prepare for the 400 kilometre trip to Murchison Falls game park in western Uganda tomorrow.

After what we had been through, two nights here to relax and see animals, and visit the Murchison Falls would be great.

Day 10: Sunday April 15

Our route takes us by the main (and only) road across central northern Uganda. The first part of the journey is on roads that are worse than before. Every 50 kilometres or so there's an accident of some sort – a truck or semi-trailer capsized or jack-knifed, mainly from mechanical failure due to the tortuous roads.

The first we came across was a semi that had jack-knifed when the brake system



fell off. The second was a roll-over in the middle of nowhere and we stopped and got out to take a few shots.

I got to the scene first and took a picture. Tom was behind me as an armed guard carrying an AK47 appeared out of nowhere and strode over to me, glared, and said, "Who giva you permission to take a picture of thisa truck?" Tom hid his camera and vanished back to the safety of the Toyota leaving me to crap my dacks!

I mumbled cowering, and said something like, "I'm sorry and I won't do it again." He looked me over for probably a minute as if I were an assassin – continuing to glare. Eventually he said, "NO MORE!" and walked off.

Boy, do these guys love authority and letting you know that they have it. I guess an AK47 helps. As I scurried back to the Toyota with my heart palpitating, I could see the guys killing themselves laughing. They left me like a shag on a rock! I could have been shot!! Thanks a lot.

Eventually we get to Liara, the largest town in the area, and buy some fresh fruit at the market. Everybody is staring at us mzungus but it feels friendly and safe, if very primitive and different.

After leaving Liara the road improves dramatically and the only problem is to stop Nino driving our old Toyota with its very ordinary split tires too fast. He's always in a hurry.

We eventually get to a crossroad and have to ask police (armed of course) for directions. We quickly realise a transaction is required and hand over 20,000 Ugandan shillings (about AUS\$8). That gets our directions and the cop jumps on board as well.

Now we have an armed escort!

Once we get to the turnoff, he gets out, proceeds to flag down a car coming the other way, talks, glares, takes what looks like money, jumps in and presumably goes back to his spot! Welcome to Uganda!

An hour or so later, along a small track we arrive at a check-point into the game



reserve and pay 70,000 UGS per person entry fee and 35,000 UGS for the vehicle.

Immediately inside, we see all kinds of antelope and Impala. Our first real thrill is a group of giraffes near the track. The first time you see these gracious, huge, elegant animals in the wild is breathtaking.

As usual with Nino, we came into the park via a rough backroad. Elephants, buffalo, wild boar and huge moose-like deer wander the magnificent countryside. A storm is brewing nearby with thunder and lightning, and the air is alive with the smell of rain, bush and animals.

Using our rather poor map, Nino's iPhone GPS and too few signs, we eventually arrive at Paraa Lodge by late afternoon. It is a very comfortable safari lodge on the banks of the Victoria Nile River.

That evening we take a bush walk with a guide who also carries an AK47 – just in case a buffalo, elephant or hippo take a run at us! The walk is interesting but uneventful and we arrive back at the lodge only to find elephants grazing 15 meters from the swimming pool.

Day 11: Monday April 16

We spend the day on safari from 6am, spotting all kinds of animals and in the afternoon we take a boat up the Nile, past hundreds of hippos and Nile crocodiles to Murchison Falls and back. A wonderland of nature and wildlife.

Day 12: Tuesday April 17

At 9am we board the only ferry to cross the Nile and begin the 250 kilometre trip back to Kampala.

This time the road takes through monkey country. There are hundreds of baboons and magnificent-looking black and white striped monkeys swinging effortlessly from tree to tree.

Kampala is just as chaotic and challenging as we remember from only a little over a week ago.



Isaac comes to meet us on a boda boda a few kilometres out of Kampala and takes over the driving.

We again visited the equipment shop to order more trays for the bakery for Ouke to collect in a week or so. We then visit a craft market to find gifts to take home.

We spend our final night at the same guesthouse as we ready ourselves for the one hour drive to Entebbe airport and then the long haul back to Australia and New Zealand.

What an incredible experience! What a challenge – and we did it. Good quality bread is now being made in an old room with a wood fired oven by four ladies in outback Uganda. It's providing jobs for locals and income for the orphanage in a part of the world that so desperately needs help.

The latest reports tell us production is slowly growing but the project still needs a lot of attention and work.

Like any business, no matter how humble, it will require a lot of effort and tenacity to succeed. But with Nino's unrelenting self-belief and the power of prayer it has a good chance.

Book Review by Belinda Jeursen

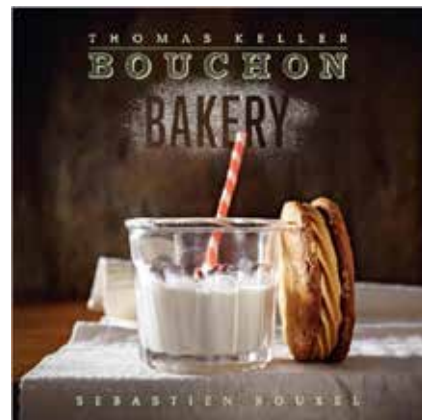
It's got to beeeeeee perfect

Bouchon Bakery by Thomas Keller and Sebastien Rouxel

Published by Artisan Books

400 pages

RRP \$99



Paging through this enormous, beautiful book reminded me of all the reasons baking holds such fascination for so many people. The products, text, photos and design are impeccable and make me want to get right into the kitchen and make something flawless.

The author, chef Thomas Keller, with co-author Sebastien Rouxel, a pastry chef and certified master baker, joined with the well known photographer Deborah Jones and a talented design team to come up with the ultimate baking book. The design is absolutely current, every image is appealing and the recipes, techniques and approach to baking are cutting edge while paying loving homage to tradition.

Keller is a chef by training. He has six restaurants and six Bouchon bakeries, two of which are in central New York City. He has written four other cook books and his experience shows here.

"Working clean"

This book is described as having an amalgam of French and American classics, with new takes on old favourites. With an American chef and a French pastry chef at the helm, this makes perfect sense. Each section gives background stories on the recipes, and spread throughout are notes on the bakeries, the methods, the bakers themselves, and their approach which Keller refers to as "working clean".

His training as a chef shines through as he takes a very chef-like approach to baking. "Working clean" refers to your work station, your movements, the way you weigh and cut and mould. It's a philosophy, he says, not just something you do but an approach to your work and your life. And the photos correspondingly show spotless work areas which Keller says were not cleaned up for the photo, rather they reflect the way the bakery actually looks. He regards this approach as fundamental

to running a good kitchen – advice that could be taken by many.

The focus of Bouchon Bakery is creativity and precision. The attention to detail in their products is startling and you can see they really put a lot of thought into making every item beautiful and memorable and noticeable. Colours, textures, shapes and sizes jump out at you from the photographs and the detail given in the instructions backs this up.

There are some unusual presentations too, like mille-feuille stood up on its side with the whipped cream in teardrops across the layers instead of over the top sheet of pastry as it is usually presented.

Think again

Everything in this book will make you look again and think again about how you can make your products more appealing while still being recognisable as themselves.

Tips and useful information are placed strategically throughout the book – weighing, sifting, straining, clever diagrams of traditional bread shapes, timelines for producing a range of different breads, photos of types of scoring on bread doughs and shaping pretzels.

His ideas are often quite basic but obviously borne of experience, for example freezing macarons for 24 hours before serving them to improve the flavour and make them chewier.

There are good, clear explanations of the processes involved in making bakery products (e.g. gluten development) that students and less experienced bakers will benefit from when dealing with faults.

The notes included are often addressed specifically to home bakers or to

"I saw that a man could devote his life to baking bread, and that it was a good life ..."

professionals, so the content caters for both audiences, but the level of skill required places these recipes at a level more suitable for professionals or very experienced home bakers. Keller does

suggest however that home bakers make the same product over and over to get it right rather than moving from one recipe to the next without perfecting it.

The sections includes biscuits (cookies), scones and muffins, cakes, tarts, pate a choux, brioche and doughnuts, puff pastry and croissants, breads and confections.

They are well laid out and accompanied by very thorough instructions, lots of photos of the processes and the finished products. Inspiration and practicality make a happy couple.

A worthy profession

Keller's on going love for and commitment to baking is absolute. If you're ever feeling uninspired about your choice of career, pick up this book and read his introduction where he says, "I saw that a man could devote his life to baking bread, and that it was a good life, a worthy profession and one to be revered. That was very powerful for me."

He writes of a bakery's ability to create community and the universal love of bread and baked products bringing people together – just one of his bakeries can serve up to 1000 people a day.

This is a fantastic Christmas present for the baker in your life, or for yourself. Buy it, wrap it up, rip it open on Christmas morning and ignore the relatives all day. It would also make a great book for a bakery or patisserie apprentice. You can rest assured they will refer to it forever.

Enjoy a GREAT Easter

Put your bakery at the top with the recognition you deserve in this great competition.



- Any bakery can enter
- Entry by sample batch
- All entries to be judged in Christchurch
- Entries to be delivered on Friday February 15 2013
- Judging at CPIT in Christchurch on Saturday February 16 2013
- Certificate and assured publicity in news media for the winner.



Watch for more details and entry forms coming soon in your letterbox, in your email, and on the BIANZ website.

Chocolate & coffee caramel mousse gâteau



Recipe by Marcus Braun
courtesy of Nestlé
Professional



Yield: 220 mm × 220 mm × 50 mm high square mould.

Coffee Caramel mixture for mousse filling

Ingredients

Golden syrup	120 g
Brown sugar	50 g
Nestlé Highlander Sweetened Condensed Milk	120 g
Nescafé Classic instant coffee	12 g
Boiling water	40 g
Salt	Pinch

Method

1. Bring the golden syrup and brown sugar to the boil – remove from the heat and stir in the **Nestlé Highlander Sweetened Condensed Milk** and coffee/water mix until smooth.

Keep the mixture warm until required for mousse preparation.

Ganache for mousse filling

Ingredients

Cream	100 g
Nestlé Dark Chocolate Couverture	150 g

Method

1. Bring the cream to the boil.
2. Pour the hot cream over the chocolate and whisk until smooth.
3. Keep the ganache fluid at room temperature until required for mousse preparation.

NOTE: If the ganache sets gently warm it until it is fluid again.



Jaffa Slice



from Country Oven Bakery, Amberly

by Glen Somerville

Base

Butter	375	g
Cocoa	65	g
Caster sugar	340	g
Eggs	3	
Vanilla essence	15	ml
Medium grain coconut	260	g
Biscuit crumb (wine, digestives)	750	g

Method

1. Combine butter, cocoa and caster sugar in a saucepan and heat until sugar is dissolved.
2. Remove from the heat and beat in the eggs and vanilla essence.
3. Mix in the coconut and biscuit crumbs and press into a greased tin.
4. Allow to set.

Orange Zest Filling

Zest and juice from 3 oranges	
Snowcreme	200 g
Icing sugar	930 g

Method

1. Melt snowcreme and mix in zest, juice and icing sugar.
2. Spread over the base

Chocolate Topping

Compound chocolate	375 g
Butter	100 g

Method

1. Melt together and spread over the set filling.
2. Allow to set then cut as desired.

Japonaise nut meringue



NZ Pastry Team recipe by
Marcus Braun

French-style meringues are often combined with ground nuts to make layers in tortes and pastries.

Two of the most common in the European tradition are the Japonaise meringue, with ground almonds, and the noisette meringue, with hazelnuts. These are piped or spread onto silicon paper lined baking trays and baked until they are crisp and dry.

The meringues are then layered with cake and buttercream to make tortes and smaller pastries.

Usually Japonaise is masked with butter crème and then covered in crushed Japonaise trimmings or even dried sponge crumbs, but using the toasted Japanese panko bread crumbs gives an interesting texture and it is not as sweet to eat.

Japonaise meringue

Yield: 450 mm × 400 mm baking tray
2 × Slices 400 mm × 5 mm – 40 slices/portions

Ingredients

Ground almonds	240 g
Cornflour	30 g
Salt	2 g
Egg whites	240 g
Caster sugar	310 g

Method

1. Sieve the ground almonds, salt and the cornflour together.
2. Whisk the egg whites to full volume and then add the caster gradually until combined.
3. Fold in the ground almonds, salt and cornflour.
4. Spread the mixture onto a baking tray (450 mm × 400 mm) lined with silicon paper and bake at 150°C for 35 minutes or until lightly coloured.
5. Allow the Japonaise meringue to cool down slightly before cutting into six 75 mm x 400 mm strips and then allow to cool completely before assembling the slice with the butter crème.
6. NOTE: Do not attempt to cut the baked Japonaise when it is cold as it will damage and break.

Hazelnut coffee butter crème

Ingredients

Water	80 g
Granulated sugar	220 g
Egg whites	100 g
Unsalted butter (cubed & softened)	340 g
Hazelnut paste	140 g
Instant coffee	14 g
Boiling water	20 g

Method

1. Bring the water and sugar to the boil and heat to 121°C
2. Whisk the egg whites to full volume and add the hot syrup gradually in a steady stream until combined and then continue whisking to cool the meringue down to 20°C.
3. Once the meringue has cooled add the cubed softened butter, gradually whisking on a medium speed until all of the butter has been incorporated.
4. Scrape the bowl down and then add the hazelnut paste and whisk until smooth.
5. Mix the coffee with the boiling water and allow this to cool down to room temperature before whisking through the prepared butter crème.

Panko crumb

Ingredients

Japanese panko breadcrumbs	250 g
Icing sugar	50 g

Method

1. Mix the Panko bread crumbs with the icing sugar & place onto baking tray - spread evenly.
2. Toast the crumb at 170°C until golden.
3. Allow the crumb to cool before placing into an airtight container.

NOTE: Mix the crumb 2 or 3 times during toasting to ensure the panko crumbs toast evenly.

Streusel choux

NZ Pastry Team recipe by **Marcus Braun**



Choux buns

Yield: 35 × choux buns

Ingredients

Strong flour	250	g
Water	250	g
Salt	3	g
Butter	200	g
Egg	400	g

Method

1. Bring the water, butter and salt to the boil and add the sieved flour and mix through with a wooden spoon to form a roux.
2. Cook out the roux over a medium heat for approximately 1 minute to gelatinise the starch in the flour.
3. Allow the roux to cool down before beating in the eggs gradually to achieve a smooth batter.
4. Pipe the choux paste onto silicon paper lined baking trays.

Streusel top

Ingredients

Butter	180	g
Caster sugar	220	g
Plain flour	220	g
Salt	4	g

Method

1. Rub the butter into the sieved dry ingredients to combine into a smooth paste.
2. Roll the paste out to 3 mm thick between greaseproof paper and place it into the refrigerator to firm up.
3. Once firm cut the streusel into discs using a 60 mm plain cutter.
4. Place the discs of streusel onto the piped choux paste and bake at 200°C.



Banana, caramel, rum & coconut mousse



NZ Pastry Team recipe
by **Marcus Braun**



Banana sponge

Yields: 500 mm × 400 mm baking tray.
70 × slices/portions.

Ingredients

Ripe bananas	280	g
Caster sugar	280	g
Salt	2	g
Vanilla paste	4	g
Canola oil	75	g
Natural yoghurt	180	g
Egg	150	g
High ratio Flour	270	g
Baking soda	12	g

Method

1. Beat the bananas, salt, sugar and vanilla together until it is smooth.
2. Mix in the eggs, oil and yoghurt.
3. Mix in the sieved flour and baking soda.
4. Spread on to lined baking tray and bake at 180°C for approximately 12 minutes or until cooked.

Caramel

Ingredients

Granulated sugar	500	g
Cream	650	g
Vanilla pod (split and scraped)	1	

Method

1. Heat the cream and vanilla pod together.
2. Prepare a dry caramel from the sugar and then add the hot cream – whisk until smooth and then remove the vanilla pod.

Caramel rum mousse

Ingredients

Prepared caramel	730	g
Gelatine	10	leaf
(or 28 grams of powdered gelatine)		
Dark rum	90	g
Semi-whipped cream	850	g

Method

1. Hydrate the leaf gelatine.
2. Warm through the prepared caramel and dissolve the hydrated gelatine into this.
3. Whisk the rum into the caramel mixture and allow it to cool down but not set before folding in the semi-whipped cream.
4. Pour over the baked banana sponge and spread evenly.
5. Freeze until firm and then cut into portions and allow the mousse to defrost before serving.

Coconut cream topping

Ingredients

Coconut cream (cold)	500	g
Cream (cold)	450	g
Icing sugar	15	g
Vanilla paste	2	g

Method

1. Whisk the ice cold coconut cream, vanilla paste, cream and icing sugar together until firm.
2. Pipe as desired onto the set mousse.

Brighter baking



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

Sooooo simple!

When in Germany a few months ago my mum shouted me a weekend away in Copenhagen to see the famous Lagkagehuset bakery.

What a treat.

I was so fascinated by one cake I asked he owner for the recipe.

I was blown away by how simple it was to create this cake, one of the nicest my wife Wendy has ever had – and I can tell you she knows her cakes.



Farborg Kro Kuppel

Just take 2 baked shortbread bases.

Crumble one up into a frying pan.

Add a bit of sugar and butter.

Roast the lot up to toffee stage and cool down.

Place a layer of fresh cream and diced sautéed apples on the other base.

Just a light dust of Dutch cinnamon.

Top with the cold shortbread toffee.

I must admit I never knew that soooo few ingredients can taste soooooooooooooo good!

It's so simple they will not believe it ... until they've had their first slice...



Red Velvet Cupcakes

A touch of “nouvelle nana” from **Julie Clark** of Floriditas in Wellington



Ingredients

Makes 18

Butter	140	g
Caster sugar	375	g
Eggs	2	
Cocoa	15	g
Water	60	mls
Red food colouring	30	ml
Buttermilk at room temperature	250	mls
Vanilla extract	5	ml
White vinegar	5	ml
Baking soda	5	ml
Flour	450	g
Salt	3	ml

Method

1. Cream the butter and sugar.
2. Gradually add the eggs, creaming well after each addition.
3. Make a paste with the colouring and cocoa add the water and vanilla.
4. Sift the flour and salt and fold into the creamed mixture along with the cocoa paste and buttermilk.
5. Dissolve the baking Soda in the white vinegar and add to the batter.
6. Place into 18 cupcake papers in muffin trays.
7. Bake at 160° C fan forced or 170° C still for 25–30 minutes. Test at 25 minutes. They need to be just cooked through.
8. Allow to cool and ice with dark chocolate ganache and top with a white chocolate run out.

Zebra Danish

By **Peter Van Beek** of the Picton Village Bakkerij

Start with 2.5 kilos of standard danish-type pastry. **1** Before the last fold insert 800 grams of chocolate coloured short pastry (made using chocolate paste or cocoa butter). Make the last fold so you have 3 layers of white danish and 2 layers of chocolate pastry **2**.

Roll out to a strip about 35 cm wide and about 1 cm thick **3**. Cut strips about 8–10 mm thick **4** (I cut five to 10 at a time). Spiral the strips by rolling one hand forward and the other back **5**.

You can form the strips into a pretzel shape or, as I do, connect the ends **6** and turn the strips into a figure of eight which is then folded to make one circle inside another **7**. Make sure that the join is on the inner circle so that it won't bake apart.

Prove **8** and pipe in custard **9**.

Bake as normal for danish **10**, in my case 175°C for 15 minutes, then 3 seconds of steam and 5 minutes with the vent open.

Finish as you wish **11**. Going into summer in Marlborough there are heaps of strawberries about. Glaze using a glaze gun or brush **12**.

The finished danishes should weigh about 80 grams so I get 80 danishes. If you work

the pastry at a cool temperature, as you should, using ice water, they freeze well.

We take five or 10 out of the freezer every day for finishing fresh. They are a good seller.

Photography by Richard Briggs





Chocolate hazelnut friands



(Makes 37 friands at 80g each)

Ingredients

Butter	740	g
Ground hazelnut meal	800	g
Flour	310	g
Barker's Chocolate Hazelnut Flavoured Crème	180	g
Icing Sugar	1	kg
Egg Whites (24)	720	g (approx)

Method

1. Preheat oven to 200°C.
2. Melt the butter in a saucepan and cook for 3–4 minutes or until the butter turns a deep golden colour.
3. Strain and remove any residue. Set aside until luke warm.
4. Whisk egg whites until light and fluffy, but not firm.
5. Combine all the wet and dry ingredients together, gently folding through the whisked egg whites.
6. Fill friand tins two-thirds full.
7. Pipe in just below the surface, 5 grams of Barker's Chocolate Hazelnut Flavoured Crème.
8. Bake for approximately 20 to 25 minutes.
9. Stand friands for 5 minutes before turning out onto a wire cooling rack.
10. Lightly dust with dusting sugar and ice with a chocolate hazelnut icing.

Chocolate fruit mince truffles



(Makes 50 to 60)

Ingredients

Dark chocolate	600	g
Dark rum	60	ml
Milk	30	ml
Unsalted butter, diced	200	g
Egg yolks, lightly beaten	6	
Barker's Fruit Mince	$\frac{3}{4}$	cup
Chocolate hail		

Method

1. Place the chocolate, rum and milk in a bowl set over a pot of simmering water. Heat until the chocolate is threequarters melted. Add the butter and stir until just melted.
2. Remove from the heat and add the egg yolks. Stir until smooth. Then mix in the **Barker's Fruit Mince**.
3. Refrigerate until firm, stirring occasionally to prevent the butter rising to the surface.
4. Using a teaspoon or melon baller scoop out enough mixture to form 1.5cm balls. Roll in chocolate hail.
5. Chill overnight or until required.



Mushroom & Salmon Strudel



Recipe courtesy of Meadows Mushrooms.

See www.meadowmushrooms.co.nz/recipes for more ideas

Serves 4

Ingredients

White Button Meadow Mushrooms, sliced	250 g
Butter	30 g
Leek, chopped	1
Clove garlic, chopped	1
Chopped fresh dill	10 g
Dried breadcrumbs	40 g
Grated cheddar cheese	45 g
Sour cream	60 mL
Salt	
Ground black pepper	
Salmon fillet	500 g
Puff pastry	400 g
Egg, beaten	1

Method

1. Preheat oven to 160°C.
2. Melt the butter in a large frying pan. Add mushrooms, leek and garlic, and sauté over a medium heat for 10–15 minutes. Remove from the heat.
3. Stir in dill, breadcrumbs, grated cheese and sour cream. Season with salt and pepper. Set aside and allow to cool.
4. Roll out puff pastry to a 300 mm square, approx 3 mm thick.
5. Place half the mushroom and leek filling on one side of the pastry.
6. Place the salmon fillet on top of the filling.
7. Place the rest of the filling on top of the salmon fillet.
8. Dampen all four edges of the puff pastry with a little water and then fold the pastry over the top of the filling.
9. Press down on all pastry edges to seal together.
10. Cut three even slits on top of the pastry with a knife and glaze with beaten egg.
11. Bake for 30–40 minutes, until golden.

Portuguese custard tarts

Recipe courtesy of Chelsea Sugar.
See chelsea.co.nz/foodservice for more details.



FOOD
SERVICE

Ingredients

Chelsea Caster Sugar	125 g
Corn flour	13 g
Cream	225 ml
Milk	175 ml
Egg yolks	3
Pure vanilla extract (½ tsp)	2.5ml
Ready-rolled puff pastry	300 g
Plain flour and icing and icing sugar for dusting.	

Method

1. Cut pastry into circles using a 10 cm pastry cutter.
2. Lightly grease a 12-hole (or 2 x 6-hole) muffin tin.
3. Press a pastry disc into each muffin hole, ensuring it is pressed gently into all the corners. Prick the base of each with a fork, and set pastry aside in chiller to rest for 1 hour or until required.
4. Preheat oven to 180° C.
5. Bring the milk, cream and vanilla extract to a simmer.
6. Whisk together the egg yolks, corn flour and caster sugar until pale and creamy looking.
7. Stream in the heated milk mixture and whisk until smooth. Return to the saucepan and cook over a medium heat until the custard comes to the boil and thickens.
8. Remove from the heat and allow to cool for 10 minutes. Cover the surface of the custard with cling film to prevent it forming a skin.
9. Divide the custard mixture between the pastry shells and bake in the oven for 18–20 minutes, or until the custard is golden-brown and has set and the pastry is crisp and browned. Allow to cool slightly in the tins before transferring to a cooling rack.
10. Once cool, dust the surface of the custard tarts with icing sugar, and use a chef's blowtorch to lightly caramelize the tops.



A classic bite-sized custard tart which is perennially popular. Perfect to accompany a strong coffee in the morning. Flavour can be varied by infusing the milk and cream mixture with lemon zest, orange zest or cinnamon.

Some key points to remember

Variations

- Change the flavour by varying the biscuit – try gingerbreads with chopped crystallised ginger
- Use a combination of dark and white chocolate
- Change the nuts – try hazelnuts, brazil nuts, pistachios etc. or change the fruits (apricots, dried cranberries, dried figs etc.)

Profit

- Each tart costs around \$0.30 to make. Sell for at least \$1.15 to achieve 70% GP

Nutrition

- Contains eggs, dairy and gluten (wheat)

Service

- Serve at room temperature and display prominently on the counter top near the till with a light dusting of icing sugar
- Does not need any garnish or accompaniment
- Promote as a morning tea or afternoon tea indulgence with coffee
- Good for grab and go take away.
- Keep in an airtight container to store. Keeps for 2 days.

Total cost	\$3.57
Cost per portion	\$0.30
Gross profit %	70%
Sales tax 1	5%

Min. Selling price	\$1.14
(Per portion)	

Costs based on average wholesale prices at February 2012



CRANBERRY JELLY

The slight sharpness of cranberries makes this a superb jelly for serving with rich meats such as lamb and game and the more traditional like chicken and turkey. Delicious with cream cheese and chicken as a pizza topping or with turkey and brie in Turkish bread.



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Paul Jobin

- Paul Jobin, Executive Chef - Restaurants Skycity Auckland



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Cherry 'n' Bourbon Pie



Ingredients

Sweet Pastry

Group	Ingredient	Weight (kg)
1	Butter	0.600kg
1	caster sugar	0.400kg
1	Eggs	0.200kg
2	Merino Pastry Flour	1.000kg
2	Baking powder	0.006 kg
	Total	2.206 kg

Cherry Filling

3	Cherry filling	1.000 kg
3	Bourbon	0.055 kg
	Total	1.055 kg

Crumble Topping

4	Oats	0.120 kg
4	Maximus Flour	0.100 kg
4	Brown sugar	0.100 kg
4	Sliced almonds	0.150 kg
4	Butter softened	0.120 kg
	Total	0.590 kg

Method

Step 1

1. Place butter and caster sugar in a bowl fitted with a dough hook.
2. Mix on slow speed until slightly creamed.
3. Add eggs and mix.
4. Scrape down.
5. Add Group 2.
6. Mix on slow speed until combined – do not over mix.

Step 2 – Option 1 – with lattice top

1. Roll out sweet pastry to desired thickness.
2. In a pre-greased 10 inch fluted tin using XL release spray.
3. Trim edges to fit neatly into tin.
4. Deposit 1.055 kg of (Group 3) cherry filling into tin.
5. Smooth out.
6. Top – roll out sweet pastry to desired thickness, using a lattice cutter to create pattern.
7. Place on top of pie and trim edges.
8. Bake at 180°-190° C for approximately 45 mins.

Step 2 – Option 2 – with crumble topping

1. Place all of Group 4 into a bowl fitted with a beater.
2. Mix on second speed until combined.
3. Roll out sweet pastry to desired thickness.
4. Place in a pre-greased 10 inch fluted tin using XL release spray.
5. Trim edges to fit neatly into tin.
6. Deposit 1.055 kg of (Group 3) cherry filling into tin.
7. Smooth out.
8. Top – cover and spread out 0.300 kg of crumble topping.
9. Bake at 180°-190°C for approximately 60 mins.

Langos – Hungarian fried flat bread

(No, not another doughnut)

by Malcolm Cook, courtesy of NZ Bakels



Traditionally Langos are a fried potato-based yeast dough rubbed with fresh garlic and salt or topped with sour cream and cheese. Originally a baked bread, they are now almost always fried.

In New Zealand, Langos are recognised as a being a fair or market-place food, topped with tomato, pesto, feta cheese and balsamic although they are now being seen in more cafes and eateries as an appetizer or snack.

I think Langos make a great summer product for a café or bakery, topped with cream, custard, summer fruits and berries. The potato in the recipe makes the dough very short and soft to eat.

Dough Recipe

Ingredients

Warm milk	400 g
Dry yeast	24 g
Vegetable oil	80 g
Caster sugar	40 g
Mashed potato (or potato flakes – 1 part flakes to 5 parts water)	500 g
Bakers flour	500 g
Salt	10 g

Method

1. Dissolve yeast into warm milk and rest for 5 minutes.
2. Add the rest of the ingredients, blend on slow then develop on second speed for 5 to 6 minutes.

3. Intermediate prove or rest until double in size.
4. Divide into pieces or mould as a head, cover and give a long rest or proof, approximately 20–30 minutes.
5. Press out with the middle of the dough piece thinner than the sides. I press it with the end of a rolling pin. This makes for better cooking and when cooked, it makes it better for filling.
6. Lightly fry in canola oil for approximately 3 minutes each side at 200°C then place on a paper towel or rack to drain off any excess oil.



Finishing

1. Make a custard or vanilla cream substituting the milk with fruit juice, this will give the custard a smooth tropical flavour.
2. Pipe a mixture of custard and fresh cream onto the Langos and decorate with fresh summer or seasonal fruits.
3. Dust or glaze lightly for decoration.



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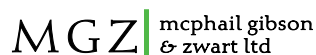
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