

slice

Issue 19, September 2013



from the Baking Industry Association
for cafés, caterers and bakeries

Auckland bakeries

Five great bakeries profiled

Food rescue

How it's done in Wellington



10 new recipes

Spring for citrus plus presentation with a difference from Japan

Also the glamour of baking, the smell of success, baking gold in Greenland



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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 BIANZ or Slice for any errors or omissions contained herein.



From the Office

BIANZ EXECUTIVE OFFICER BELINDA JEURSEN REPORTS

Christmas is still a long way off but at BIANZ we have been setting up our next Great New Zealand baking competition. This one is aimed at boosting Christmas sales for the winner.

If your bakery makes great Christmas mince pies, we would love to see them entered into the competition. Any bakery can enter.

Judging is on Saturday 2nd November, giving the winner plenty of time to make the most of media and sales opportunities. Details of "The Great New Zealand Christmas Mince Pie Competition" on page 31 in this issue of *Slice* and will be on our website from October.

Don't miss the chance to make Christmas at your bakery a great one.

Also in this issue of *Slice* are the stories behind three successful and inspiring Auckland bakeries I visited in July.

Bread & Butter (page 20), Olaf's (page 24) and Bake & Beans (page 26) have in common high quality product and innovative, motivated bakers. It was a privilege to spend time talking to the people behind these businesses. Their generosity and integrity is a huge and obvious influence on the way they bake and run their businesses and integral to their achievements.

While in Auckland I was also lucky enough to attend the NZ Bakels Supreme Pie Awards. What a great event they put on every year, and it is so satisfying to see bakers being rewarded for their efforts. Congratulations to all winners and great to see the humble mince and cheese pie back on top. It's hard to beat an old favourite that is comfort food of the best kind.

Our Great Escape Tour to bakeries in and around Melbourne will be only a week or so away by the time you read this issue of *Slice*. Those going are in for the food trip of a lifetime and we hope to run more of these kinds of events in future to accommodate those who are unable to attend this time.

Our new president, Michael Gray, and vice president Thomas Thomas will be guiding the tour and taking the opportunity to spend time with members indulging in one of their favourite pastimes – seeing what other bakeries do and how they do it.

Congratulations to Michael and Thomas on their new roles. They were voted in at our AGM in June.

Our sincere thanks go to Brendan Williams of Marlow Pies in Dunedin who chose to step down from the presidency after serving three years in the role, and Jason Heaven, who stepped down after serving on the board for many years, including three as president.

Brendan Williams remains on the committee, as do Mike Meaclem, Kevin Gilbert and Craig Rust.

We have revamped and relaunched our website. It is still a work in progress however and we will continue to make improvements and additions.

Members can log in to the Members Only section as usual. We will be adding to the "toolbox" in this section as much as we can over the coming months. If you have any suggestions for useful resources, please do let us know.

BIANZ wishes you a wonderful Spring, and happy baking.

How much should I pay them?

Your wages questions answered

"How much should I pay?" is a frequent question for Belinda Jeursen and BIANZ committee members. At last there will be a clear answer – or at least some useful up-to-date guidelines.

In late September, BIANZ members will be asked to take part in a survey of baking industry remuneration rates. The survey will look at hourly rates currently being paid to bakery and café employees of all sorts from management and head bakers to the most junior shop assistants.

The survey is based on one recently run by the Restaurant Association.

Confidential

The individual answers will be seen by only one person, *Slice* editor David Tossman. He is not a baker. The collated averages will be available only to BIANZ members via the website.

If you're not a BIANZ member, page 24 for information on joining the application form on page 26 so you can gain access to the remuneration survey results.



New Members

Fergbaker
Competenz
Interislander
Flavour Breads
Beano's Pies
Oxford Pies

Queenstown
Auckland
Wellington
Tauranga
Waikouaiti
Hamilton

From the President

MICHAEL GRAY KEEPS IN TOUCH



Another term has begun for BIANZ and it is giving us a chance to further develop the benefits and services our association can deliver to our members.

Innovation, as in any business or organisation, is key to survival and growth. The first thing that we need is feedback from those members who already value the association. With that said, I encourage you to contact us with any ideas on tools we might provide that would make your business life easier and more streamlined.

I would like to thank Brendan Williams for his efforts in leading the Association for the last three years. I am glad to have him still on the executive committee, still getting involved. I would also like to thank Jason Heaven for his efforts on the committee for the last eight years. With other commitments he has decided to step down.

We have a busy year ahead of us all. Shortly BIANZ is leading a tour to Australia focussing on Melbourne and the rich tapestry of food and wine that people associate with that area. It is great to see some fresh faces from the industry joining this tour, showing that BIANZ is delivering benefits that its members want.

We also have another new competition with a single product – The Great Christmas Mince Pie Competition – being developed by Mike Meaclem. This is a chance for BIANZ to further lift the profile of baking within New Zealand and to reward the efforts that we all put in every day. See page 31 for details.

This is in addition to the Great New Zealand Hot Cross Bun Competition which ran in February and had tremendous support.

In June next year, Fine Food New Zealand rolls out for the third time with indications that it will be another sell-out. This event is a chance for the baking industry to highlight what we do so well. We will be showcasing New Zealand's best trainees with the Trainee of the Year competition in conjunction with Weston Milling, running the Rising Young Baker live bake-off, and running a host of expert demonstrations.

BIANZ will also of course be running The New Zealand Bakery of the Year competition again with another illustrious awards ceremony.

Alongside all these events we will be continuing to shape the future of baking with a focus on attracting high quality people into baking and delivering better quality training. My vice president Thomas Thomas is leading the charge on that front.

The New BIANZ website has rolled out with an emphasis in the members-only section. You will find some really great tools there like employment contracts, credit application forms, business calculators and business plan templates.

This is credit to Kevin Gilbert with assistance from Craig Rust.

With some other new projects in the pipeline, we are set for a busy year, so please get involved and take advantage of the benefits that BIANZ offers you. It's there for the taking so what are you waiting for?

Bake well

Michael

Advertising manager

The BIANZ is please to announce the appointment of Diane Clayton as advertising manager for *Slice*.



Diane comes from a background in management and sales with of community newspapers. Diane looks forward to working with members, the baking industry and suppliers to help create advertising that works. Contact diane@bianz.co.nz, 027 8588 881.

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From the Vice President

by **THOMAS THOMAS**



Thank you to those people who showed confidence in me by voting me into the role of vice president of BIANZ at the AGM in June. I will endeavour to give 100% to the association while on the executive.

The Training portfolio remains with me for the next 12 months, so if any member has any concerns about apprenticeships or trainees please feel free to get in touch.

The new qualification is still progressing slowly but we should get to use it soon. I know that when it is rolled out, taking on a trainee will be a lot easier. If you do take someone on now they will be able to be transferred to the new qualification when it is rolled out so please do not think you have to wait for that to happen.

We have also been active with the consultation process to have baking put on the Long Term Skills Shortage List on behalf of the members. Our submission has been sent in and we now await the decision from government.

Hopefully in the next issue I will have more news on the qualification and what we can expect.

Happy baking,

Thomas

Pastry business tops up BIANZ AGM

The BIANZ AGM was held in Wellington this year, in June at the the Weltec School of Hospitality.

For Brendan Williams it was his last AGM as president as he relinquished the role but he has remained on the committee. He was president for three years.



The BIANZ committee 2013/14: L to R Craig Rust, Mike Meaclem, Michael Gray, Kevin Gilbert, Thomas Thomas, Brendan Williams.

Jason Heaven resigned due to pressure of other commitments. He had been on the committee for some eight years, three of them as president. With no other nominations, the remaining members were re-appointed. Thomas Thomas was elected vice-president.

Michael Gray, vice-president, was unanimously elected president. He paid tribute to the work done by his predecessor and foresaw many new initiatives to be launched in the coming 12 months.

Craig Rust announced the board's intention to increase subscriptions to \$380 including gst, with a prompt payment discount which reduces the payment to \$350 including gst if the subscription is paid in good time.

The business of the meeting was followed first with a talk by Mr Dennis Taylor of CPIT, who gave a presentation on the CPIT Draft Bakers Programme currently being developed by that institution. This will lead to a National Certificate in Baking qualifications.

The attendees then made for one of the Weltec School's impressively equipped training kitchens for refreshments and a workshop by NZ Bakels' Peter Hunt on the art of pie pastry making – a vital refresher for some of the bakers planning then to enter the Bakels Supreme Pie competition.



Events calendar

What	When	Where
Foodshow Christchurch	13–15 September	CBS Canterbury Arena
Anuga Bread Bakery & Hot Beverages	5–9 October	Cologne, Germany
IBIE – International Baking Industry Association Exposition	6–9 October	Los Vegas, Nevada
The Great New Zealand Mince Pie Competition	25 October – 1 November	National
Europain	8–12 March 2014	Paris
BakeNZ 2014	June 22 to June 24 2014	Auckland
Fine Food NZ	June 22 to June 24 2014	Auckland

Retail qualification tailored for bakeries



We know that having a capable team of retail staff leads to improved performance and increased sales. That's why Competenz, the Industry Training Organisation for Baking, is launching the National Certificate in Retail (Level 2), Customer Service this September.

Designed in collaboration with the industry partners of Competenz, this programme is tailored to meet the specific needs of the food service industry and focuses on customer service, food safety, and health and safety.

The qualification ensures staff are skilled in areas from personal presentation and assisting customers, through to product knowledge and legislative knowledge.

Taking seven to nine months to complete, learners can work through the training materials at their own pace and when they finish they will receive an NZQA National Certificate.

Want to know more? Just contact Competenz Baking Industry Specialist, Peter Rood, on 027 554 2356, or email p.rood@competenz.org.nz

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- Provides a smooth, soft finished texture
- Gluten Free

Chelsea Tips:

- Icing enhances the flavour of baking as well as creating a moisture barrier which helps seal in the freshness, extending the life of the cake
- Enhance baking by dusting with icing sugar - use doilies and cut out stencils to make shapes
- Roll marshmallow in icing sugar to prevent it sticking together

news and views

Starbucks ailing

Restaurant Brands New Zealand, which is counting on new burger chain Carl's Jr to drive future earnings growth, is closing unprofitable stores at its worst-performing Starbucks unit ahead of a possible sale next year, according to *National Business Review*.

The fast-food operator closed six Starbucks stores last financial year and may shutter a further five outlets this year as leases come up for renewal, leaving 22 profitable cafés in the group, chairman Ted van Arkel said in an interview.

"We are tidying up, we are working at reducing the number of stores and when we are ready we will put it on the market," he says. "In the meantime, we are getting some inquiries but there is nothing firm on the table," he told the NBR.

Restaurant Brands acquired the local franchise rights for 50 cafés from Seattle-based Starbucks in 1998. Since then, rival operators such as Esquires Coffee Houses, The Coffee Club and Gloria Jean's Coffees have entered the market, boosting competition and denting Starbucks' sales.

The popularity of locally-owned and run cafés in New Zealand is also a factor in Starbucks' difficulties. In many other markets Starbucks has been the first and only café specialist.

New Zealand coffee culture is "very sophisticated", Mr van Arkel told the company's annual meeting of shareholders in Wellington in July. "As New Zealanders, we have matured in our coffee tastes. It is hard going to go up against the local competitors."

In the last financial year, New Zealand Starbucks sales dropped 5.1 percent to \$25.1 million as the chain was hit by store closures and price cuts.

After exiting unprofitable stores, Restaurant Brands would be "reasonably happy" if it could hold its current turnover for Starbucks in the future, he said.

He agreed with the value of \$10 million to \$20 million for Starbucks, as estimated by

chief executive Russel Creedy in May 2010. At that time, Mr Creedy said the company had had buyer interest in the chain but a sale was stymied by the global financial crisis as borrowing became tight.

"If someone came along at the right price then we would consider having a dialogue with them about a possible sale," Mr van Arkel says. "It's not on the market. We are in the process of continuing to tidy up the portfolio at this stage.

"By the end of this calendar year we would be in a much better position to make up our mind as to whether we want to stay with the business or whether we want to sell."

Much of the current interest was in individual stores but Restaurant Brands would only sell the chain as a group. A potential buyer of the franchise would have to meet the approval of Starbucks in Seattle.

Interest in the stores had come from New Zealand rather than overseas. Mr van Arkel declined to say whether any approaches had been for the entire chain and how many parties had approached the company.

Southern Hospitality's new "Aladdin's Cave"

Southern Hospitality has opened a new showroom in Wellington, five times the size of the company's previous combined showrooms in Kent Terrace and Petone.

At over 1200 square metres, it has more stock than ever before in the Wellington region, with areas dedicated to equipment, refrigeration, glassware, crockery and furniture. Wellington Manager Alex Gernat describes it as "an Aladdin's Cave for the hospitality industry."

Southern Hospitality Ltd is the one stop shop for all your bakery, catering, food service equipment and furnishing needs. The showroom is open 8.00am–5.00pm weekdays. There is plenty of parking space right out in front of the showroom.

New flour mill in South Canterbury



A new flour mill in Timaru was officially opened by Prime Minister John Key in May.

The mill has the capacity to produce up to 28,000 tonnes of flour a year.

Locally owned Farmers Mill, the country's only independent grower-owned and operated flour producer, invested \$10 million in the facility which is designed to serve some of New Zealand's biggest baked goods producers including Griffin's Foods Limited and Coupland's Bakeries.

Announcing the opening, Farmers Mill chairman Murray Turley said the new processing plant will put more of Canterbury's famous grains into some of New Zealand's favourite foods and offer a high-quality local substitute for imported flours and grains.

"Farmer's Mill flour will be traceable from paddock to plate – we know exactly where it is from and how it reflects the growing skills of some of Canterbury's finest arable farmers," Mr Turley says.

Farmers Mill chief executive Grant Bunting said the mill is to continue a strong tradition of flour production in New Zealand and sustain the arable farming sector long-term.

"In a competitive market it is increasingly important for manufacturers to be transparent about the traceability of their product and this is where our farmer-owned mill offers a unique point of difference," Mr Bunting said.

Egg prices will rise, but slowly

The phase-out of battery hen cages will inevitably raise egg prices, but a proposed alteration in the pace of change is expected to make the rise less sudden.

The National Animal Welfare Advisory Committee says the final date of the end of 2022 for removing all cages will not change but it wants to extend the transition stages within that time frame. This is because of fears that egg prices will rise sharply if the changeover is too abrupt.

Committee chairman John Hellstrom told newspapers in June that an independent assessment suggested a "significant" disruption in the supply of eggs was "almost inevitable" if the first transition step of 31 December 2016 remained.

"In the short term it would mean eggs would become less affordable, especially for low-income consumers for whom eggs represent an important source of high-quality protein."

The committee was committed to getting layer hens out of battery cages, Mr Hellstrom said. "What's changing are the steps farmers take to get there. The changes will make it easier for farmers to adopt the new housing systems while minimising market disruptions."

The committee is seeking public consultation on the proposed changes to the Layer Hens Code of Welfare 2012. Other proposed changes that will also help farmers involve stocking density in barns and fitting of claw-shortening devices in cages.

Coffee and UFB please

Can a café sell more coffee by improving its broadband connection? An Albany based café-owner is finding Ultra-Fast Broadband a boon not only for his business, but that of his customers.

An article in the *National Business Review* in July reported that the Columbus Coffee William Pickering in Albany, on Auckland's

North Shore, got Ultra-Fast Broadband in November 2012. It was perhaps the first café in the country on UFB.

Owner Danny Wrigley told NBR he signed up to UFB because the guy at retail service provider One Fibre said UFB wasn't going to cost him any more than his old package. He's surprised at how fast internet has turned out to be a real boost for his business.

Albany is a fast-growing business and light-industrial area. Danny reckons he has between 25 and 40 customers using his café as a temporary office on a regular basis. They might be business people based in South Auckland, but with customers on the North Shore and so needing a work base one day a week. Or they might work from home but not want to have to meet clients among the washing-up chaos and the kids.

"It's given us a good source of steady revenue. These are people you'd expect to see at least once a week. They probably have one coffee per person per meeting and if there are two or three tables doing that, that's 10-15 drinks and the occasional muffin or even lunch."

Cafés in business areas tend to suffer when the weather is good, he says. Why would customers have morning tea or lunch inside when they can go to the beach or the park? But despite the fabulous summer this year, his turnover didn't drop and he says having free UFB on offer is definitely a factor.

He says his 30/10 UFB package (30 Megabits per second download, 10 Mbps upload) costs about \$100 a month, which is what he was paying for his old, incomparably slower copper broadband. And there haven't been any internet glitches since the system went in.

Another bonus for his customers – the One Fibre package has unlimited data. "I travel quite a lot out of Auckland and I'm always looking for a good café with fast, reliable fibre," one customer told NBR. "Some cafés, you can tell when their data cap runs out."

Gluten free breads rising fast

Figures released by Nielsens show a 22 per cent increase in the sale of gluten-free (GF) bread products at New World stores in the 12 months to last May, with Vogels leading the charge as the most popular in the range.

Data also shows more than 50 different types of GF biscuits and rice crackers are now for sale at New World.

Sue Clay, Executive Officer of Coeliac New Zealand said it's now far easier to shop for GF products in supermarkets. "The quality has improved and the variety is much better than what it has been in previous years" says Clay.

Health & Safety documents baffle

New Zealand businesses are putting their employees at risk by using overly formal health and safety language which is often misunderstood.

Companies using that jargon are often following government advice, according to a new study. The research, by workplace literacy training organisation Workbase, has found dangerous gaps in the health and safety knowledge of many workers. Nearly three-quarters of employees in manufacturing and distribution had limited knowledge of their employers' health and safety documents.

Unfamiliar words (eg spillage, adversely affected, orifices, designated place, eliminated) caused widespread difficulty, according to the report.

The study found that employees with the lowest literacy skills did not know formal words such as 'sustain', 'maintenance', 'appropriate', or unfamiliar words such as 'horseplay', and 'rough handling'.

The Employers and Manufacturers Association (Northern) has called for reform, with a distinction drawn between formal documentation and operational documents, which need to be easy to read.

Industry and public to be consulted on fibre claims

Food Standard Australia New Zealand has released a consultation paper about the qualifying criteria for dietary nutrition content claims.

The call for submissions is especially relevant following the furore surrounding a report by an Australian consumer watchdog in June that branded the dietary claims by established liquid breakfast brands as “shonky”.

Then the grocery industry in Australia hit out at what they saw as an ill-informed study by *Choice*, the Australian consumer-interests magazine, whose subjective use of current regulations highlighted the complex nature of the issue.

FSANZ chief executive Steve McCutcheon said the regulator had earlier resolved to consult further on the criteria for dietary fibre claims as part of a new nutrition and health claims standard, and is now seeking comments from government agencies, health professionals, the food industry and the community.

“We are committed to considering this issue further during the three-year transition period for the new Standard,” he said. “We are seeking stakeholder views and evidence relating to the qualifying criteria for nutrition content claims about dietary fibre.”

The New Zealand Food and Grocery Council has been among the first to welcome the consultation, with Katherine Rich, its chief executive, calling it an opportunity for its members to formally share their views on the issue.

“It’s such a complex issue that it makes sense to have a specific discussion on the topic and so we thank FSANZ for including this piece of work in their work programme,” she said.

“When we look at the reason claims are made on food, it is to inform and influence consumer and industry behaviour.”

Labour calls for independent food safety regulator

The Labour Party has called for a stand-alone food safety agency in the wake of international bans on New Zealand dairy produce due to recent food safety scares.

Damien O’Connor, Labour’s food safety spokesperson, said that the country needed to have an independent food safety agency or authority as is the case in most other countries, and that the current mechanism was failing.

“Bans by Russia, Kazakhstan and Belarus, because they can’t be assured of the quality of our goods, show the Ministry for Primary Industries does not have systems in place to support our trade representatives,” he said.

The MPI was formed through the merger of the Ministry of Agriculture and Forestry, the Ministry of Fisheries, Biosecurity New Zealand and the New Zealand Food Safety Authority.

“Countries as diverse as the United States, China, India, the United Kingdom and Norway all have stand-alone food safety agencies. Why can’t we?”

Thought you’d heard everything about the Cronut craze?

Think again. Canadian pastry shop Le Dolci teamed up with Epic Burgers and Waffles to combine the sweet treat with a beef burger filling, including cheese. Ladies and gents, we give you the Maple Bacon Jam ‘Cronut’ inspired burger.

Costing \$10 US, the Do-Cro burger was created for the Canadian National Exhibition, where chefs display their latest inventions.

With a piece of beef and slice of processed cheese between two pieces of Cronut, no wonder the Do-Cro has been labelled “heart stopping”.

More chefs becoming bakers

American baking industry commentator Maggie Hennessey has recently noted an increasing number of “restaurant folks” getting into the bakeries.

In Chicago, where she lives, she counted four high-profile chefs and restaurateurs opening bakeries of various sorts. She noted similar moves by prominent chefs in Washington DC, Los Angeles, Las Vegas and Seattle.

Ms Hennessey recalls that in her days as a culinary student, savoury and bakery were “two different animals.” You chose your course and stuck to it.

“If you were a baker, you sneered quietly at chefs’ kitchen improvisation and rebellious attitude toward recipes. If you were a chef in training, you chuckled dismissively at the ‘perfectionism’ of the bakers and their fussy decorated cakes.”

She believes a change in attitude has appeared as he have “entered a culinary age in which consumers and food professionals alike are starting to believe everything should be made from scratch.”

Chefs want to butcher their own meat, pickle their own vegetables, make their own condiments and prepare breads and pastries from scratch.

“Most of the newly opened bakeries are not only striving to produce all their breads, cakes and pastries from scratch, but many are also tackling their own jams and jellies, or curing their own meats for sandwiches.”

Ms Hennessey supposes that “the ability to control what goes into the product is inherently appealing in a society that increasingly cares what goes into its food.”

She notes also that more consumers are willing to pay a higher premium for what they perceive to be a ‘quality’ product.”

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DID YOU KNOW?

Pinnacle fresh compressed yeast:

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- ✓ natural source of iron, folate, potassium, phosphorous, selenium and more

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Boost the nutrition in your loaf with Pinnacle fresh compressed yeast

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Produced fresh in New Zealand by AB MAURI (locally known as New Zealand Food Industries), one of the largest global producers and distributors of yeast and bakery ingredients. We know baking!

What does your business cost to run?



Craig Rust
Business Innovators

If you want to make a profit, first you need to know what your business really costs you to run. You may be surprised, says business coach **Craig Rust**.



Why do you go to work each day? Yes, you enjoy your job (hopefully), and the relationships you have with your customers and staff – but in the end it's about the bottom line.

If you're not charging enough, you're not going to make money. Simple.

Consider the risks

You've probably heard people say: "The more risk you take, the better the return." But what exactly does risk mean to your business?

You might think it's increasing your charge, as customers may no longer be willing to pay. Or perhaps it's taking on more staff – a bigger ship is harder to steer. Or is it all the 'sharks' out there, trying to take your money from you?

These are all real risks, but there's another, even greater one you may not have considered – YOU!

Many business owners are driving the bus without knowing where they're trying to get to or how much money they're really making (or losing).

The answer is easy. Turn the lights on!

Write a plan

Start with a business plan. Don't hold it in your head – write it down. If you want to measure your business's growth, have a month-by-month sales target budget.

Using KPIs (key performance indicators), you can evaluate how your business is doing every day, week or month.

Cashflow doesn't create itself. It's the result of decisions you made months before.

Cost your products fully:

Go back to my article in issue 14 of the *Slice* – *How much should I charge?*

The reality is that if you haven't reviewed your pricing since that article then you are well overdue.

Make a profit!

When trying to increase sales, discounting is an option – but in reality it often means working harder to make the same money.

Instead, try playing the value-add game. This is not about price, but perception. Have a great-looking store, provide exceptional service, make a good first impression and deliver on your promises. You can then increase your prices and get away with it because it was an exceptional experience.

Here are some other profit-making ideas:

1. Train your staff in upselling and cross-selling.
2. Stop spending money you don't need to.
3. Make a large number of small changes to your internal systems.
4. Motivate staff by giving them accountability and acknowledging good work.
5. Spend around four hours a week on your business to notice an increase in work.

A final piece of advice: if you climb a tree, you have to go out on a limb to collect the fruit.

Stop clinging to the trunk. Go out on a limb, try something totally new and every now and then you will find the fruit, and you'll reap the rewards.

More gold in Greenland

David Tossman meets a winner



A wall of awards.



David Liem and some more impeccable pies.

A wall of awards greets you at David Liem's Greenland Bakery in Botany Town Centre, the 2013 Supreme Pie Award taking pride

of place, facing customers as they make their purchases.



David and Bill Liem on the big night with the great pie.

10 years. "I learnt everything from my brother. He taught me everything," he says.

Winning the Bakels Supreme Pie Award is thus no fluke. As other winners have demonstrated many times, the anonymity of entries can't disguise true quality. David and his brother Bill with their two Greenland Bakeries have altogether won more than 40 awards in the competition.

David Liem came from Vietnam and has been in New Zealand for just

On the day following this year's award announcement, with the event given prominence on the radio, Greenland Bakery in Botany Town Centre sold 400 pies: double normal sales. The boom continued through to the weekend when, David Liem said, people came as far afield as Rotorua, Whangarei and Tauranga to try the pie. They sold 600 pies: again double normal sales.

David Liem promises to be back next year for another tilt at the award. No surprises there.

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Finding balance

Life and work experience pay off for Jann Meehan and her clients.

by David Tossman

The Meehan family of Christchurch have worked hard and succeeded in business: not a highly unusual accomplishment, you might think. But to do so with two different businesses is.

Martin established a notably successful bakery, Kidds Cakes & Bakery, (now managed by son Chad) while his wife Jann pursued a separate career first as an accountant and then as a life coach and business mentor.

Jann was born in Scotland and grew up in Australia. She met Martin, who had emigrated from England at 19, in Melbourne. They married there and came to New Zealand shortly afterward, in 1971.

Jann studied accounting as a mature student, with three children under 10. "Martin was working as a courier at that stage," Jann tells me. "He became the breadwinner and spent lots of lonely weekends, just him and the kids, while I studied. It was full on. I don't know how I did it, looking back."

The accounting degree took three years of full time study, then Jann qualified and worked as an accountant.

"It was a good thing for the bakery business eventually, but it was kind of a bad thing as well, because I could always make a lot more money working as an accountant than coming into the business. I always had my own full-time job, and that caused a lot of stresses and difficulties, because we were both working very long hours."

Those stresses, Jann says, led her to what she does now. "I like working with business owners to help them get a better balance in their lives, getting time to enjoy their families as well as making decent money."

She certainly knows first-hand all the challenges that small business owners face.

In addition to her accounting qualification Jann more recently studied to become a qualified life coach.

"Life coaching is really to do with helping people get direction and create visions and be able to set goals for themselves," says Jann. "It's very future-orientated, so it's about just getting clear on what it is they really want and finding out what's true for them and how they go about getting it."

Jann's work encompasses business owners and managers, and employees. For small business owners, Jann says, "I help them become more profitable and efficient, so the business works for the owner rather than the other way around."

"A successful business is one that makes the owner feel fulfilled and gives them time for their families and themselves, so that they get the rewards they deserve for all their hard work." Jann's coaching clients also get a free inspiring email message each week, the Monday Motivator. "Some clients display them on the staff notice board, so their whole team can benefit from them," says Jann.

Coaching is not just for owners and managers, says Jann. She is regularly engaged to coach staff. The benefits, she says, are that staff members feel cared about when coaching is provided and the coaching itself can help them to overcome issues affecting their work.

With coaching, staff members can set goals around their careers and personal lives and become much more motivated. Jann likens this to the coaching and support given to top sports people: they might be skilful and talented, but to achieve peak performance they not only have to train their bodies but also train their minds.

"They need to be able to keep motivated and overcome any self-doubt that might hold them back," says Jann. "It is just the same for people in the workplace: coaching helps them achieve a positive, attitude to their career, which also results in better work performance."

Coaching, says Jann, is "a fantastic thing because it just helps people get on and do something with their lives, if they're being held back or if they just can't seem to do the stuff they want or even know what they want."

"It's just helping them get unstuck really."

See www.jannmeehan.co.nz for more information.

IN YOUR AREA? Jann recommends using Google to find qualified life coaches in your area.

Food rescue



Do you donate your leftovers to charity?

Many bakers and food retailers do, but the load varies, pickups and deliveries can be a hassle, and sometimes it's just not worth it.

David Tossman looks at a solution to that problem.

Kaibosh Food Rescue is a Wellington organisation that collects leftover perishable food from retailers, cafés and supermarkets, and redistributes it to charities.

Many bakers and similar food makers have long sent leftovers – products good enough to eat but not fresh enough to sell – to charities, but it has always been an informal and inefficient process with a lot of duplicated effort as each charity and each shop organises its own deliveries.

Kaibosh does it properly, with daily pickups, teams or sorters, refrigerated overnight storage, and regular distribution to the charities.

Kaibosh came to national attention earlier this year when it won the TrustPower National Community Awards. The group won \$2500 and a trophy by Waitangi artist Paitangi Ostick.

An obvious exercise

The kind of food rescue that Kaibosh does seems an obvious exercise for any community-minded person to set up, but it took the very determined efforts of Dr Robyn Langlands and her husband George to actually do it.

The result is a large team of staff and volunteers gathering every evening to weigh, stack, move and sort boxes and bags of bread, sandwiches and veges and fruit at the Kaibosh headquarters in central Wellington.

Robyn Langlands has now redirected her efforts into other community projects. By day she is a clinical psychologist at Capital Coast Health but in her free time she chairs an organisation for community volunteers in various roles.

It all started when Dr Langlands was a full-time student and also doing some voluntary work for Women's Refuge. There she took a call from Wishbone, a pre-made meals business, who were keen to donate food nearing its sell-by date.

Robyn agreed to help but was amazed by how much food there was. Nevertheless she took it home, kept it in her fridge overnight, and took it the next day to Women's Refuge.

A sustainable model

There was nothing else like it in New Zealand at first so Robyn Langlands looked overseas, to City Harvest in

New York and Oz Harvest in Sydney, for examples of how to establish a sustainable business model.

Five years on, with funding from a wide variety of sources, Kaibosh has a team of 85 volunteers, five paid staff (not all full-time), a \$9000 walk-in cool room, a refrigerated truck, and handles over 100,000 kg of surplus food a year.

One of the staff members works 20 hours a week as coordinator of volunteers: recruiting, training and generally looking after them.

Recruitment

There has to be a team on site every evening to do the sorting and stacking. I asked Matt Dagger, general manager, how they recruit volunteers in the first place. "We put a stall up at the market and put stands up at home shows and the like, and people express a bit of interest there, and then we introduce them to our work.

"It's reached the stage now where it's taken on a life of its own," he tells me. "People's friends come along and then they recommend people, so we don't have to do too much advertising.

“For a food rescue to be successful, it’s got to be well-resourced and it’s got to have real support from the community.”



“We also work with an organisation called Volunteer Wellington who help us acquire helpers.”

Volunteers get a roster two months ahead and generally work two hours a fortnight, on a fortnightly rotation.

Others elsewhere

Kaibosh was the first in New Zealand but other dedicated food rescue operations have followed: FoodShare in Dunedin, Fair Food in Auckland, and others starting up in Hamilton, Tauranga, Wairarapa and Whanganui.

Starting up such an operation is harder than it looks, says Matt Dagger. Some have failed. The logistics can quickly overwhelm.

“What happens is that well-meaning citizens say ‘great idea, let’s go ahead and forge on and do it,’ and they’ll attempt to start it and then they’ll discover the incredible amount of work that goes into running it. It’s not just a volunteer, community effort.”

“For a food rescue to be successful, it’s got to be well-resourced and it’s got to have real support from the community: the food donors, the charities, potential funders, city councils – all have to get behind it, and that’s how we’ve managed to get to this stage. You’ve got to bring all those things together.”

Wellington City’s compact nature makes the logistics of collection and delivery relatively simple compared with some larger cities, but Kaibosh is currently looking at extending its reach into the Hutt Valley and Porirua. Matt Dagger was actively worrying about the extended logistics when I spoke to him, wonder-

ing whether perhaps an extra shift of volunteers would be needed.

Funding on the edge

I asked Matt about funding. “We get funded from the City Council,” he told me. “The Lotteries Foundation is a big funder. We get funded by lots of philanthropic trusts, but we also have a lot of people, individual and business donors. So we’re really well supported in that way.”

Nevertheless, the operation is fundamentally operated on a hand-to-mouth basis. It can’t sock away funds for a rainy day.

“We’re never quite sure if we’re going to be here in two months’ time,” says Matt Dagger, “but that’s the nature of the beast I think with small charities.”

The right people

A big concern for food donors and supporters is that the food itself is going to the right people. Matt Dagger is at pains to describe the vetting they do and the criteria they require before delivering anything.

“We only deal with organisations who look after people who are financially vulnerable or struggling. We make sure that what the organisations do is genuine and, where possible, we like them to have other services so they’re not just giving food out. Because there’s a potential that you create need.

“If an organisation just starts giving out free food they are creating an issue rather than solving an issue. So we’re very careful not to do that, very careful that we work with people that a) are looking after people, b) offering long-term solutions, and c) know their own community.”

“A local boy scout troop came and said, ‘Can you provide the food for our camp?’ Mum and Dad can go and buy the food for the camp; we’re going to provide food for the people living in the shelters and places like that. We’re very clear on that.”

Rules for donors

Kaibosh accepts cooked food from regulated food providers. They also accept fresh produce, even with some bruising or decay, chopped fresh produce, frozen or fresh meat, other frozen foods, dairy products, eggs, and pre-packaged foods in original packaging. They won’t take home-prepared food, oysters and similar seafood, anything containing alcohol, or food in damaged packaging.

There are no regulations preventing businesses from donating surplus food.

More than feelgood

Being a food donor saves waste costs, raises staff morale, and allows Kaibosh to promote your brand.

Kaibosh collects when it is convenient for the donor.

The volunteers and friends of Kaibosh are always keen to support businesses that donate.



A large, white industrial laboratory oven system. The left side features a large top compartment with a circular internal structure, and two smaller compartments below it, each with a digital control panel. The right side consists of two large, stacked compartments with horizontal viewing windows. The system is mounted on casters and has the 'Kolb' logo at the top.

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The smell of success

Though not a trained baker, Peter Grant established a highly successful bakery in Auckland in the 1980s.

He attributes much of that success to the ever-present aroma of fresh bread baking throughout the day in his shop, an enticement he says is missing from bakeries today.

Now retired, he tells David Tossman how he began and where he went in baking and business.

It wasn't his first plan but Peter Grant began in the baking business in 1983. Before that he had had an association with the food industry through his work in refrigeration. He was general manager of a subsidiary of McAlpine Refrigeration, dealing with coolstores and freezers all over New Zealand. "They sold out to Feltex and I was made redundant," he tells me. "And one of the other men in the Rotary Club that I was in said he wanted a change. So we thought 'Right, we'll go down to the Field Days in Hamilton and see what's going.' We didn't have a lot of money."

"Coming back from Hamilton, we were going past the show-grounds in Auckland and the Hospitality Fair was on. So we thought we'd go in and see. It was trade-only though, but we thought we'd bluff our way in.

It didn't take much of the bluff. Peter knew Trevor Thompson, the president of the Hospitality Association at that stage. Peter explained the situation to him and "next thing we had stickers all over our name tags which meant we were genuine buyers."

"We looked around, and I'd been to Europe, and so had my other friend, and we saw Nada Cakes and Nada Machinery from Wellington had a stand in conjunction with New Zealand Bakels – a bread line."

Both Peter and his friend had been to Europe and had enjoyed good bread there, and that experience lay behind their reaction. "We looked at each other and we said, 'Now everyone has to eat bread, and no-one's making decent bread in Auckland at all, so why don't we ask them how long it would take to learn to make bread?'"

Jim Fish from Invercargill, Harry Russell, and Nada's David and Peter Gray were there. "They said they could teach us in three weeks. So we came home, we talked about it, and the next day we went back and we bought all the machinery out of the show."

They didn't want to confront opposition with their newfound business. They checked all over Auckland. "We drove along each main road east and each main road west. We put a pin in the thing wherever there was a place making bread."

They found a place in Manukau Road, previously a butcher's shop, not far from the famous high-quality bakery Eve's Pantry.

Eve's Pantry didn't make bread. Nevertheless Peter took the right steps. He went to Gary Simmons of Eve's Pantry who assured

him that he didn't intend to make bread. "So I said, 'Would you mind if we set up a place making bread and selling cheese and pickles?'"

"And that's how The Bread Factory Ltd came to life."

Learning some lessons

There was a hot bread shop business Peter knew and respected in Auckland: Westside Bakery in Te Atatu, owned by Dale and Fred Larsen, who also had Southside Bakery in Papakura. "They were tops," says Peter.

Peter contacted the Larsens and asked for advice. They were there the next day. (At a later stage Peter bought raspberry and Chelsea buns from Westside.)

It soon became apparent that the actual baking was going to take more time and effort than expected.

"We decided that we weren't going to be able to make bread ourselves, so we found a baker and I worked every hour alongside him, because I was determined to be able to do everything that he could, and that's what I did from then on. My partner pulled out after six months because he couldn't stand the hours.

Following the Larsen's example, The Bread Factory had breads coming out throughout the day until three o'clock.

"The smell was there all the time. Today, they finish all their baking early, there's no smell.

As the baker's pulling it out, he yells out what sort of bread's coming out of the oven. And you'd have people asking 'When's the sunflower loaf coming out? – Oh it's in the oven, it'll be 15 minutes.' Then they'd move over and talk amongst friends.

It became a social gathering on a Saturday and a Sunday morning."

"And we just grew and grew and grew."

As the business grew, Peter had to take on management staff. He pays tribute to their abilities, particularly Els Lautenslager, who ran the bakery for two-and-a-half months while he and his late wife Lorna went to Europe, and Kate Malcolm, who ran the bakery during a later six-week trip for Peter and Lorna.

Heritage

Peter's great-grandfather was a baker in Scotland and he became keen to learn more about this aspect of his heritage. He ended up searching the British census and found that the bakery was at 18 High Street in Ardersier, between Inverness and Nairn.

Through his friends at Bakels, Peter established a friendship with some bakers in Nairn, and visited the area several times in the 1980s and 90s, learning something of baking – as well as the area's golf and whisky.

During one trip to that area he was taking a walk "and there in the window of the real estate agent was the original bakery in Ardersier for sale, and a colour photo of it. So I went in and saw the woman. She took the photo out of the window, she got the file and copied the particulars of it, and gave it all to me, which I've got," he says.

"My great-grandfather was brought out to New Zealand by Buchanan's Bakery, in Eden Terrace. Buchanan's Bakery was the biggest bakery in Auckland. It had 32 horses to deliver its bread. I can remember the Buchanan's delivering bread to our street."

Buchanan's still dominated baking in Auckland in the 1950s but, Peter remembers, "they didn't bake at the weekends. No-one baked at the weekends.

That connection with his grandfather and Buchanan's brings Peter full circle in his reminiscences. "Then there was a little bakery down in Sandringham Road called Crown Bakery who started baking on Saturday morning. Everyone flocked there. My parents didn't even own a car in those days, and I had to go on my push bike and buy a loaf – a Chubby loaf it was called. And it was too."

As many older people do, he remembers breaking the loaf in half (they were made to be broken) and picking away at the exposed bread until the crust was almost hollowed out before he got it home.

Crown Bakery was later followed by the Larsens, who were among the first of the real hot bread shops that sprung up in the 1980s.

"It intrigued me," Peter says, "that they earned so much money that they could open only on Saturday and Sunday. Wednesday was their prep day when they cooked the meat for the pies. They were closed completely on Monday and Tuesday.

"On Thursday they would make all their sweet stuff. Friday they would make most of their bread and retard it overnight.

"That's where we learnt how to retard bread, and that was the best thing that ever happened, because that's what made your bread the best: it's left for 24 hours, and then it's brought out and it's proved and it's baked. You can put far less yeast in.



Peter Grant, a portrait by Peter Reid, 1990.

Expansion

One of his customers in Epsom owned a New World supermarket and began buying bread off him wholesale. At first he would pick up the bread in the morning and take it to the supermarket in the boot and on the back seat of his Jaguar. Through that contact Peter acquired another supermarket customer and then came restaurants. The highly regarded French Café was the first.

"Then a new company started a huge kitchen out at the airport in opposition to Air New Zealand and they asked whether I would be prepared to do all the breads for first class and business class for nine international airlines. And I said yes.

"That meant we were baking seven days a week, and supplying them with 16,000-plus little mini-loaves a week."

Clearly it was great business but Peter Grant reveals his devotion to baking and selling fresh hot bread with his next thought.

"I regret, in many ways, mixing wholesale and retail. I think it would be far better to just have the one. It meant that we were doing all the baking in the middle of the night and we got away from that baking during the day.

"We lost that atmosphere you might say after nine o'clock in the morning. That's something I think a lot of these new places are missing out on."

Cronut craze – another sugar hit



If you don't know what a Cronut is by now, you just aren't keeping up. (It's a cross between a doughnut and a croissant.)

It's one of those food crazes that periodically sweep across the island of Manhattan, rapidly make their way across New York and spread like a virus throughout the US and beyond.

The Cronut was invented by French pastry chef Dominique Ansel of Dominique Ansel Bakery in New York. He claims to have tried about 10 different recipes over two months before perfecting it.

One enthusiast described Cronuts as having "the shape, fried-ness, and creamy interior of a doughnut + the flaky, delicate pastry layers of a croissant."

Here now

Plenty of New Zealand bakers have caught the virus and are making Cronuts now. A bigger dose of fat and carbohydrates would be difficult to concoct but of course they are extremely popular.

At Nada Bakery in Wellington, Michael Gray has even been asked to provide a Cronut wedding cake.

The key

The essential idea, says Michael Gray, is using croissant-style dough but sheeting it to 7–8 millimetres, proving it like a normal croissant then deep frying it.

Once cooked, most bakers cut the cronut in half horizontally, pipe a patisserie filling and finish with a fondant piped across the top. Rather than cutting, some bakers have taken to injecting the filling.

The Cronut, like its progenitors, has a short shelf-life (six hours). It is meant to be eaten immediately.

Trend spotted

Many trendspotters claim that Cronuts are "the new cupcakes". Indeed cupcake sales do appear to have peaked in the US.

Inventor Dominique Ansel trademarked the name "Cronut" back in May however it might be too late to contain it. The name appears at present in New Zealand to be beyond the reach of US intellectual property lawyers.



New Yorkers line up at the inventor's bakery for their Cronut fix. The bakery makes only 200 per day. Storage is not a problem.

Mash-ups on the up and up

Dominique Ansel, the inventor of the Cronut, sure started something: not only the Cronut virus but a fever of hybridising invention as other bakers look to find their own mash-up variant.

A German baker and Italian chef, Domenico and Heike Izzo in Cromwell, Central Otago, have devised what they call the Domgnut, described as a cross between a croissant, a doughnut and a danish. It's chocolate iced, filled with vanilla custard, and altogether quite a hit.

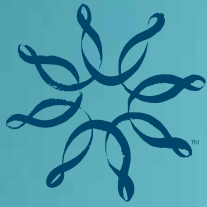
Clafouti, a hip eatery in Toronto, Canada, has invented the "crookie": part croissant, part Oreo cookie. "It's taken us by storm really," crookie baker Kyle Marsh, 38, told the local newspaper.

In Sydney, celebrity pastry chef, Adriano Zumbo has launched the Zonut. The difference in the name is to avoid Dominique Ansel's trademark lawyers. (Only the name can be protected; you can't trademark a recipe.) For the same reason, in May, Melbourne's Movida Bakery launched the 'dossant'.

Movida Bakery's head chef Michael James is the first to acknowledge the original creator. "It's definitely Dominique Ansel's idea," he told the *Age* "We're not trying to hide that fact. "If anyone asks about it at the bakery, we'll definitely tell them the inspiration came from New York. I don't know what his recipe is; we just make it our way and finish it off with our own interpretation."

Zumbo, too, says he hasn't tried to replicate the Cronut, preferring to come up with his own version. "I'm kinda happy in a way that I haven't chased the Cronut. It makes what I've done mine and gives us a bit of difference." Besides, he adds, Ansel should take it as a compliment.

"Who created the macaron? Who created apple pie? Everything starts somewhere," he says.



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Giving bread a good name



Belinda Jeursen meets a bread enthusiast

Isabel Pasch wants to give bread a good name again in New Zealand. Her business card describes her role at Bread & Butter as “Bread Enthusiast”, one who has put in up to 100 hours a week as part of her absolute commitment to making bread a sought after and valued part of the Kiwi diet.

Growing up in Berlin in a family of passionate cake bakers gave Isabel an early love of baking and the role it plays in bringing people together. One of her earliest memories is of being at her grandmother’s house with aunts and uncles and cousins sitting around a table “piled high with cakes (I don’t know, how this reads to the average Kiwi) eating cake and drinking coffee.” Their dedication to cake made her an ardent baker, but it didn’t stop Isabel from falling in love with bread. “Personally, bread is my thing. I would be happy to just eat bread.”

“The bread was just not right!”

Isabel met her husband while studying towards her master’s degree in marine biology at Auckland University in 1999.

They returned to Berlin to do their PhDs; Isabel had a career change to scientific journalism and PR, they had two children and then – after nine years away – returned to Auckland to fulfil her dream of opening a bakery making great bread.

“I love New Zealand, the people are fantastic, but the bread was just not right!”

A month after returning in 2010 Isabel found an existing bakery in Ellerslie which she reopened as Paris Berlin. (See *Slice 11*, September 2011).

“It all happened a lot faster than expected and the location was not ideal but it was a good low-risk strategy. We could start immediately and we didn’t have to start from scratch.” Isabel wanted to test the waters to see what response she got, and her vision was a winner.

In 2011 she was approached by her current business partners, café owners with seven outlets already. They wanted a bread supplier and saw Isabel’s enthusiasm for bread and good food as an excellent match for the systems they already had in place.

Little Bread & Butter in Ponsonby opened first (see *Slice 17*), but the logistics of making enough product for Paris Berlin and Little Bread & Butter were tough.

Bread & Butter Grey Lynn opened soon after, a purpose-built bakery and café on the site of an old printing works, with ample car parking outside and Farro Fresh next door.

“We needed something in a semi-industrial area to accommodate the bakery.”

They have plenty of space to grow into, and customers are able to watch what goes on in the bakery through a huge glass wall. Isabel says the design of the café aims to take attention away from the location and focus it on the beautiful array of pastries, breads and sweet treats available.

The range at Bread & Butter makes it possible to enhance every meal with the addition of bread. German and French, sourdough, rye and white breads in a variety of shapes and sizes offer something for everyone and every occasion.

The multicultural team at Bread & Butter consists of two German bakers, a French baker, a local apprentice, two Kiwi chefs, a Japanese pastry chef and a Korean pastry apprentice. They make everything from scratch, using organic and free range ingredients in all the breads and as much as possible in the pastries.

Their methods of long, slow fermentations give the bread the flavour, crust and digestibility that many commercial breads lack.

Isabel’s science background has given her a deep understanding of the current issues around gluten and wheat allergies. She says bread can be a valuable addition to a meal and a healthy one if the bread is made properly.

Using older varieties of grains like rye and spelt, or varieties of wheat which have not been subject to intense modification, is the first step. Processing the bread doughs through long-fermented sourdoughs, thus giving the natural sourdough cultures time to predigest the flour, comes next.



L to R: Aurelien Coquenlorge, baker; Andre Marten, head baker; Isabel Pasch, owner; Marco Strauss, baker.

The final step is baking the bread so that proper crust can form and the centre is cooked through properly.

“The resulting breads taste better, stay fresh longer, are easier to digest and provide more minerals and fibre in a form that is easy for our bodies to absorb,” she explains to customers who have wheat or gluten intolerances.



Isabel wants to educate people about the ways in which different breads should be used for various meals and purposes, in the same way that we have learned to match wine with food.

Isabel regards Auckland as a food-conscious city where more and more people take the time to sit down, eat a proper meal and appreciate what they are consuming.

“Food is important to them. They are very wary of what they eat and that’s where the attention to detail at Bread & Butter comes in. We want to give them alternatives.”

Attention to the art of baking and the enjoyment of food carries through from the main doors with their rolling pin handles, to the shining toasters at Little Bread & Butter Ponsonby where patrons can select and toast bread to have with jams and butter made in-house.

The in-house blend of Five Elements coffee (the fifth element being love) adds the final touch to an experience that nourishes and satisfies on every level.

Isabel saw a need for good bread in New Zealand, and says that while tradition has its advantages, she finds the willingness in her adopted country to embrace change and adapt to new ideas a relief after the strict adherence to tradition she experienced growing up in Germany.

“At Bread & Butter we are old school with a modern twist. I have great hopes that the attitude to bread in New Zealand will change over time.”

Isabel believes that educating customers will lead to the bread game being lifted overall and force competitors to improve too. With a burgeoning wholesale business and two thriving retail outlets, Isabel’s dream of giving bread a good name again may just come true at Bread & Butter.



Natalie and Dulcie May

Putting in the love

by David Tossman



Natalie Oldfield.

Dulcie May Kitchen opened just six weeks before Dulcie May Booker passed away. At least she saw it.

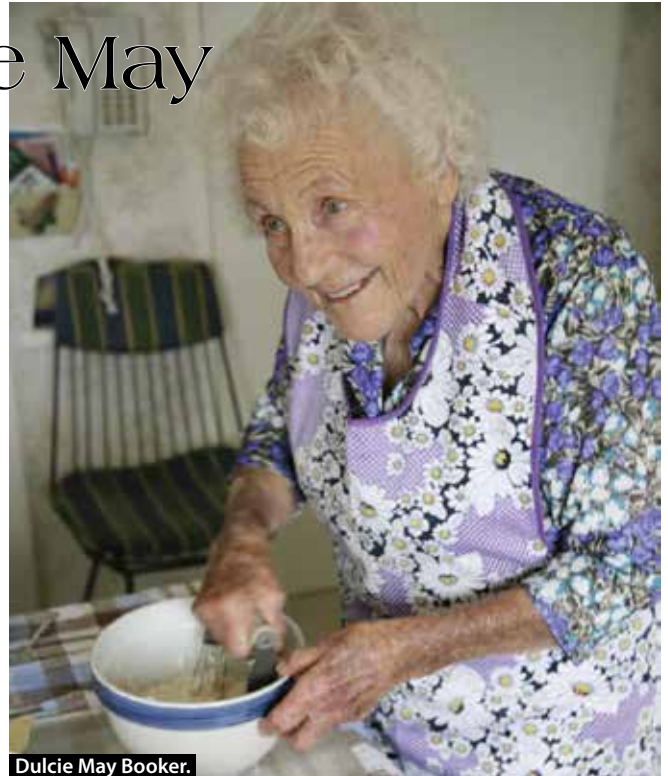
This kitchen is a small shop in suburban Mt Eden, a busy area not too far from downtown Auckland – the kind of area where the quirkier sort of destination shops can thrive.

Set up in a plain and simple style, it is more an old-fashioned cookery than a bakery. Many of the goods on display are of a bygone era too: Wanganui Slice, Gingernuts, Hot Water Sponge, Coconut Ice.

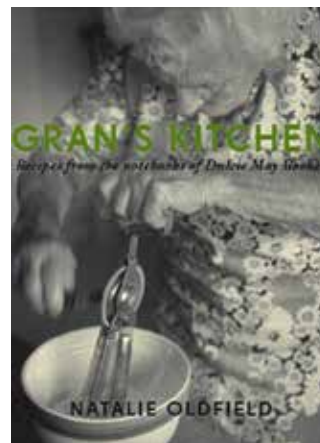
The shop sells, preserves and recipe books as well. Virtually everything is based on Dulcie May's home cooking. It was opened almost five years ago by her granddaughter, Natalie Oldfield.

The shop was the next step in Natalie Oldfield's career, one based largely on her memories of her grandmother's traditional New Zealand home cooking. Her career got underway not with the shop but a book: *Gran's Kitchen*.

The book, Natalie tells me, "was to honour my gran – who she was, her baking and her cooking, and the influence she had on me."



Dulcie May Booker.



That book hit a sweet spot in the market and more have followed. Natalie's fifth book, *Gran's Sweet Pantry*, was published in April. It offers recipes that are "simple, easy, fresh and fuss-free".

The success of the books has led to other demands on Natalie Oldfield's time including (in addition to husband Adam and daughter Gabby) cooking demonstrations and television appearances. Natalie was a guest judge on

Masterchef earlier this year when the competitors tackled the spongecake recipe from her latest book.

Natalie tells me that the shop was opened in a hurry because Dulcie May's health was failing and the family wanted her to see it. The haste accounts in part for the nature of the business. "We just registered it as a take-out store," Natalie says. There are a couple of seats but, for example, coffee is sold only in paper cups. "I didn't expect it to be as busy as it is or to be doing book number five," Natalie says. "It's been great."

Natalie's background is in catering and hospitality, having worked in it along with her parents since her teenage years.

Dulcie May Kitchen is very much a family project, with Natalie's mother and father both working in it. Her mother bakes early in the morning then works in the shop while her father works in the kitchen. Natalie's sister Michelle is in charge of the catering and helps develop new recipes.

The home-kitchen look in the shop is not just superficial. In the kitchen, unseen out that back, they bake with just a couple of household ovens. "We did that to be as authentic to Gran's as we could be, without the huge fanbakes and so on," Natalie says, though she did confess that with the growth of the business a

change to commercial ovens was being seriously considered. "I think we're about ready to change that because we're so busy and we need more oven space."

Nevertheless Natalie has nothing but praise for the reliability of the household ovens they have been using every day for five years. "They still cook amazing things."

In addition to the baked goods, Dulcie May Kitchen turns out a range of old-fashioned jams and preserves, again all done on their household equipment. "There's not much space ... it's certainly a busy little place."

She expected the changeover, particularly with the different timings, to be "interesting." She is not a complete stranger to commercial ovens and, with her cooking classes and demonstrations, Natalie is aware of how variable household ovens can be too. Attendees can complain if the exact times and temperatures Natalie has given don't produce the expected results, so she is careful to give ranges rather than exact figures.

Natalie naturally refers often in conversation to her gran, who wasn't "in hospitality" but was obviously a very hospitable person: "I saw her as somebody who loved people. I think that's very important in hospitality."

Natalie points to that as what gave her the drive to do what she does now: understanding who she was. "I would hope that people know who they are," she says, so as to choose the right career path. "I think I've done that," she says.

Natalie decided on her career path during a long break away in New York, a city she loves. To her obvious delight, *Gran's Kitchen* is now selling in there.

You can expect to see more of Natalie Oldfield in the future. She provides a lesson to many businesses with the clear and consistent brand image of Dulcie May Kitchen. But of course there's much more to it than that. "It's not what you do but how much love you put into the doing," Dulcie May Booker used to say. Her granddaughter demonstrates that every day.



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DEALS MONEY CAN'T BUY

Olaf's Artisan Bakery Café

European perfection in Mt Eden

by Belinda Jeursen



It's hard to know where to look first when you walk into Olaf's. There are sparkling cabinets of fruit-laden pastries, shelves of artisan bread crying out to be eaten, and table after table of customers eating seriously good-looking food.

No wonder Olaf's found itself listed among the top ten new cafés in Auckland according to *Metro* only four months after opening in 2011. It also made a *NZ Herald* "Four of the Best Auckland Bakeries" list.

Business partners Olaf Blanke (ex-Zarbo) and Robert Heeps (previous owner of The Pastryhouse) wanted to create a fine dining atmosphere in a café and they achieved it immediately, coming in the *Metro* top five for their cabinet food and menu.

They're about to start opening at night, and Olaf with expansion into other markets planned has just brought a Citroen HY van into the country to do their deliveries and markets. One of only six on the country, this distinctive piece of history will attract attention as it makes its way around Auckland delivering artisan breads and pastries to fine dining establishments like Peter Gordon's Sugar Club, Al Brown's Depot, Sean Connolly's The Grill and Botswana Butchery.

Olaf says the first two years were hard work but they are now well settled in their busy Mt Eden location.

Their BIANZ Bakery of the Year awards are proudly displayed and customers often order breads based on these. Their two bread bakers and two pastry chefs can be seen at various times in the bakery, in full view of the café. Applicants must demonstrate loyalty and ambition to take their place on the staff at Olaf's.

Olaf and his wife Oranna settled in New Zealand in 2008 after he spent time here in 2007 working at a French bakery. Robert Heeps introduced himself to Olaf while Olaf was working at Zarbo and there was a connection from the beginning through their conversations about good bread.

After leaving Zarbo's and taking some time out in Europe, Olaf approached Robert saying he was ready to be self-employed. They found their location, expensive but good, and it wasn't long before a steady stream of customers found them.

So what does the term 'artisan bread' mean to Olaf? Olaf says the word artisan is abused and applied to many bread products that do not fit any of the criteria.

He explains that while it's not possible to do all the mixing of ingredients by hand, after the initial mixing the product should not be touched by a machine but hand-scaled, moulded and shaped. Production levels must be small to maintain integrity and there can be no additives, preservatives or colouring.

Yeast is also not allowed in products which have traditionally relied on a starter. Olaf's has three starters: rye sourdough, levain and spelt sourdough. They use yeast only in products developed since yeast has been commercially available, like French baguettes, ciabatta, Turkish pide and their farmers' loaf.

While Olaf's home country of Germany has always had a strong tradition of bread-making going back to the days when it was communally baked, he is disappointed at the direction the industry is taking there, with automation and preservatives becoming commonplace.



Vinschgauer Paarden – traditional in South Tyrol

He is keen to educate his customers about the keeping qualities of traditionally-made breads and provides information on this with the bread he sells. His sourdoughs can last up to five days if kept covered by a tea-towel, cut-side down on a wooden board.

Olaf's favourite bread at the moment is the Vinschgauer Paarden, a bread typical of South Tyrol in Italy. The traditional recipe was given to him by Andreas Winkler, a baker in the region, after Olaf spent two days working in his bakery while on holiday.

The recipe requires three types of rye flour. Only one of these is available here in New Zealand so a bit of ingenuity was required to make it work. Two pieces of dough are moulded together and left to ferment. Once the surface of the dough cracks it's time to bake them and the end result is an unusual and attractive round loaf. Another famous bread from this region is Schuettelbrot, but only Peter Gordon's Sugar Club benefits from this as Olaf simply can't produce enough for retail at the moment.

When asked about his philosophy on food, Olaf says he wants to see us go back to our past and produce food in a good way.

"We need to get away from preservatives. They make us sick. Butter and cream are not bad in themselves. It's the added ingredients that are the problem. But a lot of people just don't want to know so they don't ask and don't read the packaging. Those people who have travelled are a bit more open to change."

Olaf sees New Zealand's high levels of bowel cancer as a prime indicator of the dangers of processed and convenience foods. "People like Jamie Oliver have shown us that there's no excuse for not making real food."

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Bake & Beans – putting some spice into baking

By Belinda Jeursen



Photo: Bony Sahni

Tumeric, fenugreek, cumin, chilli – not flavours we would traditionally associate with baking in New Zealand, but until four years ago there had never been an authentic Indian bakery here. Shally Rana changed all that when he packed in his grocery business after 10 years and opened Bake & Beans on Auckland's Dominion Road. It's still one of a kind in Auckland.

Walking into Bake & Beans you might wonder at first what makes it authentically Indian because all the usual suspects – pies, pastries, cakes and biscuits – seem to be there.

A quick look over the pie labels and it all becomes clear – the fillings are traditional Indian cuisine, made using chicken, lamb, mutton (goat meat) and a range of spices.

You won't find any beef or pork here, in deference to Hindu and Muslim customers, but there's plenty to choose from and some wonderful vegetarian options. No animal fat or gelatin is used in the bakery either and the meat is stripped of all fat. The pies contain 70-80% meat. Shally points out that a butter chicken pie should never contain potatoes!

Plenty of puffs

Something else unusual about this pie cabinet is the multitude of puffs – chicken curry, mutton curry, chicken Manchurian (extra hot and spicy) vegetarian and paneer (firm cottage cheese). The fillings are rolled or folded in puff pastry before being baked and are eaten as a light snack rather than a meal in themselves like the pies.

There are also baked samosas, a healthier version of their fried cousins.

Inspiration comes from both North and South India, although Shally hails from Delhi where, along with his brothers, he owned a motel near the upper reaches of the Ganges. The motel has four restaurants and a bakery, and that is what gave Shally, who is not a baker by trade, the opportunity to learn the skills he needed to open Bake & Beans. He is now introducing pies to India via the motel restaurants, and says they are becoming very popular there with the younger generation.



Photo: Belinda Jeursen

After a few months of testing out his recipes on friends here in New Zealand, Shally knew he was ready to open a bakery. Now most Bake & Beans customers are European Kiwis who enjoy spicy food, although it is still popular with local Indians wanting a taste of home.

There are plans to open a café section in the near future, where customers will be able to enjoy coffee or a more traditional masala tea. Perhaps they will learn the Indian tradition of dropping roasted cumin zerra butter biscuits into their tea, letting it soak a bit, and then eating it off a spoon.

Bake & Beans specialises in a range of biscuits that look and feel a little like shortbread but are lighter in texture and come in wonderful flavours like caraway, cumin, pistachio and cashew.

Also to be eaten with tea or coffee are Khari, savoury puff pastries – plain salted, fenugreek, cumin or masala – and a traditional Indian rusk that looks something like thick biscotti.

Bake & Beans' other speciality is occasion cakes, particularly cream cakes which are traditional in India, amazing considering how hot it is there most of the time. Pineapple, cream and sponge-based cakes are most popular, but they also make wedding and other special occasion cakes to order. While Bake & Beans is mostly a retailer, they do sell wholesale to customers who come to the shop to collect their orders.

Everything at Bake & Beans is made on-site in the bakery below the shop, with two bakers and a pastry chef keeping the baked products coming, and Shally responsible for the development of new flavours and products, something he enjoys immensely. He is currently working on a chicken tikka pie. No doubt it will go down a treat with his customers.



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Using unbaked shells:

To achieve the perfect set (and cut) we recommend that the internal 'core' temperature of your filling bubbles and reaches 90°C during baking. This can be achieved by baking at 180°C to 190°C for 20 to 25 minutes for a 180mm x 35mm pie shell. Allow the pie to cool completely before cutting.

Using pre-baked shells:

Alternatively the filling can be brought to boiling point (on a stove top or in a microwave) and poured into a pre-baked shell and then chilled before cutting.



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BAKING INDUSTRY
ASSOCIATION OF NEW ZEALAND



BIANZ coordinates initiatives focused on

promoting the baking industry
serving our members
providing industry leadership

We are here to



inform, support and assist members to grow and sustain profitable businesses



promote the baking industry and its products to consumers and stakeholders



provide industry leadership and advocacy



educate the industry and the consumer



grow the industry and the base of bakers and bakery trainees in New Zealand

How we operate

The Baking Industry Association of New Zealand was known as the New Zealand Baking Society until August 2005. The Baking Society was formed in 1967.

The Association is governed by a board of up to seven voluntary Executive Members, usually bakery owners, elected each year at the Annual General Meeting. BIANZ employs an Executive Officer to carry out the instructions of the Executive committee and fulfill the day to day requirements of the Association's office.

Who should join BIANZ?

Owners and managers of bakery-related businesses, including wholesale and retail bakeries, cafes, catering companies, patisseries, in store bakeries, cake shops, lunch bars and canteens

Industry suppliers

Bakery and patisserie trainees and apprentices

Independent bakers and patisserie chefs

Related organisations and associations



What can we offer?

Buying Partner Discounts

Membership of BIANZ guarantees you rebates with some of the industry's biggest suppliers. Visit our website or see the directory in Slice magazine for a list of partners.

Food Safety Programme

BIANZ's Food Safety Programme is available to current BIANZ members. It's the most advanced Food Safety Programme for bakeries and cafes in New Zealand and has the approval and support of the New Zealand Food Safety Authority.

Online resources

Employment contracts, credit application forms, cashflow forecast template, business income statement template, the Four Five's Rule calculator, business plan template.

Advisory Service

The Association's advisory service helps members with staffing issues, employment contracts, food safety regulations, health and safety requirements and training. BIANZ's Executive Officer and executive members are willing and able to provide practical advice and assistance.

Free employment legal advice

Members are entitled to free legal advice on employment issues.

Free advertising

Classified advertising in BIANZ's Slice magazine and on our website is free to members.

Events

BIANZ hosts regional meetings, conferences, competitions and bakery tours. BIANZ events give members the opportunity to meet, compete, exchange views, learn new ideas, catch up on technology developments, ingredients, management and marketing, and network with the wider industry.

Training

We assist in placing graduates, facilitate student entry into competitions and provide trainees with relevant industry information while they are training. BIANZ works closely with training providers and Competenz, the Industry Training Organisation, to recruit bakery trainees and ensure bakery qualifications remain relevant and accurate.

Media

BIANZ's Slice magazine, e newsletters, website and Facebook page keep members up-to-date with trends, news, industry information and recipes throughout the year.

**Complete the application form on
the next page or online at**

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BIANZ Membership Application

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(0800 69 22 53)
Phone (03) 349 0663
Fax (03) 349 0664
Mobile 021 222 9676
Email admin@bianz.co.nz
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To become a member

- Please read the terms set out below and fill out and sign this form
- Make your payment for your initial membership subscription (as listed right) using one of the payment options
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On receipt of your payment and application BIANZ will forward to you the following in your membership pack:

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

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

1. That upon receipt of the membership pack, I/we agree to read the membership rules and if I/we do not wish to abide by those rules I/we will return the membership pack within 10 working days of receipt. (Your membership subscription will be reimbursed on receipt of the membership pack.)
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Date / / 20

Announcement

The Great New Zealand Christmas Mince Pie Competition



Reckon your bakery makes the best Christmas mince pies in the country?

Enter the Great New Zealand Christmas Mince Pie Competition, brought to you by BIANZ, and you could win the trophy, feature in *Slice* magazine, make great sales and have a fantastic Christmas!

The BIANZ president will visit your bakery to hand over your certificate and trophy in person. Take advantage of this excellent media opportunity and get the recognition and sales you deserve at Christmas time. Your bakery will feature in the November issue of *Slice* magazine, reaching 2500 bakeries, cafés and related businesses around New Zealand.

Any bakery can enter. Entry is by sample batch of six of the same Christmas mince pies with a sweet pastry base, fruit mince filling and topping of your choice.

All entries will be judged in Christchurch.

- Final day for registration: 25 October 2013
- Pies delivered for judging: Friday 1 November 2013
- Judging: Saturday 2 November 2013
- Winner announced: Monday 4 November 2013

Look out for a postcard entry form in your mailbox in October 2013. More information and an entry form will also be available online at www.bianz.co.nz from October.



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Presentation lessons from Japan

The trip to Japan was his honeymoon but his bride knows that keeping Michael Gray away from bakeries is impossible. He noted many aspects of the craft and the business that carry lessons for bakers in New Zealand, and saw other bakery-related things that just surprised him.



The first surprise was the concentration of quality shops in underground train stations. The meticulous displays, the elaborate and thoughtful service, and the packaging – so much packaging it's overwhelming.



Inside the Tokyo station I found a "micro-bakery". The woman there was slicing apples and placing them carefully – decoratively – on pre-made bases then baking them on demand to be eaten hot.



They don't sell loaves of bread, rather packets of six or seven slices, assuring freshness. It's very soft bread. Lot's of sugar, very rich.

I did see a bakery on the Ginza in Tokyo (the world's most expensive real estate) offering nicely made artisan-style breads but I suspect that relatively few Japanese are buying them.



The mousses on display at another station bakery (above) had to be handmade but they're so meticulously identical they look machine made. Note the gold card they're mounted on.



I suppose that packaging is fairly cheap in Japan. They use a lot, as with these madiera-like cakes, each sold in a long box. Service too is meticulous. You put your money on a tray. They return your change notes first and give you time to check before giving you the coins. They then bow and won't rise to serve the next customer until you've left the shop. Even so they still manage to acknowledge waiting customers, and the waiting is polite. We could learn a lot from that.



These pretzel-style items above are made of a sweet dough. The items below are actually eclairs, baked in a tin then filled. This one is filled with an apple and cinnamon custard. Delicious.



Surprises, delight and ideas galore for a New Zealand baker.



Here is a simple product that anybody could do here: a piece of puff pastry with a custard cream on top and fresh fruit. Easy.



These I saw in the Swiss-Japanese bakery in Hiroshima: a sort of mix between a brioche and a danish dough, baked in a mould.



I thought these were quite neat: a cheese and spinach scroll roll-up tied in a knot. Simple to do. The prices are good. A New Zealand dollar buys about 90 yen, so these things are \$1.75.



Here's another one of those underground French-style bakeries.



You can just see the level of quality – just a soft, white, sweet dough with a chocolate truffle filling. It was okay to eat, nothing to write home about.

Work wanted

Bakery 'Technical Manager' seeking employment.

We are assisting a very talented candidate from South Africa who is keen to find work in New Zealand to enable her and her family to immigrate here.

She is a 'technical manager' level with 11 years research and development experience within the bakery field (biscuits, crackers, cookies, sponges, muffins, tart base, etc).

She had also spent 5 years in quality control, regularly involved with cost reduction projects, keeps fully up with regulatory changes, and has people management experience.

She is 39, married with 2 daughters.

If you would like to see her full CV please contact:

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Consultant (TechOps Specialist)

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Now here's a good use for your old ciabatta. They cut it up into slices and then bake on a sort of Florentine mix – almond and a bit of sugar. It's crispy. They sell it for about 50 cents



The shop assistants cut out slices for you. These aren't just filled with custard cream. They're layered. I tried a slice of this one. It had a sort of ganache at the bottom.



Everything in this display is plastic. They put replicas in the windows. Inside the shop they're real.



This is typical, with a custard cream and then something like a fresh cream mousse on top. It looks very nice but in my opinion it lacks a depth of flavour. It all looks better than it tasted.



This has a chocolate sweet pastry base with a custard, and they're little puff pastry hearts that are standing up.



This is how these things are plated – very neat. They use a stencil and sift a little bit of pink icing sugar and so on over it for those little decorations.

The *glamour* of baking



Jane Luscombe and Amanda Gillies from TV3



Katherine Kersel, Brenda Stewart, Maree Simms.



Michael and Marissa Gray.

It is certainly satisfying, it can be creative, it should be profitable, but baking pies is not the job for you if you want glamour. Or not usually. Once a year it can be. That is when NZ Bakels lays on the glamour big-time for pie makers from all over the country at their Supreme Pie Awards dinner.

Bakers mingle comfortably with celebrity presenters and chefs from radio and television; the bubbly flows, the waiters hover, entertainers enthuse, singers sing and a comedian harvests the laughs. The theme decor, the lighting, even the powerpoint display – everything is top quality in concept and execution.

This year the Awards theme was Venice, with a re-creation of a classic masked ball: on arrival guests were handed a souvenir package including elaborately decorated handcrafted papier maché masks, then, guided by gondoliers, guests walked over a small bridge above a painted canal into a large room, atmospherically lit and set with murals of masquerading figures. There one struggled, but not too hard, to recognise baking identities and celebrities behind their own masks.

Settled at their tables, the guests were expertly entertained by the MC, an Auckland radio personality known as Paul Ego. He soon had everyone thoroughly relaxed with his ready wit.

The projected scenery, classical canal views (of course) gently rose and fell, giving the feeling of riding aboard a gentle gondola even as one sat at the table. To complete the transport, a formally dressed young man, Mr Derek Hill, took the stage and sang an Italian operatic aria. An equally talented operatic baritone, Mr Kieran Rayner, entertained later during an interval in the awards, and then together the two singers brought the crowd almost to their feet with a stunning duet.

The awards themselves brought their fair share of surprises and, with speechmaking at a minimum, went by smoothly.

A “perfect little mince and cheese pie” landed the coveted title. Made by David Liem of Greenland Bakery & Café in Botany, Auckland, the winning pie managed to stand out amongst some exotic gourmet entries. It was a popular win.

The competition had attracted a record 4522 pies from 505 pie makers. Judge and Bakels executive chairman, Duncan Loney, described the winner as “impeccable.”

“It was well rounded and well flavoured, with a perfect balance between the strength of the mince and the cheese. The pastry was good quality, with a crunchy flaky top, robust rim, and a lovely even colour. It stood out. The Kiwi love affair with the mince and cheese pie is certainly continuing. Cheese was only introduced to the humble mince pie in the last decade, but since then it’s become a tried and true favourite,” said Duncan Loney.

Celebrity judge Michael Meredith described the mince and cheese winner as iconic. “The balance between the pastry and filling was perfect – it brought me back to my old school days, the visits to the tuck shop. It’s a classic.”



Broadcaster Alison Leonard from The Breeze and her evil husband Johnno.



Former Bakels Pie Awards judge Pater Grant and originator of the competition, Paul Hansen.



Opera singer Kieran Rayner.



Supreme Pie 2013



Catherine Smith, Editor of *W Magazine* in the Weekend Herald with Chad Meehan of Kidd's Bakery & Café in Christchurch, with the Bacon & Egg Gold Award, and Brent Kersel of NZ Bakels.



Graeme Hill of Radio Live (left) with the Dad's Pies team led by Michael Welch holding the Commercial/Wholesale Gold Award.

Mince & Gravy			
Gold Award	Mr Japen Xou	Champion Bakery & Café	Wellsford
Silver Award	Mr Patrick Lam	Patricks Pie	Tauranga
Bronze Award	Mr Von Hean	Mairangi Bay Bakery	Mairangi Bay
Highly Commended	Mr Dara Khay	Mercari Bakery & Café	Albany
Steak (Diced) Vegetables & Gravy			
Gold Award	Mr Cameron Butchart	Butchart's Home Cookery	Wanganui
Silver Award	Mr Von Hean	Mairangi Bay Bakery	Mairangi Bay
Bronze Award	Mr Bill Lenh Lim	Greenland Bakery	Pukekohe
Highly Commended	Mr Buntha Meng	Euro Patisserie Torbay	Torbay
Chicken & Vegetable			
Gold Award	Mr Tai Khau	Better Quality Pies Ltd	Rotorua
Silver Award	Mr Patrick Lam	Patricks Pie	Tauranga
Bronze Award	Mr David Liem	Greenland Bakery & Café	Botany Town Centre
Highly Commended	Mrs Nakri Ear	Alfriston Road Bakery	Manurewa
Gourmet Fruit			
Gold Award <i>Brandied Apple & Apricot & Sweet Grape</i>	Mr Von Hean	Mairangi Bay Bakery	Mairangi Bay
Silver Award <i>Brandied Peach & Pear, Lychee with Apple Mint</i>	Mr Shane Kearns	Viands Bakery	Kihikihi
Bronze Award <i>Blueberry & Apple</i>	Mr Bunnarith Sao	Dairy Flat Bakery	Albany
Highly Commended <i>Apple, Fruit Mince, Cherry, Custard, Chocolate, & Lemon</i>	Mr Tan Kiet Trang	Cherrywood Café	Tauranga
Gourmet Meat			
Gold Award <i>Chicken, Cranberry & Camembert Cheese</i>	Mr Buntha Meng	Euro Patisserie Torbay	Torbay
Silver Award <i>Creamy Mushroom & Chicken</i>	Miss Avena Tran	Paetiki Bakery	Taupo
Bronze Award <i>Venison, Mushroom, Bacon & Cheese</i>	Mr Geemon Chao	Fast & Fresh Bakery Café	Taupo
Highly Commended <i>Chicken, Cranberry & Camembert</i>	Mr Jason Hay	Richoux Patisserie	Ellerslie, Auckland
Vegetarian			
Gold Award <i>Stir Fry Vegetables, Roast Pumpkin, Potato, Kumara in a Spinach Cream Sauce</i>	Mr Patrick Lam	Patricks Pie	Tauranga
Silver Award <i>Broccoli, Pumpkin, Carrot, Spinach, Capsicum & Mushroom</i>	Mr David Liem	Greenland Bakery & Café	Botany Town Centre
Bronze Award <i>Broccoli, Bean, Capsicum, Pumpkin, Potato, Kumara, Celery & Courgette</i>	Mr Von Hean	Mairangi Bay Bakery	Mairangi Bay
Highly Commended <i>Spinach, Olive, Pumpkin, Sundried Tomato, Mushroom</i>	Mr Nap Ly	Target Bakehouse	Pukekohe

- the complete results



Celebrity guest judge Michael Meredith (left) with Rosalina and Bill Liem, David Liem, NZ Bakels chairman Duncan Loney and awards MC Paul Ego.



Hayley Holt of More FM (left) with Daniella Walker and her brother Ben Walker of Sweet Kitchen, winner of the Café Boutique Gold Award, and Tony Marshall of NZ Bakels.

Bacon & Egg			
Gold Award	Mr Chad Meehan	Kidds Cake & Bakery	Christchurch
Silver Award	Mr Neville Jackson	Jackson's Bakery & Café	Havelock North
Bronze Award	Mr Bunnarith Sao	Dairy Flat Bakery	Albany
Highly Commended	Mr Patrick Lam	Patricks Pie	Tauranga
Mince & Cheese			
Gold Award	Mr David Liem	Greenland Bakery & Café	Botany Town Centre
Silver Award	Mr Sarith Ruon	Beaut Bakery Ltd	Taupo
Bronze Award	Mr Patrick Lam	Patricks Pie	Tauranga
Highly Commended	Mr Ian Holloway	Hollies Bakery	Hastings
Steak & Cheese			
Gold Award	Mr Roger Cathro	Pak n Save Petone	Petone
Silver Award	Mr Jason Hay	Richoux Patisserie	Ellerslie
Bronze Award	Mr Shane Kearns	Viands Bakery	Kihikihi
Highly Commended	Mr Hong Keng Lim	Whenuapai Bakehouse & Café	Whenuapai
Seafood			
Gold Award <i>Salmon, Fish, Scallops, Leeks & Crab Meat</i>	Mr Von Hean	Mairangi Bay Bakery	Mairangi Bay
Silver Award <i>Zesty Scallop, Prawn in Chilli & Ginger Mornay</i>	Mr Shane Kearns	Viands Bakery	Kihikihi
Bronze Award <i>Stir Fried Scallop, Prawn, Mussel, Smoked Fish in a White Sauce</i>	Mr Patrick Lam	Patricks Pie	Tauranga
Highly Commended <i>Shrimp, Scallops, Blue Cod, Salmon, Mussels, Leek, Red Chilli, Shallots & Cream</i>	Mr Richard Lucas	New World Hastings City	Hastings
Commercial/Wholesale			
Gold Award	Mr Michael Welch	Dad's Pies	Silverdale
Silver Award	Ms Clare Duncan	Couplands Bakery	Hornby
Bronze Award	Mr Murray Swetman	Gourmet Foods	Tauranga
Highly Commended	Mr Paul Barber	Goodtime Foods	Napier
Café Boutique			
Gold Award <i>Apple, Vanilla Bean, Frangipane, Rum & Cinnamon</i>	Mr Ben Walker	Sweet Kitchen	Christchurch
Silver Award <i>Alpine Pork, Apple with Sage</i>	Ms Karyn Cullingford	Springfield Café	Springfield
Bronze Award <i>Steak & Blue Vein</i>	Mr Tycone Campbell	Funky Chicken Café	Albany
Highly Commended <i>Steak, Bacon & Mushroom</i>	Mr Jeremy Jones	New World Mosgiel	Mosgiel
Supreme			
Mince & Cheese	Mr David Liem	Greenland Bakery & Café	Botany Town Centre

Ginger Orange Mushroom & Kumara Salad



Ingredients

Serves 4–6

Mushrooms, buttons or Portobellos, sliced	250 g
Red kumara peeled and diced to 2 cm	3
Olive oil	3 tablespoons 45mL
1 avocado diced and tossed with juice of 1 lemon	
Spring onions, sliced	4
Oranges, - peeled and segmented	2
Flaked almonds toasted	¼ cup 40 g
Salt & pepper to season	

Dressing:

Olive oil	¼ cup	60mL
Orange juice	¼ cup	60mL
Grated ginger	1 teaspoon	5mL
Sea salt	(good pinch)	

Method

1. Toss kumara in the olive oil and season with salt and pepper. Roast in the oven on a baking tray at 160° C for 20–30 minutes.
2. During the last 10 minutes of roasting add the sliced mushrooms to the baking tray.
3. Remove from oven and incorporate avocado, spring onion, oranges and flaked almonds.
4. Whisk dressing ingredients together. Drizzle over the vegetables and gently toss through.

Lemon Meringue Oblong Pie



Ingredients

Sweet pastry	250 g
Barker's Lemon Hotsett® Filling	500 g
Egg whites	4
Castor sugar	100 g
Cream of tartar	½ tsp

Method

1. Line a rectangle flan tin (350 mm × 120 mm) with a standard sweet pastry.
2. Pipe **Barker's Lemon Hotsett® Filling** into the pastry base.
3. Bake at 180°C to 190°C for approximately 20 to 25 minutes (depending on the oven) until the core temperature of the filling exceeds 90°C.
4. Beat the egg whites until soft peaks form. Gradually add in the caster sugar and cream of tartar, beating until stiff peaks form.
5. Spread the meringue mixture over the **Barker's Lemon Hotsett® Filling**.
6. Return to the oven and bake at 180°C to 190°C for approximately 7 to 10 minutes (depending on the oven) until the meringue is golden brown.
7. Cool completely before cutting.

Berry Meringue Oblong Pie



Ingredients

Sweet pastry	250 g
Barker's Berry Hotsett® Filling	500 g
Egg whites	4
Caster sugar	100 g
Cream of tartar	½ tsp

Method

1. Line a rectangle flan tin (350 mm × 120 mm) with a standard sweet pastry.
2. Pipe **Barker's Berry Hotsett® Filling** into the pastry base.
3. Bake at 180°C to 190°C for approximately 20 to 25 minutes (depending on the oven) until the core temperature of the filling exceeds 90°C.
4. Beat the egg whites until soft peaks form. Gradually add in the castor sugar and cream of tartar, beating until stiff peaks form.
5. Pipe rosettes of the meringue mixture over the **Barker's Berry Hotsett® Filling**.
6. Return to the oven and bake at 180°C to 190°C for approximately 7 to 10 minutes (depending on the oven) until the meringue is golden brown.
7. Cool completely before cutting.

Mulled Wine Fruit Cake



Ingredients

Group 1

Butter	125 g
Sugar	190 g
Mixed fruit	625 g
Crushed sweetened pineapple	450 g
Prenzel Mulled Wine Mixer	50 mL
Baking soda	4 g

Group 2

Beaten eggs,	2
Self-raising flour	110 g
Plain flour	90 g
Baking powder	4 g

Method

1. Bring group1 ingredients to the boil and simmer for 5 minutes, stirring regularly.
2. Cool then add group 2 and combine well.
3. Bake for 2 hours, for the first hour at 180°C then lower temperature to 150°C. If cake starts to brown, cover with tin foil. Check regularly after the first hour and remove when an inserted skewer comes out clean.
4. Cool cake in tin.



Sticky Orange, Chilli & Vodka Cake



Recipe by Matthew Greenham,
Wellington Regional Manager,
Weston Milling.

Makes 1 × 25 cm large cake @ 1.2Kg or 2 × small cake loaves @ 600 grams

Ingredients

Group 1

Weston's XL Cake Mix	500 g
Ground almonds	200 g
Butter (softened)	100 g

Group 2

Water	225 ml
Eggs	150 ml
Dessert wine	65 ml
Zest from one orange	

Group 3 (syrup glaze)

Water	125 ml
Caster sugar	250 g
Small mild chillies	9
Vodka	45 ml
Zest & juice from one orange	
Zest & juice from one lemon	

Method

1. Place Group 1 into mixing bowl fitted with whisk and blend for 2 minutes.
2. Add Group 2 and mix on slow speed for 2 minutes, scrape down and mix for a further 5 minutes on top speed.
3. Deposit cake batter into 25 cm greased round cake tin.
4. Place in oven and bake at 160° C for 50 minutes.
5. 15 minutes before the cake is due out of the oven, start the syrup.
6. In a small saucepan add Group 3 and bring to the boil and continue to boil rapidly for 5 minutes. Set aside and keep warm.
7. Once baked, remove cake from the oven and tip out onto cooling rack.
8. Whilst cake is still warm use a skewer and at three-quarters depth, prick cake all over.
9. Gently spoon syrup glaze over the cake.
10. Syrup glaze will seep into cake making it moist and sweet.
11. Serve warm and enjoy.



It was cupcakes, then macarons and now we are dusting off another classic – the eclair!

Eclairs with flair

Follow the trends and light up your counter with colour.

The eclair is a long French pastry that is made from choux dough (same mix as for profiteroles) and is filled with pastry custard, dipped in fondant icing.

The traditional chocolate eclair is topped with chocolate fondant and filled with pastry cream.

Here they are back in different colours but with the same classic yummy flavours

If you don't have your own favorite choux recipe, we have one here.

Choux Eclairs

Yield 30 pieces

Ingredients

Flour, strong	250	g
Water	250	g
Salt	3	g
Sugar	5	g
Butter	200	g
Eggs	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 mix.
2. Cook the mix over a medium heat for approximately 2 minutes to roast the starch in the flour.
3. Leave mix 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. Pipe them 7 cm long with big round nozzle.
5. Cook at 220° C for 10 minutes until risen, turn down oven for another 15 minutes at 175° C.



Butter cream

Butter	500 g
Water	30 g
Sugar	250 g
Whites	150 g
Vanilla pod	1

1. Scrape vanilla pod.
2. Boil water, sugar and vanilla (seeds only) to 124° C.
3. Whisk whites to become foamy.
4. Continue whisking while pouring hot sugar syrup over.
5. Whisk cold.
6. Beat butter soft and airy.
7. Fold in the meringue.
8. Mix smooth.
9. Note: Do not have meringue too hot since it melts the butter.

Peanut Butter Filling

Butter cream	300 g
Peanut butter	100 g
Salt	2 g

Whisk peanut butter and salt into butter cream until combined and smooth.

Milk Chocolate and Hazelnut Crunch Filling

Butter cream	300 g
Milk chocolate	140 g
Hazelnut crunch	10 g

1. Whisk melted milk chocolate slowly into butter cream until combined and smooth.
2. Fold through the Hazelnut crunch

Raspberry Filling

Butter cream	300 g
Raspberry Jam	130 g

1. Whisk jam slowly into butter cream until combined and smooth.
2. Add extra jam if you wish, pipe a small line in each to increase flavour.

Lemon Curd Filling

Lemon juice	100 g
Sugar	100 g
Butter	100 g
Egg	200 g
Zest of lemon	1

1. Boil your lemon juice, zest and sugar. Mix your hot liquid into your egg slowly.
2. Return to heat and cook to 83°C stirring continuously. Mix in butter when mixture cooled down to about 40°–50° C.
3. Strain.
4. Leave to cool down in fridge for a couple of hours before piping into the eclairs.

Coconut Custard Filling

Cornflour	13 g
Sugar	43 g
Milk	67 g
Coconut cream	200 g
Vanilla pod	1/2
Flour	10 g
Yolk	53 g

1. Mix yolk, sugar, flour and cornflour. Boil coconut cream, milk and scraped vanilla.
2. Mix your hot liquid into your egg slowly.
3. Boil again stirring continuously for about 1 minute.
4. Strain and leave to cool down before piping into the eclairs.

Fondant

White fondant
Yellow colour
Red colour
Caramel colour
Dark Chocolate

1. Heat fondant up with a little water and desired colour.
2. Melt slowly to about 38° C.
3. Dip eclairs.
4. If it's too firm, change consistency with a bit of water.

Chocolate and Beetroot Brownie



Adding vegetables to baked goods such as carrot cake and in this example beetroot adds moisture which is enclosed in cell structures, which slows the drying of the product. This makes for a delicate moist product with a longer shelf-life than the same product made without vegetables.

This brownie is rich, moist, and full of chocolate flavour with the added bonus of the subtle but delicious beetroot.

For more recipes, resources and tools to help you create healthy foods visit: www.heartfoundation.org.nz/hospitality

For 50 portions

Ingredients

Beetroot, boiled and cooled	800 g
Margarine	200 g
Dark chocolate	200 g
Vanilla extract	10 ml
Caster sugar	500 g
Eggs	6
Wholemeal flour	100 g
White flour	100 g
Cocoa powder	100 g
Baking powder	2 g

Method

1. Heat oven to 180° C.
2. Blend beetroot until smooth.
3. Gently heat margarine and chocolate to melt.
4. Beat together the vanilla, caster sugar and eggs until light and foamy.
5. Gently fold the blended beetroot into the egg mixture.
6. Sift remaining dry ingredients together.
7. Gently fold the dry ingredients into the beetroot and egg mixture, trying to retain as much air as possible.
8. Line and grease a 50 × 25 cm baking tray.
9. Pour mixture into prepared tray and spread out evenly.
10. Bake for approximately 20 minutes or until the middle just bounces back to the touch.
11. Cool completely in the tray.
12. Cut into 5 × 5 cm squares.

Carrot and Orange Cakes


**FOOD
SERVICE**


Makes 12 individual cakes

Ingredients

Chelsea Soft Brown Sugar	350 g
Neutral-tasting vegetable oil	300 mL
Self-raising flour	350 g
No 7 eggs, lightly beaten	6
Grated carrots	300 g
Raisins	200 g
Orange, grated zest only (= 2 large oranges)	500 g
Baking soda (= 2 tsp.)	8 g
Ground cinnamon	4 g
Freshly grated nutmeg	2 g
Frosting	
Cream cheese	150 g
Chelsea Icing Sugar	100 g
Orange (¼ large orange) – zest and juice	80 g

Method

1. Preheat oven to 180°C (160°C fan assisted).
2. Grease a 12 hole or 2 × 6 hole Texas muffin tin and line the bases with a disc of baking paper.
3. In a large bowl, mix together the sugar, eggs and oil. Stir in the grated carrots, raisins and orange rind.
4. Separately, mix together the flour, baking soda and spices then sift into the carrot mixture. Gently mix together to just incorporate – mixture will be loose.
5. Divide the mixture into the prepared muffin tins and bake in the centre of the oven for 25-30 minutes, until firm and springy to the touch.
6. Transfer the tin to a cooling rack and cool for 10 minutes, before loosening and unmoulding. Cool completely on the cooling rack.
7. Spread frosting evenly over the cakes and garnish with walnuts, toasted pumpkin seeds or chopped dried fruits.

Total cost	\$8.28
Cost per portion	\$0.69
Gross profit %	70%
Sales tax	15%
Min. Selling price (Per portion)	\$2.64
Costs based on average wholesale prices at February 2012	

For more delicious recipes and profit calculator, www.chelsea.co.nz/foodservice

Citrus Cassatas

by Brent Hughes
courtesy of NZ Bakels

Candied oranges

Oranges chopped thinly	6
Sugar	350 g
Water	350 g

Slice the oranges thinly.

1. Boil a pot of water and add the oranges, lightly boil for 1 minute. Drain the orange and discard the water.
2. Add 350 g of sugar and 350 g of water to the same pot and bring to the boil.
3. Add the drain oranges to the sugared water and simmer for 20 minutes.
4. Pour oranges and syrup into a storage bucket and keep in the fridge until needed.



Citrus syrup (for citrus cassatas)

Candied Orange Syrup	280 g
Water	240 g
Orange Liqueur	45 g
Total weight	565 g

Mix all ingredients together and use as dipping syrup for lady fingers.

Lady Fingers (for Citrus Cassatas)

Flour	360 g
Corn flour	60 g
Fino Custard Powder	40 g
Caster sugar (1)	90 g
Egg yolks	120 g
Caster sugar (2)	180 g
Egg whites	180 g
Total weight:	1030 g

1. Mix together the egg yolks and first lot of caster sugar (90 g) until the ribbon stage is reached.
2. Whisk the egg whites with the second lot of caster sugar (180 g) until it holds a soft peak.
3. Fold together the egg whites and egg yolk mixtures.
4. Sift the flour, **Fino Custard Powder** and the corn starch together and add in three stages. Be very gentle so as to achieve a light but stable mixture.
5. Pipe onto greaseproof lined trays and bake immediately at 200° C for approximately 12 minutes or until lightly baked.

Citrus Cassatas filling and assembly

Ricotta cheese	750 g
Icing sugar sifted	85 g
Chockex finely chopped	85 g
Drained candied oranges finely chopped	125 g
Fresh cream	50 g
Orange liqueur	25 g
Apito Butta Vanilla Essence	8 g
Total Weight:	1128 g

Bakels Diamond Glaze for Topping

Filling and assembly

1. Line 8 ramekin dishes with gladwrap. Dishes 90 mm by 5 cm fluted are best.
2. Drain 8 candied orange slices and place one piece in the bottom of each lined ramekin dish.
3. Dip the lady fingers in the citrus syrup and cut to size. Place the soaked Lady Fingers around the side of the ramekins.
4. Take all ingredients for the filling and mix them together well. Pipe the filling into the ramekin dishes until almost to the height of the Lady Fingers.
5. Make a crumble out of some Lady Fingers and add a little amount of citrus syrup to help bind it together.
6. Place the Lady Finger crumble onto the filling to the height of the lady fingers.
7. Use the overhanging gladwrap to cover the cassatas and freeze.
8. Once frozen, remove from the ramekins and tip upside down. Remove the wrap and pour over **Bakels Diamond Glaze**. Allow to thaw slightly before serving.



Citrus mousse with orange curd & almond dacquoise



Recipe by
Marcus Braun
courtesy of Nestlé
Professional



Orange Curd

Orange juice (freshly squeezed)	110 g
Orange zest (micro plane)	1
Caster sugar	50 g
Eggs Yolks	4
Unsalted Butter	75 g

Method

1. Whisk together the juice, zest, eggs and sugar in the pot and add the chopped butter.
2. Bring to the boil whisking gently but continuously until thickened and just starting to boil.
3. Remove from the heat and pass through a fine sieve.
4. Place into the fridge to set for at least 1 hour before use.

Orange Gel

Orange juice (freshly squeezed)	75 g
Orange zest (micro plane)	1
Lemon juice (freshly squeezed)	45 g
Colset	20 g

Method

Whisk the colset into the juices and zest until smooth and leave to set for at least 20 minutes before using.

Citrus Mousse

Trim milk	250 g
Nestlé Docello citrus mousse mix	125 g
Orange curd	120 g
Orange gel	qty

Method

1. Add the **Nestlé Docello** Citrus mousse mix to the cold trim milk and whisk on speed low for 1 minute.
2. Scrape down the sides of the bowl and then continue to whisk on high speed for a further 6 minutes.
3. Add the 120g of Orange curd and the Orange Gel to the mousse and whisk through until smooth.
4. Pipe into prepared moulds and allow to set for at least 2 hours before un-moulding and serving.

Almond Dacquoise

Ground almonds	120 g
Icing sugar	50 g
Cornflour	4 g
Egg whites	125 g
Caster sugar	30 g

Method

1. Blend the almonds, icing sugar and cornflour in a food processor and then sieve together.
2. Whisk the whites until full volume and then add the caster sugar gradually until combined.
3. Fold in the sieved dry ingredients and then pipe into greased and floured tins.
4. Bake at 180°C for approximately 20 minutes.



Chocolate Crunch

Feuilletine	22 g
Unsalted butter	8 g
Orange zest (micro plane)	½
Nestlé Dark Couverture	30 g

Method

1. Melt the chocolate and butter together and then stir in the zest and feuilletine.
2. Spread onto the base of the baked dacquoise cases.

Assembly

1. Pipe the remainder of the set Orange Curd onto the Dacquoise cases that have the chocolate crunch set in the base.
2. Place the set **Nestlé Docello** citrus mousse on top and decorate as required.



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