

# slice

Issue 24, November 2014



from the Baking Industry Association  
for cafés, caterers and bakeries



**The Great New Zealand Xmas Mince Pie Competition**  
**Popular Christchurch bakery wins**

**Breakfast in Edinburgh**  
**Truly buttery fare hits the spot for Scots**

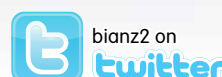
**Great Auckland bakeries**  
**The cream of the crop**

**Making a better dollar**  
**Why and how to raise your prices**



**Jason Heaven's  
passion**

**Thoughts on winning  
from one who knows.**



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# Contents

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## Cream of the crop 10

Some of the best bakeries in Auckland

## Breakfast in Edinburgh 38

Scots traditionally offer butter galore



## Lightning in the bakery 34

Bakers celebrate in style

From the Office by Belinda Jeursen	2
Food safety made easy	2
New Members	2
From the President by Michael Gray	3
Free help by Thomas Thomas	4
News and views	6
Cream of the crop by Belinda Jeursen	10
The bakery ingredients industry heats up	14
Pricing and discounting by Craig Rust	16
The great bakery show is on again	18
How sweet it is by Belinda Jeursen	20
Arepas arriving by Sue Fea	22
A good ration by David Tossman	24
Competition: Popular Christchurch bakery wins	
Xmas Pie Award by Belinda Jeursen	25
Jason Heaven's passion by Vivienne Haldane	28
Éclairs – a flash of lightning in your bakery	
by Belinda Jeursen	34
Profile – Bree Scott by Belinda Jeursen	36
Breakfast in Edinburgh by David Tossman	38
Events calendar	41
<b>Recipes</b>	
Brioche Hamburger Buns	45
Coffee & Walnut Caramel Loaf	45
Sourdough bread by Asher Regan	46
Sweet Corn Fritters by Rob Burns	47
Rice & Caramel Pineapple Tart by Brent Hughes	48
Cranberry, Currant & Chia Seed Brioche	49
Meadow Mushrooms Tapas by Tracy Scott	50
Toffee Apple Cheesecake	51

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

Congratulations to Copenhagen Bakery in Christchurch on winning the 2014 Great New Zealand Christmas Mince Pie Competition.

While photographing the competition entries and interviewing the judges for the article in this issue of Slice (see page 25) I got to taste the top five entries. It was a close competition but the inventive use of frangipane in the base of their pie was a delightful surprise and certainly a winning factor. John and Donna Thomsen run a great operation with the highest quality products. John's perfectionism and passion for flavour and visual appeal showed in their entry.

### Melbourne

I recently went to Melbourne with BIANZ President Michael Gray, a trip sponsored by the 2015 iba organisers. It reminded me again of how valuable face-to-face meetings are for building relationships and expanding your knowledge. We heard first-hand about the 2015 iba show, caught up with our European and Australian baking counterparts, and attended the Australian Baking Society Conference. We heard speakers on global baking trends, organic baking, functional ingredients and processing, and the complicated and little-understood issues around gluten and fodmaps.

### Auckland

An invitation to the Bakels Pie Awards in July was an opportunity to visit some Auckland bakeries and cafés I hadn't seen before.

The Pie Awards were excellent as usual as it is always wonderful to see bakers rewarded for their innovation and hard work. I wasn't disappointed in the bakeries and cafes I visited either. In fact I was especially impressed by the standard of their product, shop design and service, and the imagination and inspiration they have put into setting up these businesses. See page 10 for more on this.

### How sweet

While in Auckland I also got to visit the iconic Chelsea Sugar Refinery (see page 20). I grew up in a sugar farming community so the smells and many of the sights were deliciously familiar. What I never knew was how much effort goes into providing the consumer with the white sugar we so casually use in our products.

Sugar has been getting some bad press recently, much like other carbohydrates and butter have in the past, but my mother's advice of "everything in moderation" holds true. Sugar is a vital ingredient for the baking industry and many other products we consume and should not be made a scapegoat for the current obesity and diabetes issues facing our population.

New Zealand Sugar is celebrating 130 sweet years in 2014. They are a valued BIANZ Buying Partner and make a wide range of sugars and syrups that our members use in their baking so we wish them all the best.

### Food safety made easy

Are you keen to differentiate your business by striving for the highest standards of food safety? Are you keen to see your staff trained in food control processes to ensure safe food every time?

The BIANZ offers a full mentoring and tailoring service for businesses that wish to set up their own food control plan (FCP). The service includes preparation and assistance with registering your FCP with your local territorial authority and the Ministry for Primary Industries (MPI).

How does it work? First, join the Baking Industry Association. Then register your interest with our office ([admin@bianz.co.nz](mailto:admin@bianz.co.nz)) and Ian or Leah from Food & Health Standards Ltd (F&HS) will arrange a two hour telephone service to tailor your FCP and then help you get it registered. They do this for a very reasonable \$250.

There are links on the BIANZ website where you can download a copy of the Food Act 2014, new fact sheets about it and also links to Food & Health Standards website. If you have any further questions contact **Brendan Williams**, your BIANZ Food & Health Safety representative. Phone 027 463 5959 or email him on [brendan@bianz.co.nz](mailto:brendan@bianz.co.nz)



## New Members

We welcome

Allenby Rd Bakery	Papatoetoe
Amelias Kitchen	Fenton Park
Annies Bakery	South Levin
Batemans Bakery	New Plymouth
Blueseas Bakehouse Coffee	Manukau
Bright Bakery & Coffee Shop	Whangarei
Cham Coffee and Bakery	Christchurch
Clevedon Seafood TA and Bakery	Clevedon
Counties Bakery	Pukekohe
Crown Lunchbar	Rosedale
Cuzzie Cakes	Auckland
D And D Bakery Cafe	East Tamaki
Don Rodrigo	Nelson
Flat Bush Bakery	Otara
Justine's Ltd	Wellington
Meanrith Pastry Cafe	Onehunga
Myers Bakery	Manurewa East
Oscar Bakery	Henderson
Ronnies Cafe Papakura	Papakura
St Andrews Bakery	Saint Andrews
Stroop O'Clock Ltd	Whangarei
Sunrise Bakery	Auckland
The Happy Food Company	Tutukaka
The Market	New Plymouth





## From the President

### MICHAEL GRAY KEEPS IN TOUCH

With Christmas fast approaching the baking business is set to become very busy once again. I am sure like myself you have been working on new products and tweaking the old classics.

I would like to think all bakeries are ensuring they are calculating the cost of what they wish to sell and are upping their prices to allow for the increased costs we have all received through higher ingredients pricing and minimum wage adjustments.

An increased demand for beef in the US market has put pressure on raw material costs for pies. On that basis we all need to raise our prices and achieve a fair price for our hard work as an industry.

The Baking Association has been busy in the last quarter with the Christmas mince pie competition, won by Copenhagen Bakery.

We have been busy with the recent signing up of Nova Energy as a Gold buying partner and preferred energy supplier to BIANZ,

continued work on the new baking qualification, attending the Australian Society of Bakers conference in Melbourne and networking with the UIBC (International Union of Bakers and Confectioners) regarding an IBA tour for our members next year.

#### Price survey results

We recently set up a survey in which we hope all of you have taken part. These surveys are key benchmarking tools for our members and really do assist you in the management of your business.

The results of the survey will be going online in our members-only section. If you have lost your password just let us know.

I wish you all a very successful Christmas and a prosperous New Year.

Michael Gray

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# Wedderburn®

## From the Vice President

by **THOMAS THOMAS**

## Free help

Are you looking for some extra hands in your bakery? Do you want to give a student an opportunity to see baking at its best?

Gateway could be the answer for you. Gateway is a college initiative where students come to your workplace, normally for one day a week for ten weeks, to get real experience of employment.

I know when they come to my place it is usually longer than 10 weeks. They start with the bakers, helping wherever needed. It gives the student a chance to get a feel for working life.

The reason this programme works well is that after a couple of weeks of induction the employer actually gets a benefit from having them on the team. Often these students end up in an apprenticeship from their time gaining experience.

If this sounds like a good idea to you then I suggest you get in touch with your local colleges and talk with the careers teachers about your interest in a student for next year.

If you want to talk further about this then feel free to call me.



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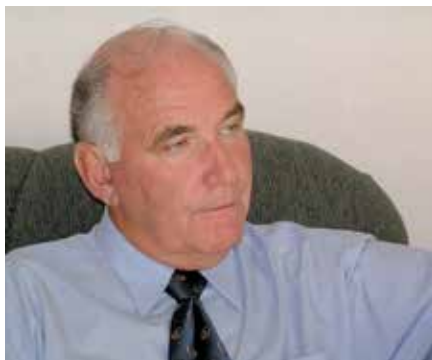
- Any bakery can enter
- Entry by sample batch
- Entries to be delivered on Friday March 13 2014
- Certificate and assured publicity in news media for the winner.

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



# news and views

## A wonderful trade



**Well known baking industry personality Paul Hansen writes:**

An excellent issue and you both continue to exceed.

Issue 23 was just so interesting and it would not matter what sector of this wonderful trade one worked in there was interest a-plenty for all. There is to my mind sections for everyone to aspire too.

Just so much information and not only in the written text but backed up by some wonderful photographs.

The biggest thing for me (I found) was it is not just a one-time read but could be turned into a great reference referral for product and business systems to use as benchmark in your own business.

Your individual articles' and contributions once again to a "very" standard.

Well done to the team.

Much kindness,

Paul Hansen

## A fond farewell

**Veteran baker and BIANZ member Ross Campbell writes:**

So after 44 years being in the bakery industry I hang up my apron, my pallette knife and piping bags, my rolling pin and those dusty old shoes. Oh and I threw away that damn alarm clock.

As I write this it is eight weeks since I finished my tenure of owning a bakery.

Beginning my baking career at the ripe age of 14 years was something I couldn't wait to do. So after purchasing my first bakery, Princeway Cakes, from the late Bert Squibb at 19 years it was full steam ahead from there.

So now it is time to take it easy ... Yeah right!

I vividly remember the first Baking Society (it had a much longer name then) Conference I attended. It was at the Shoreline Hotel/Motel in Wellington. It all felt very formal back then meeting with the late Ray Walker and numerous others of that era.

But come social time I realised that we were all just hard working buggers doing our thing to make ends meet. I remember too the fancy dress evening when a certain top NZ Bakels person (my lips are sealed Duncan) entered the room dressed as a striking woman, and others who dressed to be something totally outside the realm of normal and have some fun.

The conference coincided with the New Zealand cricket team (now the Black Caps) staying at the same venue. That was great fun, meeting Hadlee, Cairns, Snedden and the others. Aah the memories.

Back then there were only 40-odd food outlets in the greater Manawatu region. Today that has swelled to over 600 of one description or another.

Those were the days where all it took was pies, saviouries, donuts, buns and bread rolls. The array of food available today is a far cry from then, due in no small part to the ever growing presence of the BIANZ.

When I visit different bakeries/café's around the country and overseas I am amazed at what is on offer today. Pretty impressive to say the least.

Over the years I have met some wonderful and dedicated people in this industry and I am extremely grateful for the opportunity to do so.

So I bid farewell to baking and the industry that has seen so many fantastic changes that it is amazing.

Over and out

Ross Campbell  
Double R Bakery

## Starting to love it

**Praise for BIANZ from a member.**

*The writer has allowed us to publish this letter to BIANZ executive officer Belinda Jeursen.*

Hi Belinda

Work Safe New Zealand (formally OSH) are visiting food and beverage manufacturers between September and December.

I got an unannounced three hour visit on Tuesday this week. Here at Mrs Higgins we don't fuss too much over work place safety manuals.

We have all the necessary signage but no separate work place safety manuals and checklists. It's all part of our HACCP program.

After a three hour visit the two Work Safe New Zealand gentlemen left us very satisfied and only recommended that we move one sign from behind a machine to make it better visible and add one more "Fork lift operating in this area" sign.

What I have learnt from this exercise once more is that if we design and apply our HACCP Food Safety Program properly it takes care more than just Food Safety.

I initially thought that HACCP was over the top, then I learnt to live with it and now after this Work Safe New Zealand visit I'm starting to love it

Kindest Regards

Markus Hasler, Managing Director  
Mrs Higgins, Henderson

## Early winners



BIANZ member Traditional Brazilian Foods recently won the NZ Food Award Convenience Category, the highest food award.

Besides winning the NZ Food Award with their Chicken Delight product, they won the Fine Food Finalist Award in June this year.

The business was founded in November 2013 by Marcelo Menoita and Barbara Scholten.

They joined the Baking Industry Association soon afterwards, while their production was still in a small commercial kitchen in Auckland and every single cheese bread was rolled by hand.

It didn't take long for the orders to start pouring in, forcing them to restructure.

In April 2014, the company moved to larger premises in Albany and special machinery was imported from Brazil to produce the cheese bread and the Chicken Delights or the Coxinhas.

Today, after only 11 months in operation, Traditional Brazilian Food produces around 35,000 savouries a month.

## No more sticky situations

Steel Fern Ltd is a small New Zealand company doing big things with their PTFE reusable non-stick cooking baking oven tray liners and hotplate liners.

For 20 years Steel Fern Ltd have been supplying domestic and commercial customers with a range of washable reusable long lasting tray liners.

They introduced the very popular Hot Plate Magic liners in New Zealand and Australia in 2002.

These cost-effective washable reusable liners can save companies hundreds and in some cases thousands of dollars in throw away disposable cooking papers, spray oils and cleaning chemicals, all while being easy on the environment, not to mention saving staff labour in the washing and cleaning of trays and dishes.

Steel Fern Ltd can supply pre-cut sizes or custom cut sizes.

They have liners for large commercial use in up to one metre wide sheets and sizes in between, and for cake tins, Texas muffin and standard muffin trays.

Steel Fern Ltd supplies leading bakeries and industries that use the fabric on food production belts. Various colours are available but black and brown are the most popular.

Steel Fern has introduced a new line called the Rack Mat. This heavy commercial grade liner can be used directly

onto the oven rack, eliminating the need to have oven trays. The rack becomes the tray that is removed from the oven.

These are available in 455 mm x 755 mm as standard but can be cut for smaller applications.

Steel Fern Ltd is happy to provide a free cost analysis based on your existing products and offer a free sample.

To get your free sample go to [www.steelfern.com/commercial-offer](http://www.steelfern.com/commercial-offer) and enter your details

For a free quote or to confidentially discuss your company's requirements contact Kendall Hinton, [info@steelfern.co.nz](mailto:info@steelfern.co.nz) co.nz – 027 295 3021.



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## Coca-Cola Life launching in Australia and NZ

Coca-Cola are currently working towards the launch of Coke Life in Australia and New Zealand. Scheduled for release in April 2015, Coke life has a 35% kilojoule reduction compared with Coca-Cola, which is going to be achieved by using a combination of sugar and stevia.

Stevia leaf extract is naturally sourced from the stevia plant, which is native to Paraguay. Sweeteners made from stevia are calorie-free and up to 200 times sweeter than table sugar.

Coke Life has already been successfully launched in a number of countries including Argentina, Chile, Great Britain and most recently the US. It's a great addition to the company's portfolio, alongside their 300ml packs it will provide consumers with another choice when they are looking for low kilojoule or sugar reduced beverages.



## "Unlimited fines" possible for EU bakers

Bakeries that fail to warn customers about possible allergens in their food could face an unlimited fine under new European Union rules.

From December 13, any business serving food must provide allergen information either in writing or verbally.

Guidance from the Food Standards Agency advises that information should be "easily accessible, in a conspicuous place, easily visible and clearly legible."

Information to be included must cover all 14 chosen allergens. They include gluten, milk, eggs, nuts and sesame.

Businesses are free to decide to provide the information orally on request but are advised that if staff are responsible for giving information it must also be clearly signposted, verifiable and consistent. The guidance suggests nominating a member of staff to handle allergen enquiries.

Businesses are advised to use the same recipes, keep a copy of ingredient information on labels of pre-packaged goods, keep ingredients in original containers, and file a copy of the labelling information. They are also urged to check deliveries and make sure all products are their usual brand.

## The Troubleshooters



Food protection for New Zealand

### Keeping it safe

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## Cocoa collapse real or not?

In 2010, big players in the international cocoa game came together to forecast a cocoa shortfall of 1 million tonnes by 2020.

Mars, Barry Callebaut and Blommer Chocolate all joined in the public doomsaying.

The prediction created news far beyond the industry. The UK tabloid *The Daily Mirror* picked it up with a headline reading "Chocolate could run out in 2020 due to worldwide shortage of cocoa."

The tune has now changed.

At the World Cocoa Conference in Amsterdam in June, the International Cocoa Organisation's director of economics and statistics, Laurent Pipitone, said "It doesn't look like there's such a big concern."

The organisation expects a surplus this season, a slight deficit next year, and a deficit of a mere 100,000 tonnes in 2020.

Meanwhile, Mars Chocolate VP Andy Harner stands by the earlier gloomy prediction, while other industry observers reckon the 2010 forecast was made only to secure supply at lower prices.



## Fresh café concept

A new cereal café opens in London in December. The Cereal Killer Café will offer customers a breakfast choice comprising more than 100 different global varieties of cereal, as well as a selection of 18 different pop tarts, a toast offering and coffee.



The café was set up by identical twins Alan and Gary Keery, who used crowdfunding site indiegogo to raise £60,000 (about \$120,000) in order to kickstart the business venture. The shop will offer cereal varieties such as Oreo O's from South Korea and Poppin' Fruity Pebbles from America – a berry flavoured mix with popping candy.

The café will also sell cereal memorabilia, and will be decorated with cereal history from money boxes to skateboards, and bike reflectors to milk bottles.

Cereal cafés are established in the US but nowhere else. How long before we see one here?

## Dean does doughnuts

Well-known New Zealander **Dean Brettschneider**, billed as the Global Baker, has joined a widespread move to gourmet artisan doughnuts with the launch in London of Crosstown Doughnuts.

Crosstown Doughnuts is aiming to launch a doughnut truck to reach consumers at London festivals, with a store in the pipeline, as is a deal to serve the doughnuts to business class flyers on Air New Zealand.

Flavours include cinnamon, berry compôte, chocolate chilli cream, chocolate custard, peanut butter and currant, creme brûlée, and vanilla bean custard.

The new brand has an impressive array of founders: **Adam Wills** (GBK co-founder and co-owner of Kopapa), young entrepreneur JP Then, top British baker **Marcus Miller** (founder of Miller's Bakery), entrepreneur **Jian-Peng Then** and New Zealander **Peter Gordon**, the acclaimed executive chef and co-owner of London's Kopapa and The Providores & Tapa Room (as well as The Sugar Club and Bellota in Auckland).



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# Cream of the crop

Belinda Jeursen took a tour and photos of some of Auckland's finest bakeries, cakeries and patisseries recently.

## Best Ugly Bagels

**Shed 3, City Works Depot, cnr Wellesley and Nelson Streets**  
[www.bestugly.co.nz](http://www.bestugly.co.nz)

Around the corner from Scratch Bakers (page 12) is the home of Montreal-style manhandled bagels, tumbling like baked lava out of a vast oven.

Situated in a converted workshop, this brainchild of the well-known Al Brown is based on the two years he spent in Montreal in the 80s making wood-fired bagels.

The smell greets you first, then the friendly and very cool staff. You can have one immediately spread or filled, or take some home chilled. What a great idea. Sometimes you see products and want them, but not right now. Good thinking Number 9.



## Bluebells Cakery

**161A Hillsborough Road**  
[www.bluebellscakery.co.nz](http://www.bluebellscakery.co.nz)



A boutique café and cake shop with a focus on decoration and "home style" baking. Owned by Karla Goodwin who learned her craft in London at Primrose Bakery.

She brought her talent and newfound knowledge back to New Zealand and started by selling her beautiful cupcakes at La Cigale market. She now has this delightful vintage looking shop filled with bright and beautiful baking, café good, lollies and tinned teas.

Well worth a visit for the visuals alone, but the product speaks for itself.



## La Fourchette

8c Turua Street, St Heliers  
[www.lafourchette.co.nz](http://www.lafourchette.co.nz)



Every now and again it's good to be reminded that there are people who live the good life, and they're probably hanging out at La Fourchette having breakfast, brunch, lunch or a lazy afternoon.

Café, restaurant and patisserie, this popular bay venue sells itself with a beautiful array of food in and on the counters as you arrive. Freshly baked pastries and breads, and great coffee are a good start. The focus is on traditional French pastries and cakes. Does not disappoint.

## Milse

27 Tyler Street, Britomart  
[www. http://britomart.org/milse](http://britomart.org/milse)

A dedicated dessert restaurant serving cakes, pastries and ice creams to eat in or take away. Worth eating in as the entire restaurant is decked out in lacy honeycomb wood, made to feel like a spacious cave from which you can see the Britomart shops. Cosy.

The kitchen is in plain view and there are cabinets filled with colourful sweets and desserts as you arrive through the latticed corridor.

Master patissier Brian Campbell heads it all up and what a perfectionist he is. Not many people could achieve such consistently high standards and innovation. Hardly ever without a queue but worth the wait.





# Cream of the crop

continued from page 12.

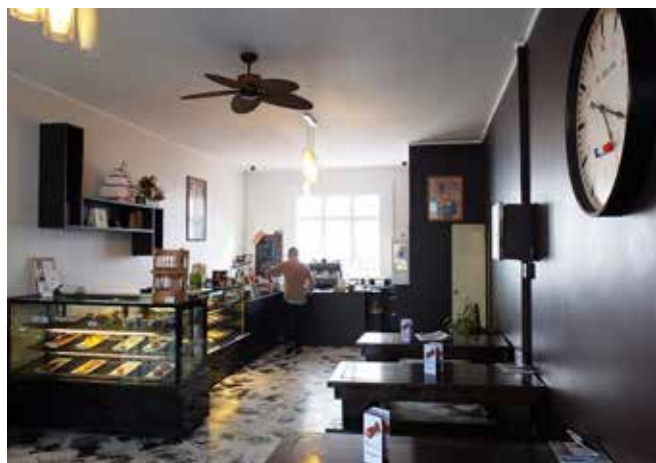
## Philippe's Chocolate & French Pastries

293 Great North Road, Grey Lynn  
[www.philippeschocolate.co.nz](http://www.philippeschocolate.co.nz)

Offering a taste of France in Auckland, this understated, elegant store has a mouth-watering range of handmade chocolates, breads, cakes and pastries.



They received a Metro Award for Best of Auckland in 2009 and 2012. Owner Ben Yan is clearly getting it right here with the selection of very traditional French products and the occasional innovative twist when it comes to flavour and appearance.



## Scratch Bakers

Shed 3F, City Works Depot, 90 Wellesley Street West  
[www.scratchbakers.co.nz](http://www.scratchbakers.co.nz)

As the name suggests, everything here is made from scratch by a team of incredibly talented bakers, with owner Johnny McKessar behind the scenes also heavily involved in a coffee roasting venture. The display of filled rolls and sandwiches and the cabinets with novel minicakes like Earl Grey and Chocolate and Rosemary and Fig make it hard to choose.



The pies are also worth considering with Pork Belly, Duck and Sweet Potato, and Braised Goat and Kumera some of the temptations. They are most well-known though for their crème brulee, bruleed to order as you watch.



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# The bakery ingredients industry heats up with New Mauri anz

## George Weston Foods merges with AB Mauri's Australia and New Zealand.

George Weston Foods (GWF) announced the merger of its Weston Milling business with AB Mauri's Australia & New Zealand operations in September. The new entity launched as MAURI anz is a division of GWF and an affiliate of the global AB Mauri business (both of which are divisions of Associated British Foods).

Announcing the move, the company's management said that the strategic move brings to market a full service bakery ingredients business with comprehensive product, research, innovation, technology, production and distribution capabilities. The merger also positions the new MAURI anz strongly for future growth and innovation.

"This is an exciting stage in our growth. Building an integrated bakery ingredients business has been a long-term objective as a means to offer something unique and compelling in the category, for the baker – big and small," said Andrew Reeves, Chief Executive of George Weston Foods.

The merger saw former George Weston Foods Chief Financial Officer, David Wallace promoted to the position of Managing Director, MAURI anz.

The former range of bakery ingredients and brands historically available through Weston Milling and AB Mauri remain

available to customers.

Manufacturing and production sites remain across Australia and New Zealand. For a full list of site locations visit [www.maurianz.com](http://www.maurianz.com).

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Explore more on the Tagliavini range below or to contact one of our industry trained sales consultants for further enquiry please submit an online enquiry form on our contact us page and we will put you in touch with one of our friendly staff.

### ROTOR RANGE

The ROTOR range is the result of a well-studied advanced technology. Baking is obtained through the circulation of clean and ventilated air, which is conveyed and distributed to the chamber by means of adjustable ducts.

- The baking is on trays, which are stored on a rotating trolley. The product to be baked is covered uniformly by the ventilated air, thus providing a perfect baking.
- It is suitable for baking bread and pastries of different kinds and size.
- It is compact: its overall dimensions are extremely limited, when compared to its production capacity.
- The oven can be gas-fired, gas oil fired or supplied with electric power.
- The heat exchanger has been renewed in its structure and made stronger. Exploiting the horizontal air circulation, the oven has an important reduction of fuel/electricity consumption.

### ROTOVENT RANGE

Being able to listen to the market and its increasingly specific needs has always been our company's guiding philosophy.

Once again, Tagliavini has created a new model oven, dedicated to all our customers who, like us, consider compact size, versatility and energy savings to be core values.

Available in electric or combustion versions, ROTOVENT utilises convection technology with three high-capacity fans. Its rotating trolley guarantees perfectly-distributed and homogeneous baking.



ROTOVENT is the perfect marriage of high-level productivity and production flexibility. Extremely small and compact, this oven has also been designed for bread and pastry makers with limited production space. With an energy savings of 30% compared with other quality products on the market, this oven proudly takes its place in the Tagliavini line of low energy consumption models.

### MODULAR RANGE

The modular deck oven range is unique in its category of modular ovens thanks to the new changes and advantages due to electric supply with electronic micro-processor control. In addition to perfect baking, the advantages of this oven include user flexibility, clean energy, easy installation and above all cost saving consumption.

In spite of its being specially designed for all kinds of pastries, buns and flat loaves, thanks to its steam generator it is also suitable for all types of bread (from 30g to 2kg) for small baker's shops. Each chamber is in fact an independent module holding all electronic check and power controls necessary for the operation. The external coating is completely insulated from the baking chamber. The external coating, the front side and the basement are made from stainless steel. Two sets of high performing, exclusively designed metal-clad elements, one for the floor and one for the ceiling, are set inside the baking chamber. If required, each module can be supplied with an independent steam generator, built into the module itself.

The module can be installed without the intervention of specialised fitters: It simply needs to be placed on site and connected to the mains. The electronic controls are set on the front and allow a constant and immediate overview of all baking parameters.

As with many Moffat products, the modular range from Tagliavini has optional extras such as:

- Stainless steel cell complete with all optional extras
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- Humidity and proofing time
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# Pricing and discounting

## When, why and how to raise your prices and your profits.

BIANZ executive committee member and professional business advisor **Craig Rust** looks at a common problem for many small businesses.



Many small business people regard price as the critical factor which influences the buying decision of their customers. If you fall into this trap you will undoubtedly reject the proposition that a high price strategy (and by implication, high value) will work. You may accept that perhaps it's right for some businesses but it sure doesn't apply to your business.

This perception is wrong! There is no business that does not have the potential to command a premium price for its products or services if, and this is the crunch, it is able to market those products or services in such a way that the customer perceives added value.

If all of your marketing effort, all of your advertising, and all of your sales dialogues focus on price, then you will be beaten on price every time a competitor comes along with a lower one. This means if you, the business owner, make price the critical factor, it will be the critical factor.

The only way to get out of the price trap is to promote other features and benefits that you can offer your customers over and above price. For example, better quality, amazing service, more convenient location, etc.

It might be that your competitors offer all of these things but unless they emphasise this in their marketing, how will potential customers ever know. Your job as a marketer is to create the perception of value and then to back up what you sell with superb service. Price is then only important when all other things are equal.

There will always be some customers who only think in terms of price. They are better left to your competitors. What you should be doing is working with those people who are happy to pay for value. This means two things. First, you have to deliver value (embody service) and secondly, you have to educate your customers to be aware that they are receiving value. One without the other will leave you exposed.

### Then there's discounting

When businesses are running sales or special promotions it is often tempting to offer discounts to get more people into the store. Before doing this, calculate the actual cost of the discounts and the increase in sales you need to generate just to generate the profit you would have created prior to offering the discounts.

For example, here's a table which shows the direct effect on gross profit of selling a single pair of jeans at normal price, by offering a 10% discount and then by adding an extra 10% profit margin.

	10% Discount	Normal Price	10% Increase
Sale Price	\$90	\$100	\$110
Cost of Goods	\$70	\$70	\$70
Gross Profit	\$20	\$30	\$40

As you can see, by offering a discount of 10% you are giving away 33% of your gross profit but by adding 10% on to the normal retail price you are increasing your gross profit by 25%.

**Table 1** opposite indicates the increase in sales that are required to compensate for a price discounting policy. For example, if your gross margin is 30% and you reduce price by 10%, you need sales volume to increase by 50% to maintain your profit. Rarely has such a strategy worked in the past and it's unlikely that it will work in the future.

On the other hand, if you adopt a premium pricing strategy, Table 2 opposite shows the amount by which your sales would have to decline following a price increase before your gross profit is reduced below its present level. For example, at a 40% margin a 10% increase in price could sustain a 20% reduction in sales volume.

These tables are available in the BIANZ Tool Box to allow you to refer back and make well informed decisions around your pricing strategy.

When working through significant business decisions like your pricing strategy and then a discounting policy it becomes extremely hard for us as business owners to think outside of the square. This is where a very experienced business mentor will bring huge value to your business. They will bring a totally fresh view to your business and will challenge both your assumptions and the industry norms to come up with a new approach for your business.

**A great way to see if this could work for your business is to use the national Business Mentors New Zealand agency to find somebody appropriate for your business in your region. All the details on this are on their website: <http://www.businessmentors.org.nz/>**



**Table 1**  
reducing  
prices

If your present margin is:									
	20%	25%	30%	35%	40%	45%	50%	55%	60%
And you <b>reduce</b> your price by:	To produce the same profit your sales volume must <b>increase</b> by:								
2%	11%	9%	7%	6%	5%	5%	4%	4%	3%
4%	25%	19%	15%	13%	11%	10%	9%	8%	7%
6%	43%	32%	25%	21%	18%	15%	14%	12%	11%
8%	67%	47%	36%	30%	25%	22%	19%	17%	15%
10%	100%	67%	50%	40%	33%	29%	25%	22%	20%
12%	150%	92%	67%	52%	43%	36%	32%	28%	25%
14%	233%	127%	88%	67%	54%	45%	39%	34%	30%
16%	400%	178%	114%	84%	67%	55%	47%	41%	36%
18%	900%	257%	150%	106%	82%	67%	56%	49%	43%
20%	-	400%	200%	133%	100%	80%	67%	57%	50%
25%	-	-	500%	250%	167%	125%	100%	83%	71%
30%	-	-	-	600%	300%	200%	150%	120%	100%

**Table 2**  
increasing  
prices

If your present margin is:									
	20%	25%	30%	35%	40%	45%	50%	55%	60%
And you <b>increase</b> your price by:	To produce the same profit your sales may <b>reduce</b> by:								
2%	9%	7%	6%	5%	5%	4%	4%	4%	3%
4%	17%	14%	12%	10%	9%	8%	7%	7%	6%
6%	23%	19%	17%	15%	13%	12%	11%	10%	9%
8%	29%	24%	21%	19%	17%	15%	14%	13%	12%
10%	33%	19%	25%	22%	20%	18%	17%	15%	14%
12%	38%	32%	29%	26%	23%	21%	19%	18%	17%
14%	41%	36%	32%	29%	26%	24%	22%	20%	19%
16%	44%	39%	35%	31%	29%	26%	24%	23%	21%
18%	47%	42%	38%	34%	31%	29%	26%	25%	23%
20%	50%	44%	40%	36%	33%	31%	29%	27%	25%
25%	56%	50%	45%	42%	38%	36%	33%	31%	29%
30%	60%	55%	50%	46%	43%	40%	38%	35%	33%





# The great bakery show is on again

The countdown has begun: less than a year until the iba, which takes place from 12 to 17 September 2015 at the Messe München showground.

It's recognised as the world's leading trade fair for bakery, confectionery and snacks. Exhibitors from around the world will showcase a wide range of goods and services, from production technology and the newest resources, to innovative food safety packaging solutions, shop fittings, marketing and selling concepts.

"The iba is the must-attend event for bakers and confectioners of all company sizes as well as for restaurateurs and decision-makers in the food retailing industry," says Dieter Dohr, CEO and president of the trade fair organization GHM Gesellschaft für Handwerksmessen mbH.

## See the future

"The trade fair offers a comprehensive market overview, shows bakers and confectioners current and future developments, and shows the entire sector the way for the upcoming three years."

Preparations for the trade fair are already in full swing. Well-known key players have already secured their spaces in order to present their innovations for the first time in Munich.

## Complete production lines

Numerous machines for workshops and many complete production lines will be built up in the halls. "This way, professional visitors of the iba will experience the novelties live and in action," Dohr emphasizes.

The spectrum of the products and services presented at the trade fair ranges from resources and production technology through to process optimisation, packaging solutions, IT and cashier systems, out-of-home eating products, professional clothing, and shop and sales fittings.

## Snacks and packaging

Additionally, special shows and international competitions as well as the iba forum and the iba summit will have numerous lectures and live demonstrations by well-known experts. "In addition to the areas of packaging, hygiene, and coffee, snacks will be a special subject at the iba next year," Dohr announces.

The fact that the trade fair is taking place from 12 September to 17 September 2015 should be of particular appeal for professional visitors.

## Oktoberfest

Only two days after the end of the trade fair, the Oktoberfest will begin in Munich. For those who don't want to wait this long, the iba will be offering a small taste from Saturday to Wednesday directly in the showground. In the iba Oktoberfest tent, exhibitors and visitors will be able to enjoy beer and roast chicken accompanied by live music, exchanging ideas with colleagues from around the world in a cosy Bavarian atmosphere.





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# How sweet it is

Belinda Jeursen visits the Chelsea Sugar Refinery

Tucked into dense foliage on the quiet shores of the Waitemata Harbour, not far from Auckland Harbour Bridge, is a group of distinctive terracotta pink buildings where life really is sweet every day.

Having seen the Chelsea Sugar Refinery from a distance many times, I was excited to have the opportunity to get up close and take a tour, particularly as New Zealand Sugar is celebrating 130 years of business this year.

Until 1882 all sugar products were imported. The government of the day decided the country needed to be more self-sufficient and offered a bounty to the first company to produce sugar right here in New Zealand.

The Australian Colonial Sugar Refining Company bought 160 acres of farmland in Birkenhead, later expanded to 450 acres, and founded the New Zealand Sugar Company Limited, which continues to operate as the only sugar refinery in the country to this day. The current Golden Syrup tin displays an illustration of the 19th century refinery and a version of it is used in the logo.

I am kitted out with a high visibility vest and a pair of safety glasses by Production Manager Tony Grant, my tour guide for the next fascinating two hours. We start off talking about that pink paint, a Resene colour called Red Damask, which fades over time from a rich terracotta colour to a paler pink. It was first introduced in the 1980s to create a sense of continuity between the various buildings on site. It proved

to be so popular that it was taken up by house owners in the Birkenhead area and has become synonymous with the refinery.

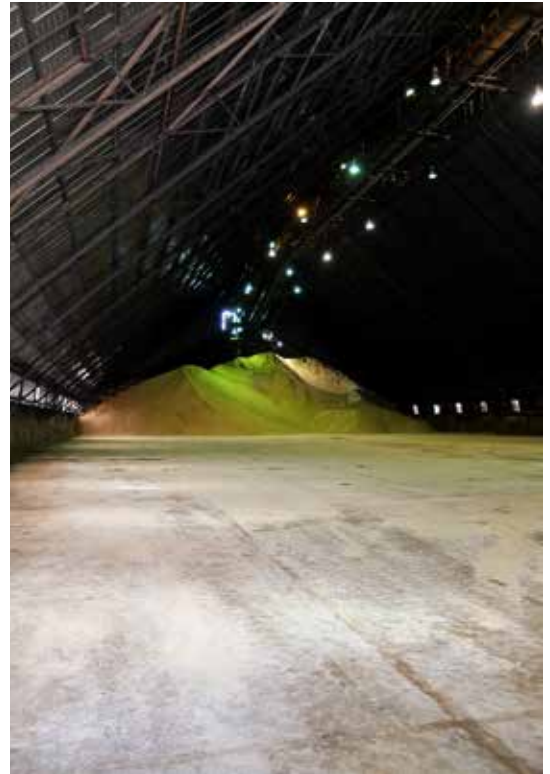
Tony takes me down to the wharf where he tells me that the Auckland Harbour Bridge was made higher specifically to accommodate the ships coming to deliver bulk raw sugar to the refinery. Loads of up to 30,000 tonnes are moved by crane to a conveyor system which transports it to a storage facility. It's quiet down at the wharf today with no ships in sight and a wonderful view of the bridge, but inside the buildings it's all systems go.

Tony takes me through the 15-step process required to bring the raw sugar to a packaged state in the warehouse for transportation to domestic and international destinations.

I was amazed at the amount of boiling, mixing, melting, filtering, washing, drying and crystallising the raw sugar has to be put through to produce the crystallised sugar and liquid sugar products like syrups, treacle and molasses we use.

But the final stop is the scene stealer, the one I was waiting for and which I think Tony deliberately leaves until last. He takes me back a few steps in the process, to the storage facility where the raw sugar is dumped by conveyor belt from the ships in mountainous piles from floor to ceiling. The store holds up to 45,000 tonnes of raw sugar, released through trapdoors in controlled amounts onto conveyor belts which take it to the main refinery buildings we've just toured.





It's awe-inspiring and almost mysterious standing at the foot of a sugar mountain, the only sound a few bees buzzing around in the dim light. A fitting end to a magical tour.

### So many uses

Sucrose is used in a huge variety of ways in pre-prepared food to enhance taste and to aid in food production. It can be used as a bulking agent, in fermentation, as a preservative, a flavour enhancer, to give body and viscosity, for colour, to lower freezing point or to raise the boiling point. Sugar is a 100% natural resource and one of the few ingredients with an unlimited shelf life if it is stored correctly.

White sugar, as I found out on the tour, is not bleached. The molasses which makes it naturally brown or yellow is removed in the refining process to leave pure white sugar crystals.

Crystal sugars and syrups are used in a variety of ways in baking and confectionary. The texture, colour and flavour influence the end product and therefore the use to which each is put.

### So much more than white sugar

The Chelsea Sugar Refinery produces over 20,000 tonnes of sugar every year for domestic and international markets. The sugar finds its way onto supermarket shelves as Chelsea Sugar and syrup, and is also added as an ingredient to many of New Zealand's favourite everyday products and baked goods.

Chelsea have developed a great Foodservice website full of information including industry insights, events and promotions. It also includes a great range of recipes which use all of their range including their Chelsea Golden and Maple Syrup and Soft Brown Sugar. These often give a richer flavour in baked goods. Check it out at [www.chelsea.co.nz/foodservice](http://www.chelsea.co.nz/foodservice)

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# Arepas arriving

by Sue Fea



They're Queenstown's latest gluten-free wonder and the punters are lining up to tuck in.

A tasty but filling Venezuelan and Columbian favourite, arepas are pocket-style flatbreads made from finely-ground cornmeal, water and salt. Just a month after opening, Queenstown's first South American takeaway restaurant is turning out more than 100 of them, packed with delicious South American fillings, every day.

It all started when a trio of three Venezuelans decided to introduce the locals and tourists to one of their favourite national



Argentinian chef Emilia Torrego and Chilean chef Chris Trigoyen (right).

foods last summer and make a living on the side. Chef Alfredo Bustamante along with Richard Castro and Indira Marin had been keen to open a South American restaurant in Queenstown. However, Richard says, they were a bit unsure how it would go, so they took a stall at the local Remarkables Park Farmers Market last summer instead. There they were selling between 50 and 70 arepas in just over five hours every Saturday morning.

The arepas were such a hit that the friends went searching for the premises in central Queenstown to launch Caribe Latin Kitchen, their South American takeaway restaurant. What they found is perfectly placed, right in the heart of the resort's busy mall.

In a multi-cultural environment and international tourist destination like Queenstown, the locals and tourists enjoy a variety of different ethnic foods, and the cosy warm takeaway bar with its funky South American vibe and beat and warm spicy smells is proving to be a big hit so far.

Back in Venezuela, Richard says, the versatile arepa is a staple for breakfast – stuffed with scrambled eggs or cheese – and for lunch and dinner with other fillings. "But people here prefer the lunch-style arepas," he says.

At Caribe the popular arepas are packed with fillings like the famous Reina Pepiada made from avocado and chicken – a sort of guacamole with shredded chicken through it. Other fillings

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Caribe's Richard Castro with an arepa and one of their South American desserts.

include chorizo – lamb or venison in a rich gravy sauce or the popular slow-cooked pork belly.

There's a black bean and cheese option for the vegos, and a children's mild cheese arepa. They buy in the fine-ground cornmeal from a reliable South American source and, although the ingredients are simple, Richard says there's an acquired art to getting the texture just right. With help from Argentinian chef Emilia Torrego and Chilean chef Chris Trigoyen, Alfredo and the team turn out more than 100 par-cooked arepas, by hand, fresh each morning.

"Once you've mixed the cornmeal and salt, you pour water on it until you get to the point where you have the right dough consistency," says Richard. "They're grilled or deep-fried, but only quickly."

"We half cook them and then leave our customers the option to have them grilled in the oven, which makes for a nice crunchy, toasty texture, which a lot of people prefer," says Richard.

Some days, by popular demand, they've had to make even more throughout the day. "They're seen as unique in Queenstown, which has made them popular. However, there's been a bit of an education about what exactly an arepa is," he says.

Caribe wasn't serving Mexican food, but there was such a demand from customers, that they had to spice it up a bit,



adding Mexican tortillas to the menu. "People knew what a tortilla was, but not arepas, so I think they saw it as a safe bet."

"We have to buy these in commercially as we just don't have enough room to make them fresh in our kitchen," says Richard.

Quesidillas are on the way, once the staff have been fully trained, followed by empanadas, which Richard says will be made Venezuelan-style, from cornmeal, not wheat flour as is used in Argentina and Chile.

Chicken-filled coxinhas, small deep-fried samosa-style snacks, have also been popular.

If the current demand keeps up Caribe could be open beyond 10pm, competing with Queenstown's late-night burger and pizza joints as a healthy and cheap option for hungry night-clubbers on their way home.

For the sweet treat lovers Caribe turns out two Venezuelan dessert staples – Quesillo, a baked Venezuelan crême caramel mousse cake with a custard consistency, topped with a soft sugar caramel covering, and crunchy caramel toffee and Spanish churros. Churros are long, thin South American doughnuts served with chocolate.

But for now it's the arepa that is stealing the South American show in Queenstown, much to the delight of Richard, Alfredo and Indira.



# A good ration

## The Simpsons move on

Ross and Karen Simpson sold their famous Strathmore Bakery recently and retired. It is a business with a proud and distinguished history.

Ross Simpson's father, also Ross, started the business in 1946. He had been away in the Navy for four years during the war and with his brother-in-law bought what was then a milk bar.

Because he was a returned serviceman, he was entitled to an extra ration of sugar, flour and eggs, so to use that to best advantage he wrote to his mother in Nelson asking for some recipes.

That was the story as Ross knew it, but Karen and Ross recently found some of his father's wartime photo albums and in them were notes on places he had eaten at and recipes for pies, pasties and other items sold back then in milk bars. It became obvious he had in mind something in the food line long before he got back.

"We never knew about these things and we never found them until after he'd gone," says Karen.

The milk bar soon became the Strathmore Cake Shop, with sponges the main attraction, and only later began selling pies and other varieties of buns and cakes.

Ross Simpson senior was a founder member of New Zealand Baking Society (now the BIANZ) in 1967, along with Ray Walker, the instigator of its formation.

Though Ross Simpson senior was largely self-taught and qualified as what was known then as a pastry cook, he was able to take on his son as an apprentice baker. Ross junior soon showed his ability at the age of 15 with a prize in an early Wellington-based baking competition.

There have been many prizes since, including Baker of the Year in 1985.

Karen Simpson too made a notable contribution to the baking industry as a whole as a member of the executive committee for seven years until 2003.

That was a big year for the Simpsons. Their bakery burnt down. They had doubled its size just a year earlier.

With help initially from other Wellington bakers they managed to continue business in nearby premises and within a year rebuilt the shop as a café-bakery.

Now Karen and Ross are enjoying the chance to travel together to the UK to see family. Ross is enjoying more golf and working the occasional shift in the bakery on an relaxed all-care-no-responsibility basis. "Baking, he says, "once it gets into your blood ..."



1946



1985



2003 – after the fire



Today

# The Great New Zealand Xmas Mince Pie Competition

## popular Christchurch bakery wins



BIANZ president Michael Gray presents Donna Thomsen of Copenhagen Bakery with the trophy and award certificate.



Photos by Belinda Jeursen

Christchurch's popular Copenhagen Bakery took the top spot in the 2014 Great New Zealand Xmas Mince Pie Competition, winning \$1000 worth of radio advertising and the coveted trophy which will be on display in their Harewood Road bakery for the next year.

Copenhagen Bakery owners John and Donna Thomsen were surprised at their win, but John says they had been hoping the judges focused on flavour as that is the strong point of their Christmas mince pies.

### Something new

"We thought we'd try something new," says John, "and add frangipane and pistachios and orange peel as a contrast with the richness of the fruit mince. It worked well and the staff liked it."

Pistachios and a cherry as well as a chocolate decoration added the finishing touches to the top of the fruit mince pie. "The green of the pistachios and the red of the cherry are Christmas colours and also create contrast," John says.

John Thomsen says they used to make their own fruit mince but now use Barkers fruit mince and add "a few bits and pieces" to it to make it distinctive.

"We prebaked the frangipane and cut it out as discs and put the fruit mince on top. It's not as much labour as it sounds. We thought of adding some colour to the frangipane but then decided to keep it natural. Fruit mince pies are quite rich so we kept them to a smaller size."

Copenhagen Bakery also makes smaller fruit mince pies for sale to cater for customers who prefer a bit sized treat, but the winning products will be on sale.

The winning entry was judged alongside Christmas mince pies from bakeries all over the country.

Chief Judge Mike Meaclem says it was a very close competition this year. "There were only a few points separating the top entries. It has gone to the South Island this year, after being won by a North Island bakery last year. **Continued on page 26**

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# The Great New Zealand Xmas Mince Pie Competition

Continued from page 25



Photo by Belinda Jeusen

Mike Meaclem congratulated the winners for the outstanding flavour of their fruit mince. "It was this that made the difference between the top two, as well as the detail on their pies like the pistachio nuts and the colour of the cherry and chocolate decoration."

Mike Meaclem says the entries this year had clearly stepped up, with wonderful decoration and flavour profiles. He said the judges were generally impressed with the texture and flavour of the Christmas mince pies. "While it was nice to see some innovative decoration and this played a part, in the end it was all about flavour, flavour, flavour."

The four judges were **David Bradley, Tony Kessler, Ryan Marshall** and **Bill Bryce**. David said there was a high degree of decoration applied, some lovely product and nice flavours. He noted the workmanship and high level of skill shown. David says the ideal Christmas mince pie has pastry that is not too thick, even flavours which are not too strong, but rather mellow and fruity.

Bill Bryce says the majority of the entries were nicely baked, had a much higher standard of decoration than previously, and the bakers had obviously thought about flavour. "That's a real plus. Some decorations went a bit too far and that affected how the product will eat. The intention of a Christmas mince pie is as a snack. Sometimes the decorations took them too far beyond this."

Tony Kessler said the decorations this year were very innovative and displayed some good technical skills, probably influenced by last year's winner, Arobake, who had an angel on each pie. "But the entrants need to watch that they don't try too hard – keep it simple." He noted that some of the pastry was too thick or too thin and that there should be more filling than pastry.

Ryan Marshall said it was obvious a lot of thought had been put into taking the entries from standard tartlets to something very appealing visually, with some very creative ideas. "There was well balanced filling in some but there was inconsistency in the

thickness and dryness of the pastry which made them dry and crumbly." He also mentioned the necessity to finish the product with a glaze or fondant icing to give that extra appeal.



Photo by Belinda Jeusen



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# Bakery of the Year

## Jason Heaven's passion

by Vivienne Haldane



Photo by Vivienne Haldane

You have to run to catch up with Heaven's Bakery owner, Jason Heaven, at work. In fact, you have to be quick to catch him at all. But *Slice* finally tracked him down to talk about winning the BIANZ Bakery of the Year award in June.

We whisk through the bakery trying to find a good spot to take photos but at 9am, it's practically all over, with product having been dispatched to their five stores around Hawke's Bay.

"There's not much to see," he warns me. But we find someone packing pies and two apprentice bakers deftly icing cakes.

In the shop, a steady flow of customers is coming in for their daily baking needs. Outside, Heaven's eye-catching banner waves in the breeze on a main road between Taradale and Napier.

### Hot bread

It all began with a little cake shop in Taradale started by Jason's father, Graham Heaven and his wife Denise in 1974. A hot bread shop followed in 1978, a boom time for what was then a novelty. More outlets and awards continued to enhance the Heaven's reputation as having the best bakery on the block.

Jason grew up amongst floury benches and the smell of dough rising in the ovens. "My parents were always working to build the business, so if you wanted to see them, you had to come and work with them. They'd chuck me a bit of dough, which I'd bake and take home to eat.

"I enjoy being a baker – it's a great career, though it's not easy, as anyone in hospitality will tell you; it's demanding but

“You get a new recipe so you try it and people buy it; that makes you feel good too.”





**Left top and bottom:** the Heaven's new state-of-the-art bakery in 2003. **Right top:** Jason, Sam and Leanne Heaven at the Bakery of the Year awards dinner in June. **Bottom right:** the Taradale shop.



Photo by Vivienne Haldane

rewarding too. It's like an artist who paints a nice painting and someone admires it; you make a nice cake, someone comments on it and that's really fulfilling. You get a new recipe so you try it and people buy it; that makes you feel good too."

After completing his bakery apprenticeship, Jason went to Wellington where he worked for Austrian pastry chef Walter Baiers at Aida Konditorei in Cuba Street.

"This experience really opened my eyes to what else was out there and showed me another side of baking; we made things such as gateaux, chocolates and Danish pastries."

**“There are two sides to winning any competition.”**

Jason then returned to Hawke's Bay to manage

part of the business for his father. He slowly moved up the ranks, honing his management skills and learning the ropes. "I learned how to manage people and understand the bakery business and all those skills that have to be experienced rather than taught."

## Two sides

It's the sixth time Heaven's Bakery has won the Bakery of the Year competition. So what does winning awards mean to their business?

"There are two sides to winning any competition. One is that it helps to build a good team. It gives them pride in the company they work for. They also enjoy competing because they have to do research to perfect our products and service.

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## Heaven's passion

continued from page 29.

"The other side is the consumer; you are reassuring them that you are one of the best and you are producing great products and offer a great service."

Things have changed somewhat since Graham decided to retire from the main business in 2001.

Previously each Heaven's Bakery did its own baking, with a family member managing each site. In 2003, the Gloucester Street site in Greenmeadows became a state of the art baking and distribution hub. At 1,000 square metres, it's the biggest privately owned bakery in Hawke's Bay.

Because business had grown substantially over the years a new management structure was put in place. Each of the five bakeries now has a management team: retail manager, production manager and office manager.

**"The transition from me doing everything to having a management structure was quite difficult."**

Under the managers there is a team leader for each store, and each department in the main factory has a team leader as well.

"The transition from me doing everything to having a management structure was quite difficult, because you've got to trust your team are going to do the right thing. However, I have a young family (four children) and I want to spend time with them too. Juggling family and business, especially when your business is kind of like your hobby, is all consuming," says Jason.

Jason has such a positive attitude that watching him interact with staff and customers, he appears relaxed, yet he still has an authority about him. You get the feeling he's capable of reaching even greater heights.

### A tight unit

Could the Heaven family's success be partly attributed to the way they work together? They've always worked as a tight unit – going back to Graham and Denise and how they approached it with their children.

The second and third generation of Heavens is similarly involved.

Jason's wife, Leanne looks after the office, then there's Sam, 16, who although still at college, won BIANZ's Rising Young Baker competition in 2012. Daughter Alex helps in the shop and Ben does dishes on weekends.

"Our youngest son Max is keen and comes into help too. He says if Sam doesn't take on the family business he will, but otherwise he wants to be a farmer," says Jason.

They also all work together selling food and coffee at weekend markets around Hawke's Bay, with some of the profits going to the schools.



Graham Heaven mentors his grandson Sam during the Rising Young Baker competition in Auckland in 2012.

### Graham Heaven

Graham may have officially 'retired' from an active role at Heaven's Bakery but he's still as busy as ever in other ways. He travels the country, counselling apprentices on behalf of NZ Plant and Food. He also travels overseas with a pair of semi-retired Australian bakers setting up village bakeries for charities in places such as East Timor and Uganda.

Graham was a member of the BIANZ executive committee for many years and was awarded life membership in 2004.

Jason says, "Dad likes that side of it – for him it's about putting back into the industry. He has a wealth of knowledge in the baking industry. He still comes in here to make artisan bread when we do markets. He can't keep away from the place."

### Sam Heaven

"Sam has already started some of his apprenticeship, though he is still at school so he will go on and do that," says Jason.

"I have a few friends in industry here and around the world, so I'd like to send him to other places to gain experience. He is keen. He loves learning and going to trade shows and has won plenty of competitions so far."

### Shane Heaven

The Heaven family recently suffered the loss of Shane, Jason's brother, an adventurous spirit, well liked by the many who knew him.

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## Heaven's passion

continued from page 30.



Photo by Vivienne Haldane

### Staying ahead

Meanwhile, Jason is making sure he's one step ahead of the game. "There's a lot more competition in the food industry right now – the lunchtime trade for example, is huge; there's sushi, noodle canteens plus different franchises, so you've got to be on the ball and constantly thinking outside the box."

His creating and planning time is done first thing. "I usually start around 5am and if I'm not filling in for someone, I'll work on new products and strategies. This is key because it's a changing world at the moment for bakeries."

Jason and Leanne travel as much as they can to scope out new ideas. "We try to get to Europe every three or four years. There's a bakery trade fair, IBA, which we go to. You get to see a lot of new ideas and product: some of it will work here and some won't."

They've also recently been to Melbourne. "We looked at products happening over there. At the moment, salted caramel is big: in ice cream, choux pastry and tarts. We've just introduced fudge into the business and one of our stores will be open at night in summer for pizzas."

Does he have any hints as to changes they might make in the near future? "Heavens Bakery seems to have changed course every 10 years – we went from cake shop to hot bread shop to wholesaler and now bakery/café."

### The goal now

"My goal is to get more theatre in the shops." He explains. "We are seeing a lot of micro bakeries setting up now, like a little bakery in the shop where

customers can see some baking being done, so we are looking at that option."

And before I buy a family sized mince and cheese pie (request of my teenage son and according to Jason, an all-time New Zealand favourite), I ask, what in his opinion makes a good baker? "Passion is the number one ingredient. We can teach people all the skills but you've got to bring along the passion and the will to do it. If not, it's going to show in your product."

Heavens Bakery stores are found in:

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“my goal now is to get more theatre in the shops.”





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# Éclairs – a flash of lightning in your bakery

by Belinda Jeursen



We've had cupcakes and macarons, the cronut and variations of this oddity have had their 15 minutes of fame, so what's next? For those who believe the future of baking is in the past, there's good news. A classic French treat that has been around since the late 19th century is back in a big way.

Traditionally made in most if not all French bakeries and patisseries, éclairs are suddenly becoming a global phenomenon. They seemed old fashioned for a while and perhaps even a bit limited, with a choice of chocolate, coffee or caramel filled with custard or cream.

Now bakers and patissiers all over the world have seen creative potential in these pastries and the result is an explosion of colour, flavour and design that has brought them right up to date. Salted caramel, pistachio, rose water, hazelnut, fruit and vanilla are just some of the flavours making an appearance. And that's just the sweet version.

In case you haven't seen or tasted these delicious treats, they are made with choux pastry piped into a shape then baked until crisp and somewhat hollow. They are then filled and decorated. They are easy to eat on the run and are not too filling or rich.

The word éclair comes from the French for a flash of lightning – aptly transferred to these delicious pastry treats because they are eaten in a flash.

Options for filling and decorating éclairs are limited only by your imagination. They make excellent morning or afternoon tea treats and could be boxed up beautifully as gifts or plated for corporate functions and events. And what about sports team colours?



BIANZ member Copenhagen Bakery Christchurch



BIANZ member Le Panier Christchurch

Photo by Belinda Jeursen

Photo by Belinda Jeursen

If you're thinking of making éclairs in your bakery consider the following options:

- What size will they be – snack size or something more substantial?
- What shape will they be – a finger or rounded?
- Do you want to make them open or sandwiched?
- Will they be filled with a sweet filling like cream or custard, or what about a savoury filling like smoked salmon and dill or ham and cheese? This makes them a great lunch item and a good light alternative to a filled roll or a wrap.
- What about making special éclairs for celebrations like Valentines Day, Christmas or Halloween?





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# Fastidious

## Top Young Bread Baker Bree Scott



Belinda Jeursen

It's early morning in Lyttleton and, while the port town is just waking up, Bree Scott and her father Ian have been hard at work for a few hours making pies, breads, cakes and pastries for the wharf workers, truck drivers and local residents who will soon start streaming through the Lyttleton Bakery doors.

Bree obviously loves baking and her face lights up when she talks about the Young Bread Baker Competition. "I learned so much about bread from taking part in this competition. It was very inspiring to win. I worked hard and it paid off. That's very exciting. It really motivates you."

While it's business as usual for Bree after winning the award she has made good use of her prize. Her dream of opening a small speciality cake business was jump started with a trip to Melbourne to visit the city's bakeries and cake shops, as well as a plant bakery. She has been able to invest in a mixer and tins too. Bree's start-up business, Glamour Cakes, now has its own spot on the bakery counter, a Facebook page and orders are coming in.

The cake-filled windows she saw in Melbourne were the inspiration behind the window frame she uses to display her cakes in the bakery.

Bree is building a portfolio of her cakes to give customers an idea of what she can do. Bree is also selling individual slices to give all customers the chance to enjoy her unique creations. She has also started making more cakes with chocolate to cater for

the large number of male customers who come into the bakery and favour rich sweet treats.

Bree says cakes have always been her focus so she never thought to enter the Young Bread Baker Award. Encouragement and help with the technical aspects of bread making from NZ Bakels staff Brent Hughes and Natasha Patterson boosted her confidence and convinced her to enter.

"I really felt like I was jumping into the deep end. I put in lots of practice, borrowing the bakery when it wasn't open," says Bree, a self-confessed perfectionist.

Her fastidious attitude paid off during the competition when she found herself with a batch of collapsed sweet buns. With an hour and half to go and the other contestants already finished and cleaning up, she took a risk and, rather than submit a product she wasn't happy with for judging, baked the entire batch again. The judges took note of her approach – no panic, just a swift recalculation of the situation and the desire to get it right.

Bree believes her presentation was another factor in winning the competition. With two plant bakers and two craft bakers competing, Bree says the plant bakers had the edge on the technical aspects of the competition, but the craft bakers' hands on skills showed in the final presentation. "It would have been good if I had known more theory," she says, "but the competition gave me great insight into bread and I realised there is so much more I can learn."





Good background knowledge is crucial in the competition, Bree says, but being able to work alongside others is also essential. "You need to be patient because you have to work with others, sharing ingredients and equipment. You have to time everything to fit in with what the others are doing.

"I was also very relaxed in my presentation to the judges. For the personal presentation I spoke without notes, directly to the judges. I think that made a big difference."

Talking to the other contestants and finding out more about their backgrounds and the work they do was invaluable for Bree. After a day of presentations and a visit to the Chelsea Sugar factory, the four contestants had the chance to talk informally at dinner.

"I got to know them better when we all went out to dinner together after the first day of the competition. It made me realise I could make a change to plant baking if I really wanted to."

Bree has taken ideas from the competition back into her workplace, with different cuts to the breads they make and stencilling designs in flour on the loaves.

Bree has been going into the bakery with her father since she was a small girl, sitting on the bench and watching Ian make bread and pies. "He would give me bits of dough to play with and make something. And he was always coming home with lovely cakes for us to try."

Despite this, Bree never thought to become a baker, originally planning to go into hospitality management. But a closer look at this option led to the realisation it wasn't for her. "Dad asked 'Why don't you come and work with me here in the bakery'," she says, "and it was like a light bulb going on. I started my apprenticeship when we still had the bakery in London Street, and finished it here just after winning the competition."

Bree and Ian have worked out of a porta cabin since the 2011 earthquakes. The new bakery and cafe is under construction

next door and they hope to be in by the end of December. In the meantime, Bree has a small business to build, and a tray of bread to get out of the oven and into the shop.



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# Breakfast in Edinburgh

David Tossman investigates and indulges.



Keith Preacher and a small batch of Aberdeen Butteries.

Bakers mainly look to the continent of Europe for the best of their craft. Ciabatta, focaccia, pumpernickel, the pretzel, the brioche and the baguette – there is hardly any good craft baking anywhere without the magic touch of Vienna, Naples or Paris.

The English – long the main influence on New Zealand food culture – offer only a few small cakes, buns, pies and pasties. We tend to forget that Scotland, another big early source of immigrants here, as well as being the home of porridge, has a proud baking history of its own.

The Scottish climate tends to favour hearty – not to say fatty – food, and social traditions favour keeping things fairly simple. The Dundee cake, haggis, shortbread and the scone top the bill.

I went searching for some traditional Scottish baked fare in Edinburgh recently. This was, remarkably, not easy. Sure enough, just about every souvenir outlet features tartan-packaged Dundee cake and shortbread, but what about actual retail bakeries? There weren't many to be found and those I did find featured much the same continental-style goods that bakers in New Zealand offer. Eventually though, and pretty much by chance, I happened across Preachers Patisserie.



Edinburgh is not a large city. It's closer in size to Wellington than Auckland, and it has the funky feel of Wellington too, and of course of its namesake Dunedin (the old Celtic name for Edinburgh).

The ancient square known as Grassmarket, a couple of hundred metres from Preachers, is like an original, older but equally funky Cuba Street: several pubs, a row of restaurants and cafés, a mainly young crowd, students and backpackers by the look of it. Immediately above looms the famous Edinburgh Castle. Older tourists flock through Grassmarket on guided tours.

But Preachers Patisserie, just around the corner, is surrounded by office blocks, specialist shops, a couple of banks, and tertiary educational institutions.

The word *patisserie* hints at fancy continental sophistication, but the location and exterior, and a closer look at and in the window, reveals a less pretentious, more comfortable and more genuinely local café-bakery.

During my brief visits there I saw no-one touristy looking. The other customers all seemed to be workers from local businesses and tertiary institutions.

Like so many smaller bakeries around the world, Preachers is a family business. Keith Preacher, the current owner-manager, is the grandson of the founder who started it 60 years ago. He tells me they do get tourists in there, Americans mainly, but he seems a little surprised by their interest.

The blackboard behind the counter features many familiar items but I look for what to me are the novelties.

## The tattie

On my first visit I tried a tattie, or more correctly a tattie scone. Tattie is a Scottish word for potato.

"Its milk and flour and oil mixed with potatoes flaked with a potato peeler," Keith tells me. "It comes out as a very moist dough, and it's very gritty because of all the potato flakes in it."

"You cut it out into a triangular shape and put it onto the griddle at about 200 degrees. It should just crisp up nicely on the outside and flip it over and do exactly the same. It's a very flat thing and quite versatile. You could put some cheese on it, you could have it plain – it's quite savoury – or you could fry it up and put it in a roll with bacon.





**Tattie scones**

"It's very popular here. We make around about 30 to 40 each day. People appreciate that we make it daily."

### The haggis roll

The next day I went back twice. First, for a hearty breakfast, I had a haggis roll, a plain white roll sandwiching a slab of fried haggis.



**Haggis roll**

A haggis is essentially a sort of big sausage. The outside is a sheep's stomach and the stuffing consists of chopped offal: liver, lungs and so on, along with seasonings, mainly of course salt and pepper. Some people blanch at the ingredients but at least with haggis you know what it is. (That's more than you can say about ordinary New Zealand sausage meat, come to think of it.)

You can get haggis in New Zealand if you look around and find a dedicated craft butcher, and it is also canned.

### Cherry and almond scone

Another novelty I noticed on the menu was a cherry and almond scone.



**Cherry and almond scones**

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## Breakfast in Edinburgh

continued from page 39.

"I'm normally quite a savoury person, but this is a sweeter scone and for some reason it just hits the spot for me," says Keith. "We do a normal plain scone mix and we just add some glazed cherries to it and almond essence. We don't use crushed almonds or chopped almonds or anything. It's a great combination and it's a very popular one as well – we do around about 12 to 24 of a day, and they do sell out."

I noticed a "doubler" on the blackboard. What's that? "Oh that's simply two things on one roll. So that would be a bacon and egg roll or a bacon and haggis roll, or something along those lines," Keith tells me. Very hearty.

Even heartier, if that's possible, is a winter dish popular in the café Keith calls a "stovie: it's a sausage and potato dish."

"You chop up potatoes and onions and you fry that in oil and you make it quite substantial, quite a lot of potatoes, and once it starts softening up you add gravy. We use a beef stock for that, and we cook up sausages and we chop sausages through the potatoes and onions and gravy. You would use a spoon to eat it because there's quite a lot of liquid in it, and it's mushy and it's a real hearty thing for a winter's day." Indeed.

### The Buttery – buttered

Back for a late lunch I investigated the Buttery, more correctly known as an Aberdeen Buttery, a traditional energy-rich item given to trawlermen as they set out on the North Sea. "The real Aberdeen Buttery would be flat, almost like a crispy biscuit,"



An Aberdeen Buttery being enjoyed.

Keith tells me, "but we make it more on the dough side, the bready side of things, but there's still a crispness there to it."

"It's a normal lump of dough, whatever weight you like, and there's no specific weight of butter you would put in – I just get a big scoop in my hand and just throw it in to some dough that's been growing. I would first have pinned it out, put a big lump of butter in there, and then I'll fold it over and with a metal chopper. I just really, really chop it up and keep folding it over until I think the butter is kind of evenly distributed throughout the whole dough."

That would kind of kill the yeast a little bit in the dough, and it comes out misshapen and crusty because of the amount of butter that's in it, and quite flat as well."

Keith presents my buttery slathered with, guess what, butter.

I waddled out more than satisfied.

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\*Source: Nielsen, Grocery + Petro, Volume & Volume Share, MAT w/e

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# Events calendar

What	When	Where
<b>The Great NZ Hot Cross Bun Competition</b> 	10–16 February	National
<b>IBA</b> 	12–17 July	Munich
<b>Bakels Supreme Pie Awards</b> 	14–21 July	National
<b>The Great New Zealand Xmas Mince Pie Competition</b> 	6–9 November	National

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## 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

Mail the completed form to Membership Applications to:  
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Mobile 021 222 9676  
Email [admin@bianz.co.nz](mailto: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
- Mail the form to Membership Applications at the address above

### Membership type (tick your choice) – gst included

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|--|--------|--------------------------|
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| <b>Associate</b> for industry suppliers  | \$200  | <input type="checkbox"/> |
| <b>Independent</b> for individual bakers   | \$100  | <input type="checkbox"/> |
| <b>Trainee</b> for current bakery trainees   | No fee | <input type="checkbox"/> |
| <b>Corporate</b> for bakery related organisations<br>(Please contact the office for further details) |        | <input type="checkbox"/> |

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You can choose to pay your subscription in 12 monthly installments. There is an additional \$20 administration fee for this option. The cost will be \$30.80 per month. Please set up an automatic payment with your bank account.  
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### On receipt of your payment and application BIANZ will forward to you the following in your membership pack

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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.)
2. That materials and resources including any Food Safety Manual provided by BIANZ remain the property of BIANZ. I/we will not permit any unauthorised copying or other reproduction of this material nor allow this material to be used other than by members of the BIANZ or their employees. When membership is terminated all such materials and resources including any Food Safety Manual is to be returned to the BIANZ within five working days of termination of membership.

Signature of authorised person(s)

Date / / 20



# How to make... BRIOCHE HAMBURGER BUNS

## INGREDIENTS

<b>Farmers Mill Brioche mix</b>	10000 g
Unsalted Butter	1500 g
Water (variable)	4000 ml
Fresh Yeast (or use dry at 2.5% of Brioche mix rate)	600 g

## PROCEDURE

1. Place mix, butter, water, yeast into the mixer and mix on 1st speed for 2 minutes.
2. Mix on 2nd speed for a further 6-8 minutes or until developed – use the window test.
3. Divide the dough into 3kg heads for the divider or 100gm pieces and rest for 10 minutes.
4. Mold into round balls top with seeds (sesame) if desired and place on greased tray.
5. Prove, egg wash (if desired) and bake. Optional to glaze upon exiting the oven with a liquid glaze.



## BAKING

Rotary Oven 190°C for approx. 16 – 20 mins  
Conventional Oven 200°C for approx. 16 – 20 mins

*Baking time and temperature may vary from oven to oven.*

# How to make... COFFEE & WALNUT CARAMEL LOAF

## INGREDIENTS

<b>Farmers Mill Banana Bread Mix</b>	1000 g
Eggs	200 ml
Canola Oil	150 ml
Water	220 ml
Coffee Paste	15 g
Walnuts	150 g
Caramel	50 g

## PROCEDURE

1. Preheat oven to 170°C (160°C fan forced).
2. Place oil, eggs, water, coffee paste and banana bread mix in mixing bowl.
3. Using a paddle, mix on slow speed for 1 minute and scrape down the bowl.
4. Mix for another 4 minutes on second speed.
5. Add walnuts and mix through batter until evenly dispersed.
6. Pipe a line of caramel in the bottom center of loaf tin.
7. Deposit into a prepared rectangular loaf tin (210mm x 100mm) & bake.

**Note:** If you want to have the caramel flavour through the loaf swirl through the batter before baking.



## BAKING

Bake for 50 – 60 minutes.

*Baking time and temperature may vary from oven to oven.*

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# Sourdough bread

by Asher Regan



Whole grain baked products contain more fibre, essential oils, vitamins and minerals than goods made with white flour.

Whole grains in breads and other products also help to lower the glycemic index (GI) of foods as well which can have beneficial effects on our health. The GI refers to the rate at which we absorb the carbohydrates from the food; a lower GI means a slower absorption rate compared to a higher GI. Due to these factors we could all benefit from substituting some of the products we eat made from white flour with products made from whole grains.

In addition to this the way we treat the whole grains and wholemeal flour during the processing and baking can make a difference as well. As the particle size of a processed grain gets smaller (think kibbled wheat vs. flour), the GI gets higher. Therefore a product made with kibbled or whole intact grains will have a lower GI than a product made entirely with flour.

The type and length of fermentation can also have an effect on the nutritional quality of the final product. The bran component of grains is relatively high in a molecule called phytate which can reduce the absorption of some minerals. However the lactic acid produced during sourdough fermentation has been shown to aid in the degradation of phytate which can then make those minerals easier to digest. This takes time though so allow a bulk fermentation of around four or more hours.

Although sourdough fermentation will aid in our absorption of some minerals, any baked goods made with whole grains and wholemeal flour rather than white flour are healthier options, regardless of the method of leavening.

For more information on healthier cooking and baking visit the Hospitality Hub: [www.heartfoundation.org.nz/hospitality](http://www.heartfoundation.org.nz/hospitality)

## Ingredients per 900 g loaf:

### Soaker

	Metric	Bakers %
Kibbled rye	50 g	13.5%
Kibbled wheat	50 g	13.5%
Boiling water	100 mL	26.5%

### Dough

Wholemeal flour	300 g	80%
High grade white flour	75 g	20%
Water	300 mL	80%
Sourdough starter culture	50 g	13.5%
Salt	4 g	1%

## Method

### Soaker

1. Combine the kibbled grains with boiling water.
2. Cover and let it stand for at least 2 hours or overnight.

### Dough

1. Combine all ingredients, including soaker.
2. Mix for approximately 2 minutes.
3. Cover and bulk ferment for 4–6 hours.
4. During bulk fermentation fold dough every 45–60 minutes.
5. Divide and shape dough into 900 g loaves.
6. Rise loaves until approximately doubled in size.
7. Bake at 200°C with steam as loaves are loaded into the oven.
8. Bake for approximately 40 minutes or until dark brown.



# Sweet Corn Fritters

Using XL Scone Mix

by Robert Burns

This follows on from the Trainee of the Year Competition where Marissa Laken (who placed third) was inspired to produce an alternative use of XL Scone Mix by using it for fritters.

At the competition Marissa made smoked salmon fritters. I have made them into sweetcorn fritters.

They received thumbs up from all who visited the test bakery here at the Mill in Auckland.

## Ingredients

<b>XL SCONE Mix</b>	500	g
Eggs	3	
Water	350	g
Sweetcorn (creamed) 1 x tin =	410	g
Salt	20	g
Chives	as required	

## Method

1. Mix all Ingredients together and stir by hand in a mixing bowl
2. Heat the pan ready to cook
3. Spoon the batter onto the pan and when bubbles start to form on top, turn over to cook the other side.

## Suggestions

Sweetcorn & bacon

Sundried tomato & bacon

Cheese & onion

Whitebait (very popular)



Marissa Laken and her smoked salmon fritters



Sweet corn fritters.

# Rice & Caramel Pineapple Tart



## Sweet pastry (4300 g)

Butter	750 g
Icing sugar	350 g
Vanilla sugar	5 g
Lemon zest	5 g

Eggs	100 g
Egg yolks	40 g

### Mix the eggs together then gradually add

Wheat flour 400	1000 g
-----------------	--------

### Add and mix to a dough

## Production of pastry shells

Roll out pastry to 3 mm thick. Dock the sweet pastry and cut out desired size circles.

Grease 24 x 4" pie foils and mould the sweet pastry into them.

### Prebake

Pre bake the pastry shells for 10 minutes at 180° C.

## Rice mass (3606 g)

Milk	1250 g
Sugar	91 g
Salt	1 g
Rice Arborio	245 g
Eggs	35 g
Egg yolk	84 g

Place all ingredients into a pot and bring to the boil. Turn down the heat and simmer for approximately 25 minutes or until the rice is cooked, and creamy paste has been achieved. Ensure you stir the rice regularly or it will burn on the bottom of the pot.

## Rice mixture

Pipe or spoon 45 g of the cooled rice mass into each pre baked pastry shell and bake for a further 20–25 minutes at 180° C.



## Caramel (661 g)

Glucose syrup	165 g
Sugar	165 g
Caramelize together until golden in colour	

Butter	30 g
Cream warmed to 50°C	250 g
Sugar	50 g
Chocolate pieces	10 g
Add and cook to 110°C	

Once cooled to 60°C pour 20 g over the top of the baked rice mass.



## Pineapple

2 x small tins of crushed pineapple.  
Drain the pineapple and cook it over heat for approximately 10 minutes. Place into a sieve and let cool.  
Place 15 g of cooked pineapple into the centre of each tart.

Glaze the pineapple with **Bakels Apricot Super Glaze** and sprinkle cocoa nibs around the outside edge of each tart.





# Cranberry, Currant & Chia Seed Brioche



## Ingredients

Fresh yeast	15 g
Milk	70 g
Strong flour	500 g
Gluten flour	15 g
Egg	300 g
Salt	8 g
Castor sugar	10 g
Butter	200 g
<b>Barker's Cranberry, Currant &amp; Chia Breadshot</b>	220 g

## Method

1. Dissolve the yeast with the warm milk.
2. Add the warmed milk and yeast to the flour, gluten flour and the eggs. Develop the dough for 8 minutes.
3. Once the dough has fully developed add the sugar and salt. Then add the butter gradually and continue mixing until you have developed a smooth, clear elastic dough.
4. Add the **Barker's Cranberry, Currant & Chia Breadshot** and continue to mix until combined.
5. Place the dough in a lightly oiled container and cover with cling film. Allow the dough to prove at room temperature for 90 minutes in a warm place.
6. Knock back the dough.
7. Place the dough back into the container and cover with cling film. Place it in the refrigerator for at least 2 hours to allow it to firm up completely.
8. Remove the dough from the container, portion into desired sizes and shape the dough.
9. Prove the dough and then bake at 180°C.

# Meadow Mushroom Tapas

by Tracy Scott – Meadow Mushrooms



Prepare a la carte for 4 persons

## White Button Meadow Mushrooms

White Button Meadow Mushrooms	400	grams
Olive oil	¼	cup
Fresh Garlic (minced) cloves	6	
Dry sherry	3	Tbsp
Lemon juice	2	Tbsp
Zest of 1 lemon		
Dried red chilli flakes		
(or a crumbled whole dried chilli)	½	tsp
Paprika	¼	tsp
Salt and pepper to taste		
Parsley (chopped)	2	tablespoons

Heat the oil in a frying pan and sauté the mushrooms over high heat for about 2 minutes, stirring constantly.

Lower the heat to medium and add the garlic, sherry, lemon juice, zest, dried red chilli, paprika and salt and pepper.

Combine and cook for a further 3-4 minutes and the mushrooms have softened.

Remove from the heat, transfer to a bowl or platter and garnish with chopped parsley.

Serves 4



# TOFFEE APPLE CHEESECAKE

Recipe courtesy of Chelsea Foodservice.



FOOD  
SERVICE

## INGREDIENTS

### TOFFEE APPLES

1kg apples (approx 6), cut into 1cm cubes  
50g **Chelsea Caster Sugar**  
2g ground cinnamon

### BASE

300g malt biscuits  
135g melted butter

### FILLING

750g cream cheese, softened  
225g **Chelsea Caster Sugar**  
30g maize cornflour  
2 no.6 eggs  
5ml vanilla extract  
300ml cream

### TOFFEE SAUCE

100g butter  
200g **Chelsea Soft Brown Sugar**  
200ml cream



## METHOD

**Prepare the apples:** peel, core and dice the apples neatly. Cook in a saucepan with the caster sugar and cinnamon until apple is softened but retains some texture. Split into two (half for the filling and half for the topping).

Prepare a 23cm springform cake tin; grease and line the base and sides with baking paper.

Break up the biscuits and put into food processor. Process until rough crumbs, then add the melted butter and continue processing until all mixed.

Tip biscuit mix into the prepared cake tin and press down firmly. Ensure base is as even as possible and chill until firm.

Clean and dry the food processor bowl, then add the cream cheese. Process until smooth and soft, then add all remaining filling ingredients and process until well mixed, but do not overblend. Mix in half of the reserved apple.

Preheat oven to 180°C (if using a fan oven, lower the heat to 160°C).

Wrap base of cake tin in 2 layers of tin foil - this is to prevent any water seeping in from the water bath whilst cooking.

Pour cheesecake filling into tin and put tin into a large, deep oven tray. Fill tray 1/3 of the way up the tin with hot water and put into oven.

Cook for 45 minutes, then check - if browning too quickly cover tray with tin foil. When cooked, there should just be a slight wobble in the centre of the cheesecake when shaken gently. If not cooked, reduce heat to 160°C and continue cooking - check again every 10 minutes until cooked. It usually takes 60-70 mins to cook, but exact timing will depend on your oven.

Remove from oven and leave to cool in the tin on a wire rack for 30 mins. Loosen sides of springform tin and cool completely.

### Toffee Sauce

Melt the butter and sugar together until dissolved. Add the cream, bring to a simmer and cook for 10 minutes. Cool.

Mix the remaining toffee apple with the toffee sauce and spoon over cooled cheesecake.

## BAKED CHEESECAKE TIPS

- Ensure ingredients are at room temperature before mixing.
- Ensure filling ingredients are smoothly blended but do not over-mix which could cause too much air to be incorporated into the mixture.
- Check cooking before suggested time and do not overcook as cheesecake will be dry. Centre of cake should wobble very slightly when gently shaken. It will firm as it cools
- If browning on top too quickly, cover top loosely with foil (not touching surface of cake) and continue cooking.
- Line sides of tin with baking paper to allow for easy removal when cooled.

## You can make this for:

\$1.62 cost per slice

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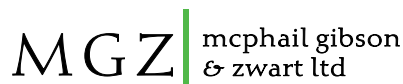
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