



slice

THE AUTUMN ISSUE

New Zealand's Greatest Hot Cross Buns
• Finding Fame At Ashby Pies •
The Czech Chocolatier • A Taste Of Heilala Vanilla
& New Recipes

NEW ZEALAND'S OFFICIAL
BAKING INDUSTRY
MAGAZINE

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COVER IMAGE SUPPLIED BY DAILY BREAD
INSIDE IMAGE SUPPLIED BY ASHBY PIES



WELCOME TO SLICE

I dare you to think of a more satisfying moment than the one right after you sink your teeth through the crispy crunch of a perfectly toasted yet delightfully soft hot cross bun.

It is the season for it – Easter. And I trust you, like myself, are thoroughly enjoying the indulgence.

On page 12 you'll find our coverage on The Great New Zealand Hot Cross Bun Competition. Naturally, after looking at these pages I had to try the greatest hot cross buns and I can tell you I relished every mouthful. It might just be my favourite time of year.

Like the hot cross buns this issue is packed full of tasty morsels. On page 20 you'll find a conversation with Darren Jarrett, owner of Ashby Pies, on how his rising social media fame has impacted his bakery and a follow on article unpacking the classic recipe for success on social media. Then we deep dive into everything you need to know about having an apprentice in 2024, plus we take a look at how savvy bakery owners are diversifying their income streams and breaking away from the traditional bricks and mortar approach.

And of course, because it's Easter and the time of year to over-indulge in chocolate, we sat down with George Havlik to hear his journey to becoming a skilled chocolatier.

Put simply, this issue really has been a treat to put together.

So whether you're a grab it from the packet and eat it plain or a toast it and slather it with butter kind of person, grab yourself a bun, then sit down and indulge in Slice.

Rose Cawley
Editor

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PRESIDENTS REPORT

A word from Bernie

Wow, as I write this, March is upon us, and the ovens the are in full swing. Challenges are part of the game (and the whole country is aware of them at the moment), but let's not forget the sweet side – there seems to be more people out and about, including a lot more overseas visitors and people still like to enjoy a nice bakery treat. I have found that if you keep up the great standard of baking then people will be back, regardless of the economy.

It's a juggle – family, dough, and dreams. I know at times it's not an easy balance, managing life with maybe young families and a bakery business but so many are doing it. My wife and I have done it and the reward, if you can stick to it and find your way, is worth it in the end. So my words to anyone following that path right now is to continue to work hard, follow your passion and believe in what you're putting in the ovens.

I've witnessed our members evolving, reshaping the baking game. From new outlets to online ventures and farmers market – the change is real, and the pages in this edition of Slice echo that transformation.

Remember, bakers if you want to brainstorm some ideas or just want a person to chat to please don't hesitate to contact me. I'm always here to help where I can, to offer industry insight and from my many years of experience.

If your ventures take you across the Tasman, consider joining me at the BAA in Melbourne for the Baking Industry Trade Show from June 18 to June 20, 2024. It's an opportunity to delve into emerging trends and see what other bakers across the ditch are doing. The Baking New Zealand contingent is geared up for live demonstrations, bake-offs, and participation in the ANZBake Comp. Stay tuned for our report in the Winter Slice issue.

During my visit to the IBA Germany in Munich in October 2023, I was exposed to the incredible prospects awaiting our industry. The sheer scale of this trade show, with fully operational bakeries showcased alongside cutting-edge equipment, was truly eye-opening.

This glimpse into the future revealed the emergence of self-serve vendor coffee machines, presenting a remarkable shift in offering high-quality coffee with



customisable milk options. Countless companies have invested millions in crafting machines capable of rivaling the best barista.

It's like mobile phones; years ago reception and the quality of a call weren't very good, but wow, look at it now, you're walking around with a mobile computer in your pocket that you can talk to people on and that will even help you find the nearest bakery with the best coffee!

Coffee is one of the most traded products in the world, it is a huge market and what I saw in the latest coffee making vendor machines is a future game changer. Robotics are also getting more common, such as loading and unloading ovens and probers, but I see you still have to clean these machines with a human!

In terms of products, vegan and vegetarian baked products are still on the rise and no doubt we can continue to see this trend go from strength to strength, spearheaded by the younger generation.

So, as we navigate the evolving landscape of the baking industry, let's embrace the challenges, seek out the opportunities and continue to uphold the excellence that defines us. After all, together we're writing the next chapter of our baking story.

Bernie Sugrue
Baking New Zealand President



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OUR CONTRIBUTORS

We're proud to serve up another great issue of Slice. Here are some of the talented minds behind it.



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the creatives
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NEW from Goodman Fielder

Bakers can now order
GOLD 'N CANOLA Oil Spray
along with their flour from
Goodman Fielder



Gold'n Canola Oil Spray is a convenient non-stick cooking spray, which is a natural source of Omega-3. It is ideal for releasing cakes, muffins and other bake products from tins. Simply spray on your cook/bakeware prior to use for roast, pan-fry, stir-fry, grill, BBQ or baking tins.

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ask for free samples, or to talk to any of our team
about becoming a GF customer.



IN THE MIX

The latest news in the baking world



18TH-20TH JUNE, 2024

ELEVATE YOUR BAKING BUSINESS: HEAD TO THE BAKING INDUSTRY TRADE SHOW IN MELBOURNE

Attention all Kiwi bakers! The 2024 Baking Industry Trade Show is coming to Melbourne. This highly anticipated three-day event is open to everyone in the baking industry and will be held at the Moonee Valley Racecourse from 18th - 20th June, 2024.

The trade show features the latest advancements in baking equipment, technical assistance, and innovative ingredients that will help elevate your baking endeavors. It provides an exceptional opportunity to connect with leading suppliers and providers, network with industry professionals, and gain insights into the latest baking industry trends.

Melbourne will witness the return of favourite suppliers and providers, alongside the much-awaited Australia's Best Pie & Pastie Competition, live demos, and informative workshops. The Baker's Corner is another must-visit area, where you can gather valuable information free of charge.

BAKING NEW ZEALAND CONTINGENT TO HEAT THINGS UP

It's exciting to announce that the Baking Industry Association of New Zealand will be participating in the trade show's live cooking demonstrations and bake-offs alongside the ANZBake Comp. Baking New Zealand will also be represented by two talented apprentices competing in the Excellence in Baking contest.

For more information about the 2024 Baking Industry Trade Show, including how to register and stay updated on the latest details, visit the official website at: bakingtradeshow.com.au.

Don't miss this fantastic opportunity to immerse yourself in the world of baking and witness some exceptional talent from across the Tasman. Mark your calendars and be part of the 2024 Baking Industry Trade Show in Melbourne!

Good luck to all participants and see you there!



MINIMUM WAGE ON THE RISE

On 1 April, 2024 the minimum wage will be rising to \$23.15 per hour. This is an increase of 45 cents per hour from the current hourly rate of \$22.70. Making this minimum wage rise one of the smallest in recent decades, when compared to the rate of inflation.



MARK IT IN THE CALENDAR: BAKING COMPETITIONS

- **THE GREAT NEW ZEALAND HOT CROSS BUN COMPETITION:** You can find the results on page 12 of this edition of Slice magazine.
- **BAKELS NEW ZEALAND SUPREME PIE AWARDS:** Make sure you're checking the dates for this iconic competition. Head to: pieawards.nz for more information.
- **THE GREAT SQUARE OFF: CUSTARD SQUARE CHAMPIONSHIP & THE DECKED OUT DOUGHNUT CHAMPIONSHIP:** Make sure you're registered by Friday, June 28th with judging taking place on Wednesday, July 3rd. Go to bakingnz.co.nz for more information.
- At The Baking Industry Trade Show in Melbourne the **NZBAKE COMP** will take place, as well as two Kiwi apprentices will be competing in the **EXCELLENCE IN BAKING** competition. The event runs from 18th - 20th June 2024 in Melbourne, Australia.

NOW YOU MUST BE PEAL COMPLIANT

New requirements to make it easier for people to find information about common allergies on food labels have come into effect.

All packaged food labels were required to be Plain English Allergen Labelling (PEAL) compliant by the 24th of February 2024. Food businesses had until then to make the changes to their labels and menus; and update staff so that they can give consumers the most up-to-date information.

Any food packaged and labelled before the 25 February 2024, under the existing rules, may be sold for a further 2 years.

This has been part of a three year transition period. During this period food businesses have been able to comply with either the existing allergen declaration requirements or the new requirements.

For more information see the MPI website or get in touch at foodactinfo@mpi.govt.nz

TOP TIP

Subscribe to 'Food News' a monthly e-newsletter that provides updates about the Food Act 2014. Head to Baking NZ social media for the link.

DO YOU HAVE NEWS?

EMAIL US AT EDITOR@BAKINGNZ.CO.NZ TO SHARE YOUR STORY



BUSINESS TOOLBELT: TRIAL PERIODS BACK IN THE MIX

On 22 December 2023, the Employment Relations (Trial Periods) Amendment Act 2023 was passed. The Act removed the restriction on the use of trial periods to small-medium sized businesses, meaning that an employer, regardless of the number of employees they have, may enter into an employment agreement with new employees that contains a trial period provision.

SAY HELLO TO OUR NEWEST BAKING NZ MEMBERS

- **Hill Park Bakery**
Tong Min Li, Manukau, Auckland
- **Buns Bakery**
Bob Xu, Phillipstown, Christchurch
- **Creative Edge Food Company,**
Farhan Sattar, Sylvia Park, Auckland
- **FlourBro**
Britt McDonald, Invercargill
- **Glory Patisserie**
Keith Kar, Takapuna, Auckland
- **Knead On Benson**
James Bryant, Auckland
- **Amaretti Kitchen Limited**
Kumeshi Selvaratnam, Auckland
- **The Bakers Rack**
Kerrie Coles, Kaipoi
- **The Original Sheffield Pie Shop**
Ben Holmes, Sheffield





THE SEARCH IS OVER!

**NEW ZEALAND'S GREATEST
HOT CROSS BUNS HAVE
BEEN FOUND**

The results for Baking New Zealand's The Great New Zealand Hot Cross Bun Competition are in:



The great NZ **HOT CROSS BUN COMPETITION**



GOLD

Daily Bread, Auckland



SILVER

Knead On Benson, Auckland



BRONZE

Nada Bakery, Wellington

4th

Westmere Bakery, Auckland

5th

Copenhagen Bakery, Christchurch

6th

The Clareville Bakery, Clareville

7th

Euro Patisserie, Auckland

8th

Hillpark Bakery, Auckland

9th

Wild Grain Silverdale, Auckland

10th

U Bake, Timaru



THE WINNING RECIPE

WORDS Nick Walker

IMAGES SUPPLIED BY DAILY BREAD



PATRICK WELZENBACH

Daily Bread owner Patrick Welzenbach had never even heard of hot cross buns before he came to New Zealand in 2015. Now, he's the country's undisputed champion, after winning the supreme award at the Baking New Zealand The Great New Zealand Hot Cross Bun Competition for the third year in a row.

Welzenbach and the Daily Bread team added to their 2022 and 2023 titles in February, becoming the first bakery to win the coveted prize for three successive years. Daily Bread finished ahead of second placed Knead on Benson from Remuera, with Nada Cakes of Wellington in third.

The unique Daily Bread threepeat is all the more impressive considering Patrick's steep hot cross bun learning curve only started in his 30s.

"We don't have hot cross buns in Germany," he says. "I came across a baker in Wellington making them and that was the first time I came into contact with them. From there, I started to get a feel for them and what a good hot cross bun should be. We've tried entering the hot cross bun competition for a few years now - the first three years we finished 4th, then 5th and then 9th, and then we figured things out a bit more and we're so pleased to have won it three times in a row now."

While he was new to hot cross buns, Patrick is no baking beginner. He comes from a long line of European bakers, and even says he took his first steps in his grandfather's bakery. When he moved to New Zealand, one of the few things he brought with him was his 600-year old sourdough starter.

With that in mind, it's perhaps no surprise he credits his winning bun to being meticulous about the basics.

"It's a traditional hot cross bun that is just done really well," he says.

"It has a really long fermentation. We make two doughs; there's a sourdough that ferments for more than 16 hours, and the next day we do a second one and mix them together with flour and butter. We rest it some more before we start to shape it and bake it - it's a really long process but that's what gives it the flavour."

During the blind tasting in February, the level of dedication to the dough was noted by the judges, with chief judge Ron Omelvena labelling it the standout bun of the 60 entries.

"It had a fantastic lid on the bun itself, and a great bloom," he says.

Then there are the traditional hot cross bun flavourings. The Daily Bread house spice mix is a closely guarded secret, and is fast becoming a thing of legend.

The dedication shown to the dough is matched by the fastidious approach to the fruit.

“We candy the orange peel ourselves - our stores have orange juice machines so we have a lot of leftover peels,” Patrick says.
“It gives it a special flavour that you can’t buy. We soak our fruit in the best rum - it’s a pineapple rum from the Bay of Islands that gives it a bit of extra flavour.”

Once again, the judges were suitably impressed.

“The fruit dispersion was absolutely perfect,” Omalvena says. “The crosses on the top were almost like they’d been done by a machine, they were that straight, and it was a very nice orange glaze. The flavour profile was just awesome.”
In a time where more bakers are branching out and experimenting with new and interesting flavours, it shows there’s still a place for doing the traditional things right.

Patrick says this year’s win was the hardest of the three so far with lots of fierce competition from New Zealand’s fine baking industry.

Omvalvena paid tribute to the significance of the three-peat, labelling it a “massive achievement.”

“To win it three times in a row is absolutely outstanding. The quality of all the competitors was really right up there this year. But they just had the edge above everyone else as far as the visual, the eating qualities and the technical ability that was clearly behind the product.”

For those keen to break Daily Bread’s run of victories next year, Patrick says it’s not rocket science.

“You have to look after your starter, you need to follow a good recipe, and just stick to the temperature and the timing and you’ll always get a perfect bun.”
“We’re also really lucky to have a really good, passionate, knowledgeable team too, which is also super important.”



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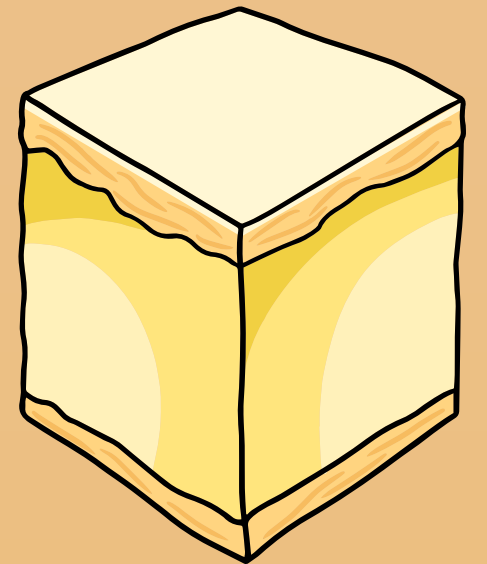
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Decked out DOUGHNUT CHAMPIONSHIP

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Judging on Wednesday, July 3rd



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SALTED CARAMEL AFGHANS

Makes 20 biscuits

BISCUITS:

- 400g butter
- 150g sugar
- 350g flour
- 50g cocoa
- 100g cornflakes

FILLING:

- 300g **Barker's Professional Salted Caramel Classic Crème**

CHOCOLATE ICING: (makes enough for 27 biscuits)

- 345g icing sugar
- 25g cocoa powder
- 6g butter
- 4g vanilla bean paste
- 36g boiling water

METHOD:

Preheat oven to 180°C. In a mixing bowl fitted with a paddle, cream butter and sugar until light and fluffy. Sift flour and cocoa, then add to butter mixture. Combine on slow speed until thoroughly combined. Add cornflakes until they are incorporated.

Roll out dough to a 7-8mm thickness. Cut into desired shapes or roll into balls and flatten slightly. Bake on a greased tray for approximately 15-16 minutes. Remove from oven and cool.

To make icing, blend all ingredients together in a mixing bowl fitted with a paddle. If icing appears too thick, add a few more drops of boiling water.

ASSEMBLY:

Pipe 15 grams of **Barker's Professional Salted Caramel Classic Crème** over centre of each afghan, followed by 15 grams of chocolate icing and a sprinkle of flakey sea salt.



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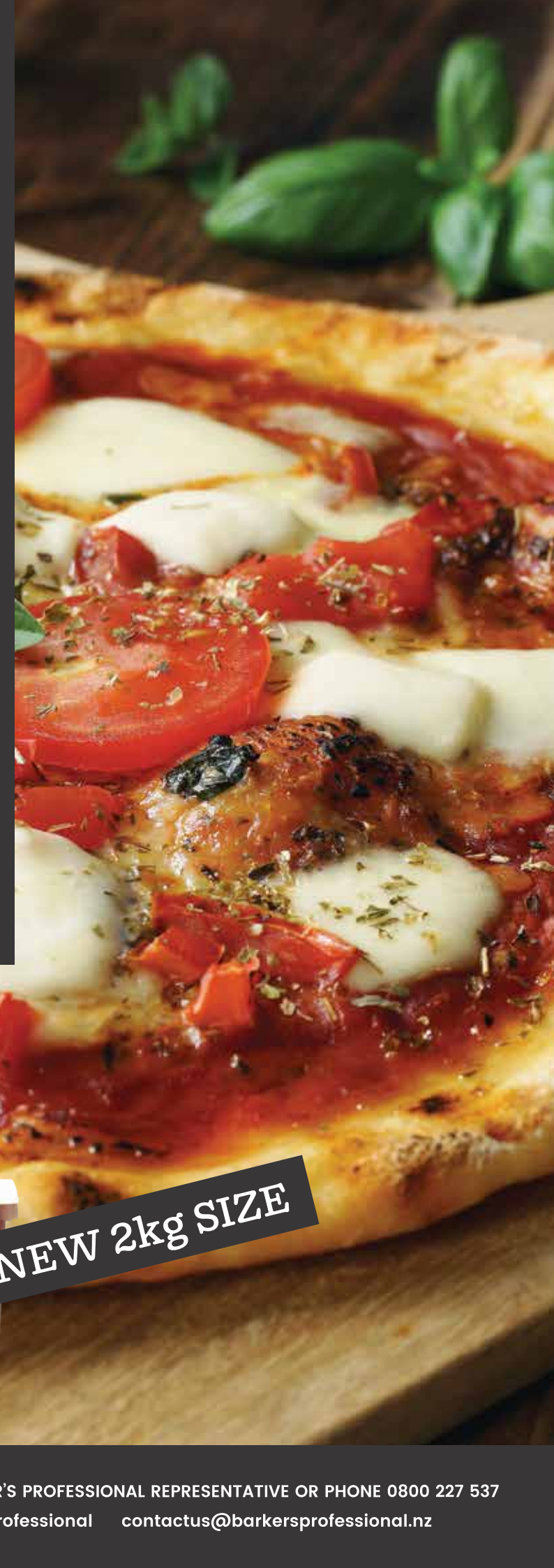
Perfect as a tomato base for pizza.

Use in pizza bread or a calzone.

Add flavour to savoury scrolls.

Delicious in a stromboli or toasted sandwich.

Add to a quiche.



BITE-SIZED FAME

Darren Jarrett's journey from chef to TikTok sensation shows the power of social proof in New Zealand's baking industry. Slice sat down with the Ashby Pies owner to find out how a one minute video helped double the revenue at his St Heliers bakery.

WORDS Kyra Corrigan

Just as good bread is determined by the proofing stage, a customer's decision to buy is heavily influenced by proof — social proof.

Social proof is the idea that people tend to adopt the opinions or behaviours of their peers. It makes sense, right? When we see a line of customers waiting to eat at a restaurant or a photo of a celebrity drinking a certain brand of coffee, we want it too, don't we?

This influence can come from many different sources, such as Google reviews, comments on Facebook posts, social media follower count, hype from influencers, or a glowing recommendation from your friends. To put it simply, when someone else we trust says that you have the best pies in New Zealand, we're more likely to believe it.

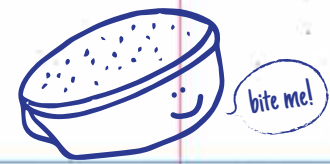
Word of mouth is the secret sauce to successful marketing — and this rings truer than ever on social media.

According to 2023 research (Meltwater/We Are Social), 81.4% of Kiwis are active social media users, and they spend an average of 2 hours and 15 minutes each day on social media platforms such as Facebook, Instagram, Tiktok and Reddit. These platforms allow us to create social proof and encourage new customers through the door.

Darren Jarrett, or @Dazzas_Cooked as he is fondly known by his followers, is on the rise with social success. His content shares a glimpse into bakery life alongside his love for the New Zealand Warriors rugby league team, and is often seen sporting his teams jersey while cooking up a storm. With over 50,000 followers across Instagram and Tiktok and some videos racking up over 460,00 views, it is fair to say that Darren is an unverified New Zealand celebrity. So much so that he is being stopped on the street for photos.



IMAGES SUPPLIED



Name: Darren Jarrett

Hometown: Auckland

Business: Ashby Pies



☆ I just want to make yummy food and share that ☆

"It's crazy," he says with disbelief as he tells a story about how two young fans from Hamilton approached him. "And it just so happened that I was in the kitchen on my own that day. So I was like, 'Oh, come into the kitchen, then we'll get you to make some pies'. And I got them making pies."

Darren began his culinary career as a chef in fine-dining restaurants before seeking a change of pace and more free time in the evenings. He currently co-owns two Auckland bakeries, with Ashby Pies in St Heliers at the heart of his culinary creations. True to its name, Darren fills Ashby Pie's cabinets with innovative and creative pie flavours such as Boil Up, Birria Beef, Fried Chicken, Whitebait, and Koren Buldak. There is always something new and exciting he has to share with hungry Kiwis, often switching up his offering before the hype has a chance to die down.

Darren has gone viral with his pie creations, spending hours perfecting the filling and filming the process to show the world. It was a one minute Tiktok video, posted in October 2022 that was the first time he saw his content become popular.

"The first one that went big was actually a 'day in the life' post, and to be honest, it was only about the first three hours of my day. Every time I started a new task, I took a little 30-second clip and edited out the best two or three seconds of it. People were really interested in stuff like that and seeing how it goes from ingredients to a product within a commercial setting."

Equipped with an iPhone, a \$15 tripod, and the CapCut editing app, Darren doesn't sit on an idea for longer than five days. "If I overthink it, it generally doesn't work out because I try to be too clever and do too many things," says Darren. And while editing his first post took a few hours, he now has it down to an art, with editing only taking 30 minutes of his day.

Darren also takes a timely approach and doesn't tend to file any content away for a rainy day, as the older content becomes hard to edit. "If you film it, edit it, post it, and get it up straight away, it's fresh in your mind, and you've got that same energy." He continues to say how he is genuinely excited to post, and share new things with his audience. "That kind of happens naturally as well, because when I bake something special for a video, I'm excited to sell it

and share it, so that means that I want to post it quick as."

While following trends may work for some, this type of content feels forced for the Ashby Bakeries brand and so Darren favours natural, authentic content. "I just want to make yummy food and share that." he says.

But is it worth the time? According to Darren, Ashby Pie's revenue doubled from 2022 to 2023, and that was around the time he started posting on TikTok.

"So it's broadened our outreach massively. Particularly through Reels and TikTok, it puts us in front of thousands of people. If I post a video that gains 200,000 views and it gets just a 1 per cent conversion rate, it's still 2,000 sales." While many of his followers expand outside of the St. Heliers suburb, Darren says that the reach is worth it. "If you've got a good product and a reason for people to travel, they will," he added.

In today's digital world, transparency is gold, and faces sell. Kiwis are scrolling for hours on Tiktok because its seemingly endless content feels authentic and unfussy —videos made by real people, for real people.

It's content shot on an iPhone with voiceovers and no transition effects that is capturing attention and going viral. Across all industries, you can expect to see more business owners and employees in the spotlight in an attempt to strengthen brand trust and loyalty. Especially in a landscape that is being taken over by AI (Chat GPT, for example), consumers are choosing to follow companies that aren't afraid to put themselves out there and show a little skin, as the saying goes.

"I think social media has changed to the point where it's not good enough to just put up a pretty picture of food. People want to know what's gone into it, how it gets there, and when is it at its best," says Darren.

So how does someone get good at social media? The answer is simple, and no, you don't have to be Gen Z. It's practice that makes perfect. Darren says he can't rewatch his content from a year ago. "They're not good enough, and I wouldn't post them now," he said, laughing. "The only way to get good at it is just to consistently do it. And practice, and make

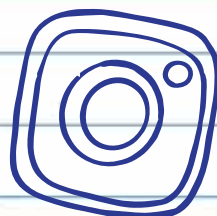
Fave thing to bake:

Pies, haha! I really like my mushroom and parmesan pie at the moment. It's super, super rich and creamy and the mushrooms are cooked in soy sauce and miso, so they've got lots of umami.

Favourite Creator

@andy_cooks

Andy is ~~definitely~~ definitely my biggest inspiration. His content is very nice and he's a very good cook.



Instagram:

@dazzas_cooked: 25K

@ashby_pies: 11.2K



TikTok: @dazzas_cooked: 28.7K

Top Views: 468.5K

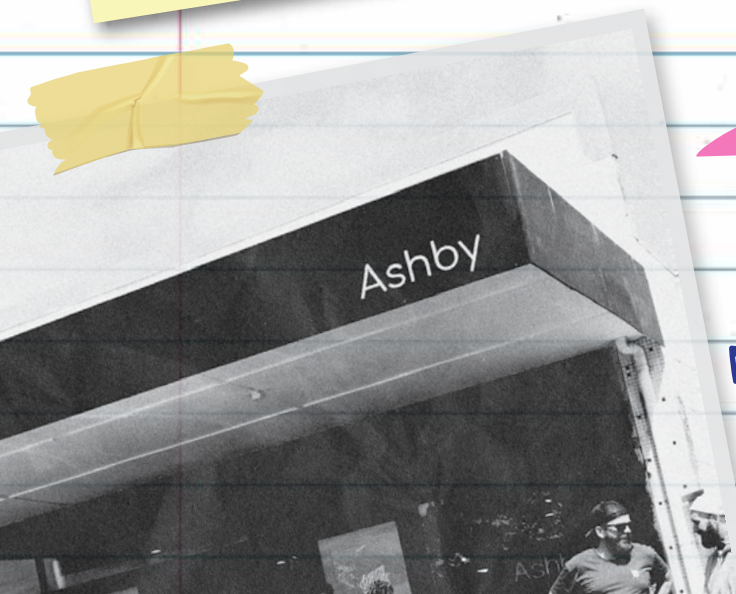
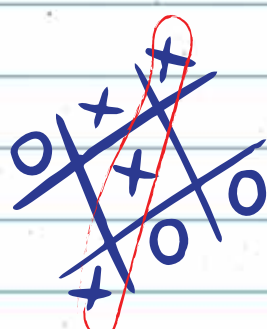
Top Likes: 33K



Favourite Social Media Platform:

☆ I think Instagram is my favourite. It's more my age range and it's the one I use the most.

Saint Heliers, Auckland



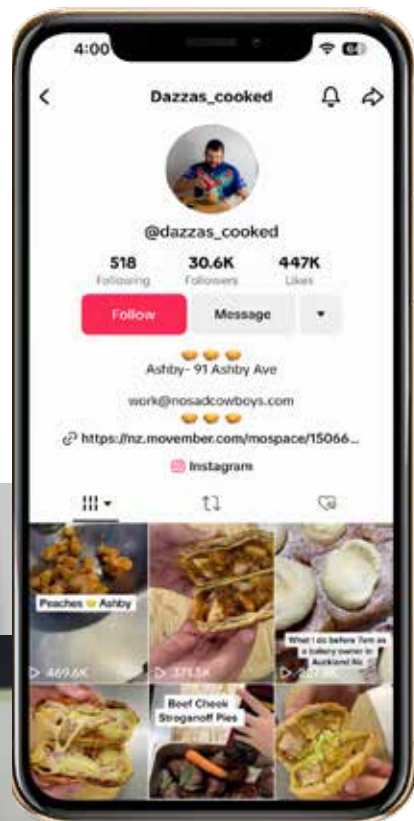
sure that you're trying to get better. Your last video is always going to be your best one."

Darren's advice for anyone wanting to grow their following? Just start. In fact, he wishes he started earlier.

"I do wish I'd started sooner. You always have this performance anxiety that all your videos aren't going to be as good as anyone else's. But the first thing you make isn't going to be as good as what you could make five years or even five months from now." says Darren.

If the proof is in the pudding, Darren's social media success is a sure sign to roll up your sleeves and hit record.

Oh and of course, up the Wahs! 2024 is our year.



Soft, milky & creamy. Bake rolls, scrolls, pull-aparts, buns, and more!



New!

PRODUCT CODE 3910-40 10KG

BAKELS BUTTERMILK CONCENTRATE

Ingredients

GROUP 1	KG
Flour	10.000
Bakels Buttermilk Concentrate	5.000
Bakels Granulated Yeast	0.220
Water	7.150
TOTAL	22.370

Method

1. Mix group 1 for 2 minutes on 1st speed and then 7 minutes on high speed until developed.
2. Scale as required, then rest for 5 minutes before final shaping. 40g for sliders or 80g for burger/baps.
3. Tray up and place into prover for approximately 55 minutes.
4. Bake at 180° for 12-15 minutes. NO STEAM.
5. Bake times and temperature will vary, so be careful.

For more information or to book a demonstration, contact your local **Bakels Bakery Advisor** or email or contact us through our toll free number below.



BAKERY INGREDIENTS SINCE 1904

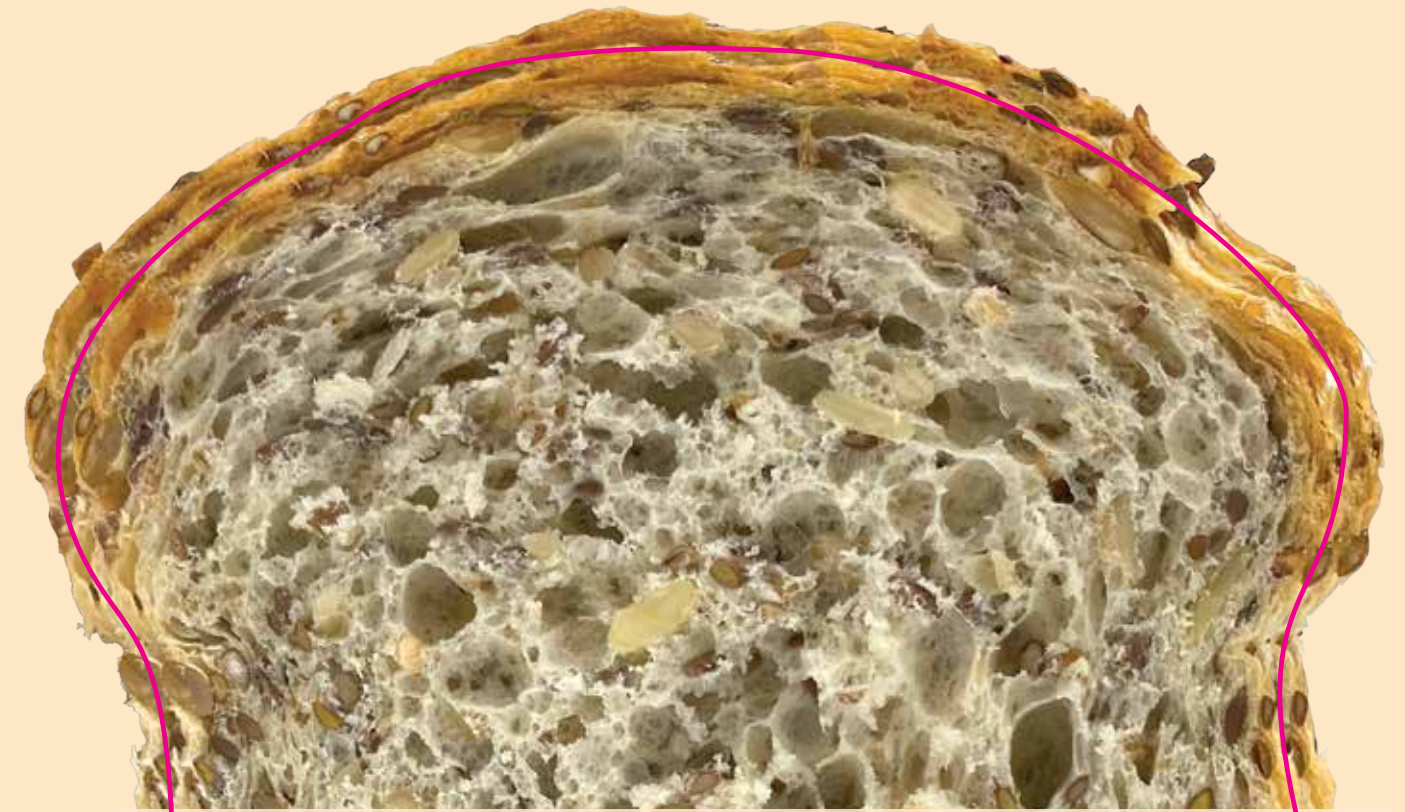
Healthy Harvest Loaf Mix

10KG / CODE 3915-40



Packed with
healthy grains
& seeds*

*30% per loaf: sunflower seeds, pumpkin seeds, linseeds, purple wheat, kibbled rye and kibbled wheat



Ingredients

Healthy Harvest Loaf Mix	5.000 kg
Bread Flour	5.000 kg
Bakels Granulated Yeast	0.150 kg
Water	5.750 kg
Total	15.900 kg

1. Mix for 2 minutes at slow speed and 10-12 minutes at fast speed until dough is developed. Make sure to check using the window test.
2. Round into a ball and let it rest for 5 minutes, then form into the desired shape.
3. Proof in a tin for approx. 60 minutes.
4. Bake at 225°C for approx. 30 minutes.

Healthy Harvest Loaf Mix 10KG / 3915-40

Nutrition Information (per 100g)

Energy - kj	1607
Energy - kcal	384
Protein	18.6g
Fat - Total	25.3g
Fat - Saturated	3.1g
Carbohydrate - Total	27.1g
Carbohydrate - Sugar	3.9g
Dietary Fibre	17.2g
Sodium	923mg

INGREDIENTS Linseeds, Cereal Mix, Sunflower Seeds, Pumpkin Seeds, Gluten Flour, Purple Wheat, Salt - Iodised, Brown Sugar, Vegetable Oil, Emulsifier (481), Free Flow Agent (170), Flour Treatment Agent (300), Enzymes.

ALLERGENS Contains Gluten.

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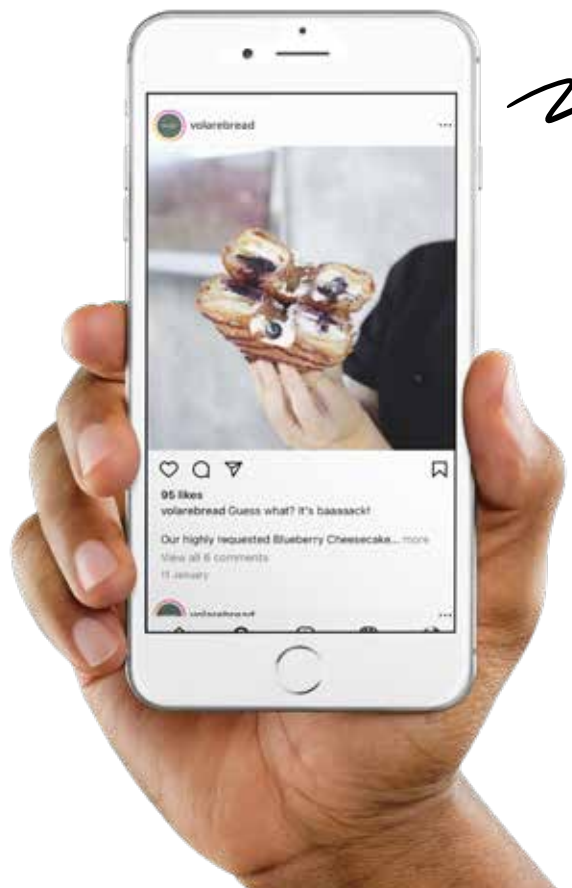
BAKERY INGREDIENTS SINCE 1904

SOCIAL MEDIA TIPS

THE RECIPE FOR SUCCESS

In the digital age, mastering social media is the secret ingredient to bakery success. While there's no one-size-fits-all recipe for viral content, these tips will help your bakery's social media presence rise to new heights.

WORDS Kyra Corrigan



FEAST YOUR EYES

Canva templates are fun, but what gets tummies rumbling is a great image or video. As the saying goes, we eat with our eyes first. The key to getting customers through the door is showing them something worth spending their hard-earned money on.

Your content is a reflection of your brand, and it's the first thing people will see when they click on your profile or website, which is why investing time, money, and effort to create quality content is well worth the hype. If your content looks low-quality, there's a good chance your audience will think the same thing about your products.

We know our kitchens tend to get a bit floury, so when capturing your content, opt for a clean background with natural lighting (near a window or door, etc.) this will let your baked goods shine. And don't forget to dust off your camera lens with a clean apron!

GET THE CAMERA ROLLING

Embrace the vertical video trend and let your bakery's story unfold in short, sweet clips. TikTok is one of the fastest-growing social media platforms in the world, encouraging other large platforms such as Instagram, Facebook, and Youtube to shift focus towards short-format videos.

Don't worry about spending your whole marketing budget on a high-tech camera; an up-to-date Android or iPhone does the job just nicely.

Try filming your products, showing the gooey filling of your doughnuts, the flakiness of your pie pastry, or the softness of your fresh loaves. Or take your audience behind the counter. Film your best sellers being baked, show a day in your life as a baker, or even go on a bakery tour.

SET YOUR PROFILE UP FOR SUCCESS

First impressions count! Ensure your social media profiles are a reflection of your bakery's charm, complete with all the essential details customers need to find you and fall in love.

Make sure your bio ticks the boxes with up-to-date information like your location, business hours, and contact details. The fewer clicks it takes to find out about your bakery, the better.

SPICE IT UP

Have you ever looked at someone's feed and instantly felt like they're trying to sell you a product? If your content and captions come across as too 'salesy',



this is exactly how your audience will feel, and it's enough to send potential followers running.

Social media is definitely an opportunity to promote your products, but to keep your followers around, there needs to be more on offer.

Social media should be social. It's your chance to shine, not just sell. Get personal, share behind-the-scenes peeks, and sprinkle in some personality to keep your followers coming back for seconds.

ENGAGE WITH YOUR CUSTOMERS

Building your social community is not just about the number of times you post; it's also largely about being present and responsive, liking comments, sharing posts you've been tagged in, and replying to DMs.

Yes, going viral would be a thrilling outcome, but creating social proof and building meaningful connections with those who share your passion for pastry is going to see you more successful in the long run.

CONSISTENCY

At the end of the day, the most important tactic is to just post. According to research, 61 per cent of people find out about restaurants, bakeries, and other food stores through social media. So, what it boils down to is that just by having a presence on social media, you are more likely to be discovered than a bakery that isn't.

Keep your bakery top of mind by serving up fresh content regularly. After all, every post is a chance to whisk your audience away on a delicious journey!



BAKERS WANTED:

What you need to know about training apprentices in 2024

WORDS Nick Walker



JASON HEAVEN

“I used to take on an apprentice every year, and I never ever had to advertise for qualified bakers.”

- Jason Heaven

hiring good staff can be a challenge, training someone up means a baker can vouch for someone’s skills and know they’ve been trained the right way.

“I used to take on an apprentice every year, and I never ever had to advertise for qualified bakers because I always had people coming through,” Jason Heaven says. “And yes, they might leave one day, but they might also stay, and either way they’re great contributors to the business.”

Training also has the advantage of allowing business owners to consider succession planning. It’s not uncommon for former apprentices or employees to end up purchasing the bakery or business where they learned their trade.

Baking is one of a number of trades experiencing a skills shortage, and the only way that will improve is by training more people.

Apprentices are not always high school leavers too. O’Malley says it’s common to see highly skilled apprentices that want to legitimise their skills with a qualification, while Jason Heaven has previously had gateway students from high school work one day a week to learn the basics, so when they start their apprenticeship they have a head start.

These two scenarios can also make it easier for bakers, as apprentices aren’t starting from scratch.

Collette O’Malley maintains that training an apprentice is worth the effort for both the industry and the employer.

“All that’s required is that attitude to want to pass on your skills and want to support someone and train them - that’s all you have to do really.”

To find out more about training an apprentice, simply email Bakels at: trainingschool@nzbakels.co.nz

fact is we need to train people in our industry for it to continue.”

“The thing about vocational education is there’s always change,” says Bakels Training School Manager Collette O’Malley. “It has been well recognised that we still need to train people, and this government has said that vocational on the job training is important and they’re committed to it.”

O’Malley believes that commitment will ensure bakers and trainees that are half way through apprenticeships will be supported through any future changes.

Organisations such as Bakels can help bakers to manage their apprentices, and provide wrap-around support for apprentices to make sure their paperwork and admin is taken care of.

Bakels is one of New Zealand’s largest baking training organisations, with around 200 apprentices currently enrolled. It has dedicated advisors - who are qualified bakers themselves - who visit apprentices regularly, to support both apprentices and their employers.

“Actually, nothing has changed for people on the floor,” said O’Malley. “We deal with all the admin, the employer just needs to help with the apprentice’s application forms and work with them, but our advisors, tutorial team and excellent training resources pretty much take care of everything else.”

THE IMPORTANCE OF TRAINING

There are significant benefits that come from taking on apprentices.

Training apprentices not only ensures the survival of skills and techniques, but it can also help to ensure the longevity of a baking business too. In a climate where

The way apprenticeships are run has changed in the last few years, and there’s some uncertainty among both bakers and potential trainees over how it all works. In some circles, the fear is that the situation may be putting bakers off training apprentices.

Like many trades in New Zealand, baking has a shortage of qualified people right now, making the need for training even more important than ever.

While the administration of apprentices may have changed (and may change again in the near future), the actual fundamentals of training are much the same as they’ve always been; it’s about having an experienced baker teaching a student what they need to know.

APPRENTICESHIP PROVIDERS

There are a number of ways to become a baker, including full time training and/or doing an apprenticeship. When a baker takes on an apprentice, that person works in the business and learns the ropes, completing theory and on the job assessments with a third party training provider on their way to becoming qualified.

It typically takes 3-4 years to become fully qualified, depending on the exact qualification.

There have been a string of changes to training providers in recent years, and that’s at the heart of the uncertainty.

Last year, the Labour government combined New Zealand’s workplace training institutes and polytechs into one centralised training and educational organisation, Te Pūkenga. The aim was that the new organisation would remove the duplications of shared services and improve learning outcomes for learners and apprentices across all trades.

The process of the change was heavily scrutinised, and the new National-led government has confirmed its pre-election commitment to disestablish Te Pūkenga. It’s not fully yet clear what apprenticeship qualification management will look like in the future.

“It’s been a bit messy and hard to understand,” says Jason Heaven, former owner of Heaven’s Bakery. “The fact there are a couple of ways of doing an apprenticeship can seem a bit messy, but the simple



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A Minty Marvel

Peppermint Slice

GROUP

1 – Base:

INGREDIENTS

800 g flour
800 g Pin & Peel cake blend (melted)
450 g coconut
450 g brown sugar
45 g baking powder

METHOD

Mix group 1 well together and press into a greased tray
Bake at 180° for 13 – 15 minutes

2 – Filling:

1600 g icing sugar
285 g Pilot confectionery shortening
150 ml milk
peppermint essence (to suit)
green colour (to suit)

Melt the confectionery shortening
Add essence, colour, and milk

Blend with icing sugar until smooth and spread evenly over the base layer while still warm, refrigerate to set

To finish, spread over 400 g of chocolate fondant and set before slicing.



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Heilala Vanilla:

*Unveiling The
Essence Of A
True Classic*

IMAGES SUPPLIED

*A kitchen without vanilla?
It's hard to imagine. Slice
sat down with Jennifer
Boggiss from Heilala Vanilla
to unravel her journey into
the realm of the world's
most classic flavour.*

WORDS Monique Balvert-O'Connor

Catch a glimpse into Jennifer Boggiss' pantry and chances are vanilla will be placed right alongside the salt.

That's because like salt, fat, acid and heat – she considers vanilla an essential element in good baking.

"Vanilla is the underwear of baking. You don't necessarily know if it's there, but you know if it's not," laughs Jennifer, who co-founded Heilala Vanilla with her Dad, John Ross, and her husband, Garth.

What many New Zealand and international home bakers, cakeries, muesli makers, craft brewers, yoghurt and ice cream creators know is there's no going back when they've tried what Heilala can do with vanilla beans.

As sales indicate consumers love what Heilala Vanilla is producing from its Tauranga base and Tongan plantation.

In Tonga, 10 people are permanently on the Heilala Vanilla payroll with that number growing to 20 at the peak of the season across two island groups where the locals are employed as

vanilla farmers, dryers and packers. In Tauranga Heilala Vanilla, which is named after Tonga's national flower, employs 28 staff.

Their product range includes vanilla extract (the biggest seller in the baking industry), vanilla paste, vanilla powder (for protein balls and smoothies), vanilla with seeds, and pure vanilla paste.

Recently added to the list is an alcohol-free vanilla paste. Garth Boggiss (who is like the winemaker of the Heilala Vanilla world), was involved in developing an extraction process that does not involve alcohol. The result was a New Zealand Food Awards supreme winner last year. It also took out the Business Innovation Award and Pantry Award.

Awards aside, Jennifer's happy to note growing engagement with the New Zealand baking industry and food manufacturers. The home baker is now the company's biggest growth market, at about 75 per cent of sales globally.

Heilala Vanilla is sold in New Zealand, Australia, the USA, the UK and even



Vanilla is the underwear of baking. You don't necessarily know if it's there, but you know if it's not

– Jennifer, co-founder of Heilala Vanilla

directly to businesses like a doughnut brand in Saudi Arabia.

“We are not out there doing hard sales. They are brands that come to us because they want to use our vanilla or want to co-brand as they love the traceability and sustainability of ingredients, and they love our focus on doing good for people as well as the planet – they want a slice of that,” Jennifer says.

Within the global vanilla market more than 90 per cent of products are not real vanilla. It's either natural or artificial flavouring. The natural flavoured option is not made from vanilla bean but derived from things like plums and cloves, she explains. While the artificial option is created from man-made flavours, some of which are a bi-product from the pulp and paper process.

It's a far cry from the taste and ethos of Heilala. The brand celebrates the fact that real vanilla from a bean has over 200 flavour notes and its robust and rounded flavour offering is the result.

So how did this business wrapped around the pure goodness of vanilla beans come about?

THE BACKSTORY

The Heilala Vanilla story emerged in Tonga – and the tale includes a hurricane, a gifted piece of land, a king, a chef (Peter Gordon) and, at the heart of it, Jennifer's Dad, John.

It's 22 years since, in a life-changing act of philanthropy, John headed to Tonga in the aftermath of a devastating cyclone to aid families in Vava'u. John, who was then a farmer, helped locals rebuild their homes. As a token of gratitude he received a piece of land and then set out to create job opportunities on the remote island. There began the growth of an ethically sourced and harvested vanilla plantation. Jennifer was spurred to move from her accountancy career and soon after Garth shifted into the business from IT software creation.

An early activity for Jennifer was introducing the Heilala vanilla flavours to chefs, who liked not only the product, but the idea of supporting local farmers.

“We took our vanilla beans to a group of five renowned New Zealand chefs in 2005, Peter Gordon was one of them. They gave us confidence – saying it was the best vanilla they had used. I kept in touch with them as we started developing a brand and product and they became really good supporters. Peter visited the plantation in 2010 and has been an advocate ever since,” Jennifer says.

Meanwhile, Garth was busy in the kitchen in those early days making vanilla extract with vodka as the alcohol base. A research project with Massey University's food technology department ensued, as did graduation to a bigger and specialised Bay of Plenty premises.

When Slice visited Jennifer to chat about the business her dad was in Tonga working with the community on a vanilla plantation fencing project.

ROYAL RECOGNITION

In Tonga, the plantation and industry have grown. From the first crop of 45kg there is now an industry with more than 300 vanilla farmers across the island group (thanks to John Ross' initiative to begin vanilla growing). Then, eight years ago, the King of Tonga stepped in, offering the use of his two estates (totalling about 40 hectares) for vanilla growth. The addition of the King's land will create more employment, with 2024 looking good, Jennifer says.

“The King's offering was in recognition of the economic development and support to communities we had fostered,” Jennifer says.

She's proud to add that Heilala has become the world's first vanilla company to be recognised with B Corp Certification - global recognition that it conducts business responsibly, balancing the

interest of people, profit and purpose.

The good stuff continues to grow. More vanilla vines are being planted, meaning more jobs in Tonga; funding of scholarships continues; markets continue to grow; and chefs dabble in the development of innovative ideas like smoking vanilla to enhance their ice cream.

Vanilla is the hero including back home in the kitchen where Jennifer confirms a few favourites.

“I love the vanilla sugar (sugar infused with vanilla extract), which is wonderfully punchy, especially in winter when I am stewing winter fruits and on pancakes and porridge. Vanilla paste (which looks good too as you see the seeds) is the other product I love to use, in whipped cream on pavlovas, for example.

“Essentially, a kitchen without vanilla is inconceivable.”



Where can I find Heilala Vanilla?

For more information check out www.heilalavanilla.co.nz or contact hello@heilalavanilla.com



IMAGE OF JENNIFER SUPPLIED

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MAURI Chocolate Mudcake Mix

Ingredients

Group 1 Ingredients

MAURI Chocolate Mudcake Mix	10kg
Fresh Eggs	2kg
Water - variable	4L

Group 2 Ingredients

Vegetable Oil	1.5L
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Method

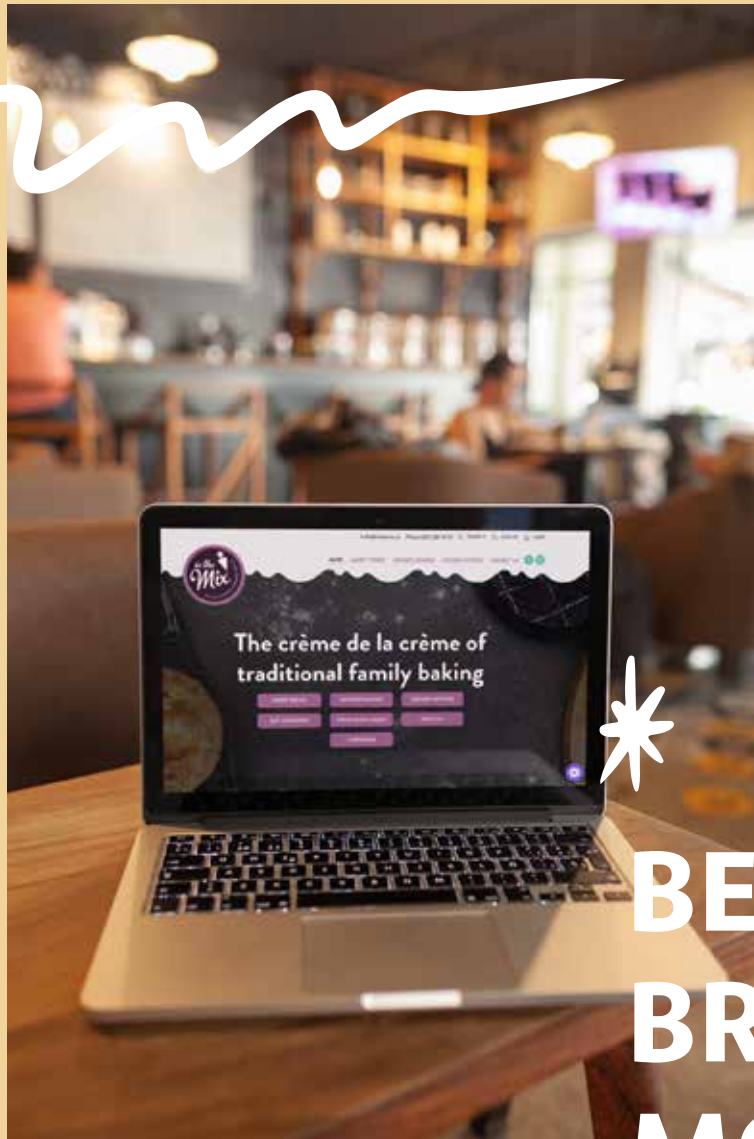
1. Place Group 1 ingredients into a mixing bowl fitted with a paddle attachment.
2. Mix for 1 minute on speed 1 then scrape down.
3. Mix for 2 minutes on speed 2.
4. Slowly add Group 2 ingredients on a slow speed until fully blended in.
5. Scale off as required.
6. Bake at 160°C until baked.

Batter Weight: 17.5kg

Product Code:
Chocolate Mudcake Mix
10kg
101878

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BEYOND BRICKS AND MORTAR:

How Bakeries Are Branching Out

WORDS Nick Walker

It's increasingly common for bakeries to sell goods and earn revenue in non-traditional ways. Online stores, wholesale, market stalls and even merchandise are common ways to diversify revenue. Strengthening and growing a business outside of the bricks and mortar shop.

We spoke to three businesses with diversified revenue streams about what they've done and how they've done it.

WHAT REVENUE STREAMS DOES YOUR BUSINESS HAVE?

Jeremy MacCormack - Managing Director, Bellbird Baked Goods (JM): We have a physical store, an online shop, a wholesale business and we're at some local markets around Christchurch.

Max Fuhrer - Master Baker, Aro Bake (MF): We've had an online store since 2015, as well as our shops and wholesale operation.

Debbie Harlow - Co-Owner, In The Mix Bakery (DH): We're predominantly an online business, with ready-made meals. We also do catering and wholesale.

WHAT ARE THE KEY FACTORS THAT HAVE MADE IT A SUCCESS?

JM: Developing our brand and marketing was a big one. We tried to meet the wholesale demand but we didn't really know what they wanted and if that's what we could provide. We had good word of mouth and a good reputation but we wanted to make the brand visible so people could talk about it and explain it to others more easily.

Having billboards and online marketing and good packaging made it visually more interesting, which made a real difference.

MF: Having the right website was a key. Our first site didn't work as well, but I changed it to a Squarespace website and that was much better.

There's no real silver bullet for an online store - you might have an idea for something you want but it doesn't always work, and there are always things you need to figure out. You just have to deal with every issue that pops up as quickly and as well as you can.

DH: Covid definitely helped. We were just getting our website done at the time fortunately, so we quickly got our web designer to allow us to sell pies and meals online and she took care of it.

It's as simple as finding someone who's a tech and website expert and have them build it. Getting the right person who can push you in the right direction means you just have to make decisions about what will work for you.

WHAT ARE THE ADVANTAGES OF RUNNING THE WAY YOU DO?

JM: We mainly use our website to facilitate our admin. We've built our in-house software so it can handle orders, send invoices, put recipes together...everything's

automated. It means we can scale our business without things breaking down all the time, which saves a lot of time and makes things a lot more efficient.

MF: The website is a fantastic gateway to the rest of our business. People can find us online, and if they place an order and like it, they'll often come into the shop after that. If you're not online with a good website and social media, you're just missing those opportunities.

For example, our website was up and running before Covid, and selling online brought in a lot of business for us in lockdowns. Now, the shop is up 20 per cent on pre-Covid and a lot of that will be customers who found us through those Covid times.

Wholesale is also a great way to reduce wastage from your business, because you know what your orders are and there's no throwing extra things away at the end of the day.

DH: I like the fact that I'm not doing the same thing every day. I don't just do the same amount of doughnuts or pies or baked goods each day - I do different ready-made meals, or do a different catering order. It's always changing.

WHAT ADVICE WOULD YOU GIVE TO SOMEONE CONSIDERING DOING WHAT YOU DO?

JM: Never promise something you don't think you can do. Sometimes it's better to say no than say yes. Like if you're going to take Christmas orders online, make sure your systems can actually handle it.

It sounds obvious to make sure something works before you roll it out, but often people are in a rush so it doesn't happen.

MF: Good images are critical for a good website, so get a professional photographer in. Also, be clear in what you're saying. Don't use a million words, just be clear about who you are and what you want to say.

DH: Pick one thing, do that and get it right before you move on to something else or try to grow it. Don't try to do it all at once. So if you want to do wholesale, pick a few cafes and get it right with them before you ramp it up.

And when you pick something, pick something you're passionate about. Make it something you enjoy doing, because if you don't then that makes it hard.



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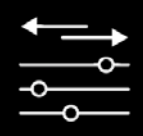
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The Czech Chocolatier

GOING BEYOND CHOCOLATE
BUNNIES THIS EASTER



George Havlik has been crafting chocolate dreams for 19 years. He walks us through his journey from Czech childhood to Kiwi delights.

WORDS Sarah Beresford

George Havlik can remember when he fell in love with all things chocolate. As a child growing up in what is now the Czech Republic, he had the chance to visit a chocolate factory in Belgium with his brother who had been working there.

“I was very young and it was just amazing for a little kid growing up in a Communist country. I had never seen anything like it before. There were chocolate bunnies that seemed to be the same size as me!”

Fast forward many years and a move to New Zealand and George has followed through on that early inspiration, delivering his chocolate delights to lucky Wellingtonians from his Bohemein Fresh Chocolates shop in the inner city for the past 19 years.

It’s been a long journey, from his days in the Czech Republic doing an apprenticeship which he loosely equates to a ‘pastry chef’ — “There isn’t really anything like that here” — to working in various kitchens after arriving in 1999, and on to opening Bohemein in 2005 with his wife.

“Working with chocolate has always just clicked with me,” George says, explaining his dedication to making the very best chocolates. “It involves your brain as well as your hands. It’s just not a matter of being skillful, there are thousands of tiny things you need to keep an eye on constantly.”

George focuses on making the very best quality chocolate, using Barry Callebaut chocolate, and adding



GEORGE HAVLIK



premier natural ingredients, with no preservatives. Only the best will do. This is reflected in details such as the chocolates all being the same rectangular shape — the emphasis is on perfecting the different flavours using fresh ingredients.

George had little English when he first arrived in New Zealand but perhaps his biggest challenge has been to tailor his many ideas to Kiwi expectations.

“You can have all the ideas in the world and I’ve tried so many different ways of doing things over the years, but the trick is really finding out how to convince customers that’s what they want,” he says.

“When we first opened we sold chocolate by weight, which is how it is sold in Europe, but people just couldn’t understand the concept so we eventually changed to selling it per piece.”

There’s been a lot of tweaks along the way to creating a very successful business.

“I started our chocolate making classes originally as a way of showing our customers the skill, knowledge and good-quality ingredients that go into making our chocolates so that they could understand why they cost so much. But actually in my attempts to educate the public I’ve also learnt a lot myself,” he says laughing.

“I find the people in the classes asked such interesting questions that I really hadn’t thought of before. I had to really figure out how to best explain things and that has helped me to train our staff.”

As well as the shop in Featherston Street, Bohemein sells online and supplies various other outlets, including Moore Wilson’s.

“They asked me if I could make some chocolate fish for them and I didn’t know what they were. They explained they were a treat for kids that were often given as a reward. I tasted one and thought, that seems more like a punishment to me,” George says laughing.

“But it really has been what I call a ‘handshake’, because we don’t have to explain them to customers, unlike some of the other things we have tried to introduce.”

Of course, George’s version of chocolate fish is made from 53 percent dark chocolate and features fresh fluffy vanilla marshmallow inside and showcases his usual attention to detail with the delightful wavy scales and hand-painted eyes and mouth.

Coming up to that time of all things chocolate, Bohemein has plenty to offer gift givers at Easter, from decadent boxed chocolates, chocolate bars and mini chocolate truffles to mini sea salt and cocoa nib caramels.

And then, of course, there’s Bohemein’s Easter bunnies.

“We hand decorate faces on them and people love them. They’re something a bit different.”

And although we may associate Easter with giving chocolate, the notion of buying boxes of chocolates as gifts is something that George is gradually trying to change.

“Boxed chocolates are looked on as a gift in New Zealand but in Europe people are happy to buy good-quality chocolate for themselves and enjoy eating a few quality chocolates every day.”

George has been introducing the idea to his customers of buying a box of his wonderful chocolates for themselves: “I’ve been trying for 19 years and it’s slowly changing. I do try to fit in but also change habits a little bit at a time.”

But one thing he won’t change is his commitment to making the very best quality fresh chocolates for everyone to enjoy, every day.

Where can I find Bohemein Fresh Chocolates

109 Featherston Street, Wellington Central, Wellington



FLOURISHING FUTURES IN THE GRAIN GAME

Leading ANZ flour millers and manufacturers Allied Pinnacle and Champion invest in their people, with inaugural School of Swiss Milling program placements



ABOUT ALLIED PINNACLE

Allied Pinnacle is a world-class flour milling and bakery business with more than a 100 year history. We bake the future from flour. Backed by Japan's largest milling business, Allied Pinnacle transforms Australian grains into iconic and much-loved household products, providing market leading solutions from grain to table.

Visit www.alliedpinnacle.com

Leading Australian and New Zealand bakery and flour manufacturers Allied Pinnacle, and Champion Flour Milling, announce their inaugural Swiss School of Milling placements.

Both flour millers and manufacturers have launched a learning and development program for their milling teams, sponsoring team members from each company to attend the highly esteemed, world-class grain milling training in Switzerland.

Each year, Allied Pinnacle, and every second year, Champion Flour Milling, will send team members to

attend the world leading institution for education in the grain milling industry, investing in its workforce and their learning and development. This will allow Allied Pinnacle and Champion Flour Milling to continue to deliver world-leading innovation to meet the needs of customers and consumers.

Joel Tazzyman, Production Manager at Allied Pinnacle, Kensington and Greg Rhodes, Production Manager at Champion Flour Milling, Christchurch have been selected to participate. From January 2024, both will begin their distance learning before travelling to Switzerland in August to attend in-person training.

ABOUT CHAMPION

For over 150 years the name of Champion Flour Milling has become synonymous with professional success in New Zealand's commercial and home kitchens and food manufacturers. Our wealth of skills, technical expertise and grain science enable our customers to achieve professional results every time. We offer over 40 types of flour to our national and international customers. These range from high-performance bakers' flours to specialty grain, ethnic and wholemeal flours, and specialty baking premixes, concentrates and food coatings.

Visit www.championflour.co.nz



Speaking about the initiative, Allied Pinnacle CEO David Pitt says, "At Allied Pinnacle, we bake the future from flour and are thrilled to formalise the learning and development opportunities available to our team. We're delighted to be upskilling our talented team while simultaneously investing in the future of the milling industry."

Champion Flour Milling CEO Chris Anderson says, "We are delighted to be able to send members of our team on this prestigious course. This program will ensure our millers are continuously improving their expertise, so we as a business can remain agile and responsive to both customer and consumer demands."

The milling industry is a vibrant sector that combines traditional skills with modern technology to produce a wide range of flours. Milling is one of the oldest trades in the world with wheat being one of the most important crops across Australia and New Zealand.

The Swiss School of Milling course covers a wide range of subjects from milling technology, practice of flour milling, to natural science and hands-on laboratory work.

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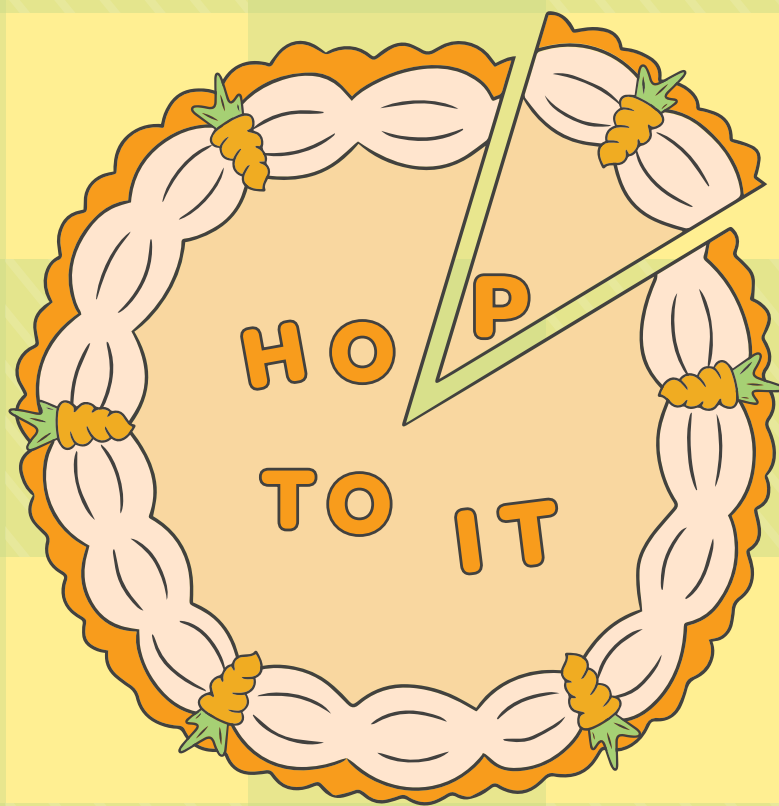
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