



ISSUE 63

Slice

THE SUMMER ISSUE

The Bakeries Behind NZ's Best Christmas Tarts
2025 Trends • Summer Market Success
Producer Spotlight & New Recipes



NEW ZEALAND'S OFFICIAL
BAKING INDUSTRY
MAGAZINE

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FRONT COVER: Featuring My Bakery
Cafe's award-winning Jolly Christmas
Tart Championship entry.

THIS PAGE: Image of entries in the Jolly
Christmas Tart Championship.



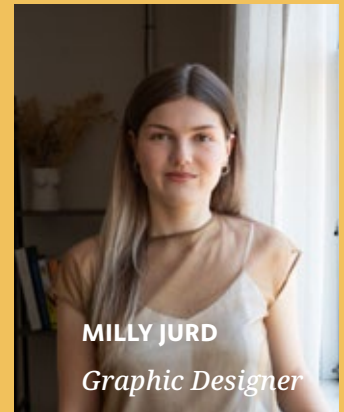
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WELCOME TO *Slice*

As we wrap up another remarkable year for New Zealand's baking community, I'm thrilled to share our latest issue of *Slice*. This edition marks one year since we took the helm, and I couldn't be prouder of the stories we've been able to share with you.

Inside this issue, we're bringing you the excitement of the Baking New Zealand Christmas Competition, celebrating the exceptional winners who have captured the holiday spirit in every bite. We also shine a light on bakers making the most of summer markets—a true love of the artisanal craft and connection to people enjoying their products.

Among this issue's highlights, you'll meet a vegan bakery redefining plant-based baking. Their products are so irresistibly good that most customers are surprised to learn they're made without butter, milk, or eggs! And, in our Producer Spotlight, we take a closer look at Fresh As, whose freeze-drying process captures flavour in its purest form, elevating everything from desserts to savoury creations.

As we head into the festive season, I'm filled with gratitude for our community of bakers, makers, and readers who make this publication so special. Here's to a joyful holiday season and another year of delicious possibilities.

Rose Cawley
Editor

OUR CONTRIBUTORS

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



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TO DATE!**

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creatives**
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PRESIDENTS REPORT

A word from Bernie



As we step into another exciting year, I'm proud to say the Baking NZ executive team remains steadfast. As your president for the past few years, I'm honoured to continue in this role, and I'd like to extend my deepest gratitude to each member of our team. Their unique strengths make our goals achievable, and we couldn't do it without them.

First, I want to spotlight our Vice President, Michael Grey. With a deep industry knowledge inherited from his family and honed by his own hard work, Michael has been an invaluable support. Beyond his role, he's a true mentor, sharing insights on the finer points of running meetings and guiding us through our constitutional responsibilities with the Baking Industry Association of New Zealand.

In the Engagement portfolio, we have Jason Hay. His passion for the industry is contagious—not just in competition but in his devotion to our community. Jason's social media following is immense, and he's like our own modern-day Elvis with his popularity on Facebook and Instagram.

In Marketing, Julia Ran Kaur Randhawa has made an incredible impact. Her creative approach to social media has set a new standard. She brings members into fun, engaging clips and has sparked a trend among other business owners. Our competitions have reached new heights thanks to Julia's work. Julia secured hard to get television coverage, gaining incredible exposure for our members and Baking New Zealand. Watching Jason and Julia on TV with the competition winner was a proud moment for us all.

In Competitions, Ron Omelvena, a seasoned veteran, has tackled the challenges of dated technology with determination. His successful execution of three

major competitions. Working alongside our Vice President, we can't wait to see what innovative ideas they have for future competitions.

Our Treasurer, Mike Meaclem, is a pillar of strength. While typically a man of few words, give him a Chardonnay, and he's a right conversationalist. His wisdom in both business and life has been invaluable. Oh and he is on the ball in his role as Treasurer, thank goodness.

And finally, Patrick in Engagement, who joined us midway through last term, has brought such warmth to our team. His love for the craft and dedication to his baked creations—bread, croissants, baguettes, you name it—is unmatched. Patrick represented us brilliantly at the ANZBAKE in Melbourne, and he's now leading preparations for next year's event here in New Zealand. He also was pivotal in securing top-notch judges for the Christmas Competition, with it being held in his extremely popular bakery Daily Bread, Britomart.

To all members who placed your confidence in me and the board, thank you for your support and proxy votes. Here's to a fantastic year ahead!

Bernie Sugrue
Baking New Zealand President

To get in touch with Bernie directly, you can email him at president@bakingnz.co.nz

New! Golden Fry

PRODUCT CODE 2475-60 20KG



Perfect for frying doughnuts
and all your baking
frying needs



*Double refined 100%
Vegetable shortening.*

For your perfect Golden
Fried Doughnuts.

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For full details and member benefits, see www.bakingnz.co.nz



IN THE MIX

*The latest news in the
baking world*



A MOUTH-WATERING DIVE INTO NEW ZEALAND PIE CULTURE HITS OUR SHELVES

The baking world has a new must-have addition: *New Zealand's Best Gourmet Pies*, a visually captivating coffee-table book that delves into the heart of Aotearoa's pie culture.

Celebrating the iconic pie as a staple of New Zealand's culinary identity, this book showcases 38 of the nation's finest pies, spotlighting the talented bakers behind them from the Far North to Invercargill.

Readers will discover an array of gourmet pies, from the rare rendang pie of Otago to the original paua pie from the East Cape, as well as the impressive giant lamb shank pie of the Maniototo. Each pie has been carefully curated and approved by tradies, esteemed chefs, and bakers. So it makes sense that a number of Baking NZ members are featured, showcasing the incredible talent within our community and highlighting their contributions to New Zealand's vibrant pie scene.

The book's origin story is as flavourful as its content. Conceived around a smoky campfire on the West Coast, the vision sparked when a group of friends, united by their love for pies, decided to document New Zealand's best. Within minutes, they enlisted over 20 enthusiastic pie testers to embark on this delicious quest.

For bakers and industry professionals, this book offers inspiration and insight, as well as a celebration of the innovative approaches being taken in pie production. Don't miss your chance to add this gem to your baking library and explore the mouth-watering creations that make New Zealand's pie culture truly unique!

Find out more at:
derekmorrison.nz



THE 2024 NEW ZEALAND ARTISAN AWARDS

Nada Bakery picked up a Silver award at the New Zealand Artisan Awards for their signature loaf, *Nadaburg*, which is made with an open texture and loaded with whole purple kibbled wheat.

Scan to see all
the winners:



DO YOU
HAVE NEWS?

EMAIL US AT

EDITOR@BAKINGNZ.CO.NZ

TO SHARE YOUR STORY



SAY HELLO TO OUR NEWEST BAKING NZ MEMBERS

- **Savages Bakery**
Tim Gillespie, Wanganui
- **Macks Bakery**
Scott McCormack, Dunedin
- **5GRACE Group**
Shalini Ram, Papatoetoe, Auckland



MARK IT IN YOUR CALENDAR: IBA 2025

The world's leading trade fair for the baking and confectionery industry is set to take place from the 18th to 22nd of May, 2025, in Düsseldorf, Germany.

Find out more at:
iba-tradefair.com

MAKE 2025 YOUR YEAR AT FINE FOOD NEW ZEALAND

Connect with thousands of buyers, distributors, decision-makers and industry leaders at New Zealand's largest food service, hospitality and food retail trade event. The show takes place from 29th of June to the 1st of July, 2025, at Auckland Showgrounds.

Find out more at:
finefoodnz.co.nz

CALL FOR FOOD BUSINESSES TO DONATE FOOD

The food recovery network is noticing a steady reduction in food donations from food businesses. Aotearoa Food Rescue Alliance (AFRA) wants food businesses who may not have considered donating food to understand the opportunities and safeguards presented by the 'Good Samaritan' clause in the Food Act 2014 when donating food through its member organisations.

GET READY FOR THE 2025 OUTSTANDING FOOD PRODUCER AWARDS

Entries for the 2025 Outstanding Food Producer Awards will open on November 4, 2024. These prestigious awards celebrate the finest in New Zealand food and drink, highlighting producers who excel in quality, innovation, and sustainability.

Find out more at:
outstandingfoodproducer.co.nz

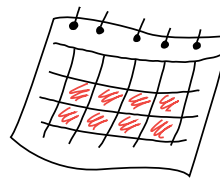
SWEET NEWS: CINNABON OPENS IN AOTEAROA

Cinnabon has finally arrived after 40 years of domination in the USA market. The first store here has opened at Westfield Newmarket. We're eager to see how this impacts customer behavior and demand for the classic cinnamon roll in New Zealand.

GET YOUR ENTRY IN

MAKE SURE YOU'RE IN THE NEXT BAKING NEW ZEALAND COMPETITION. CHECK OUT THE DETAILS ON THEIR WEBSITE BAKINGNZ.CO.NZ

SAVE THE DATE!



BAKING NEWS

DECEMBER

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						1.
2. Cyber Monday	3.	4.	5. World Volunteers Day	6.	7.	8.
9.	10.	11.	12.	13.	14.	15.
16.	17.	18.	19.	20. School holidays start	21.	22.
23.	24. Christmas Eve	25. Christmas Day	26. Boxing Day	27.	28.	29.
30.	31. New Year's Eve					

JANUARY

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		1. New Year's Day	2. Day after New Year's Day	3.	4.	5.
6.	7.	8.	9.	10.	11.	12.
13.	14.	15.	16.	17.	18.	19.
20. Wellington Anniversary	21.	22.	23.	24.	25.	26.
27. Auckland Anniversary + Back to school	28.	29. Chinese New Year	30.	31.		

FEBRUARY

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1.	2.
3. Nelson Anniversary	4.	5.	6. Waitangi Day	7.	8.	9.
10.	11.	12.	13.	14. Valentine's Day	15.	16.
17.	18.	19.	20.	21.	22.	23.
24.	25.	26.	27.	28.		

TURKISH DELIGHT

NEW!

Specialty Filling

A soft, glossy, versatile filling suitable for multiple bakery applications.

IDEAS FOR USE:

Delicious in cakes, muffins, friands or loaves.

A vibrant filling for donuts, éclairs or brandy snaps.

Use in or on cheesecakes.

- ✓ GLUTEN FREE
- ✓ DAIRY FREE
- ✓ HALAL SUITABLE



Packaged in 1.25kg piping bags



Natural colour and flavour



Turkish Delight Donuts

MAKES: 12 Donuts (with approximately 200g filling & decoration)

INGREDIENTS:

- 12 Berliner donuts
- 12g dusting sugar
- 1.920kg strawberry mousse
- 240g **Barker's Professional Turkish Delight Specialty Filling**
- 420g chocolate, melted

METHOD:

Cut each doughnut horizontally (almost completely through the doughnut) and lightly dust in dusting sugar, shaking off any excess.

Fill each doughnut with 80 grams of strawberry mousse, toward the back of the cut.

Then pipe in 20 grams of **Barker's Professional Turkish Delight Specialty Filling** and the remaining 80 grams of strawberry mousse.

Smooth off the filling using a straight edge scraper. Dip into the melted chocolate and leave to set.

Turkish Delight Rocky Road

MAKES: 2 logs (approximately 900g each log)

INGREDIENTS:

- 40g desiccated coconut
- 110g macadamia nuts (halved)
- 55g almonds (halved)
- 60g pistachios (roughly chopped)
- 250g pink and white marshmallows (halved)
- 190g Turkish Delight pieces
- 450g milk chocolate
- 450g dark chocolate
- 75g coconut oil
- 120g **Barker's Professional Turkish Delight Specialty Filling**

METHOD:

Pre-weigh and prepare the coconut, nuts, marshmallows and Turkish Delight pieces.

In a bain-marie, melt both chocolates and the coconut oil.

Mix 120 grams of the melted chocolate with the **Barker's Professional Turkish Delight Specialty Filling**. The mixture will tighten up, but shouldn't split.

Add all the ingredients together and mix thoroughly. Deposit into two loaf-shaped trays to form logs (or onto a flat tray lined with greaseproof/silicon paper) and leave to set.

We have decorated the logs with 30 grams of soft pink icing, shards of chocolate, pistachio nuts, **Barker's Professional Turkish Delight Specialty Filling** and small chocolate balls.

Cut into desired shapes.



CHRISTMAS COMPETITION 2024

Winners



My Bakery Cafe



Richoux Patisserie



U-Bake Bakery



Rosedale Bakery & Cafe

Mairangi Bay Bakery

PIE2GO

Baker & Sun



Eurobake Espresso



Hammer & Nail Bakery



Daily Bread



Euro Patisserie Torbay



**Michael's Bakery
Hillmorton**



Piccolo Morso Bakery

**Wild Grain Bakery
Silverdale**

Fairlie Bakehouse



Baking NZ

Christmas Competition 2024

This year's **Jolly Christmas Tart Championship** saw bakeries from every corner of New Zealand compete for the top spot, judged by a panel of much-loved New Zealand stars – Hilary Barry, Al Brown, and Peter Gordon. After sampling the season's best tarts, they crowned the bakers who brought the Christmas spirit to life. From boosting sales to winning new fans, here's how those bakeries are putting their winning tarts to work this holiday season.



TART TRIUMPHS:

How Kiwi Bakeries Win Big with Christmas Fruit Mince Tarts

From humble recipes to holiday stardom, Slice dives into the stories behind New Zealand's best Christmas fruit mince tarts. We spoke with Kaing Sok of My Bakery Cafe, Simon Bruce of U-Bake, and Zedina Nguon from Eurobake Espresso to uncover what it takes to turn traditional tarts into award-winning treats that have customers flocking for more.

WORDS Nick Walker



PICTURED: Kaing Sok of My Bakery Café, the bakery behind the award-winning 1st place Christmas Tart, and Jason Hay, Baking NZ Executive

First things first: Christmas mince tarts aren't for everyone.

Yes, they're a staple part of Christmas for many families, but they can also be contentious. If you love them, you LOVE them, and if you don't, you really don't.

But despite that, this year's Jolly Christmas Tart Championship has shown there's plenty of pulling power for bakeries who can do them right.

Held in October, the competition fielded dozens of entries from all over New Zealand.

First place went to My Bakery Cafe in Kelston, Auckland. Second was won by U-Bake in Timaru, and third went to Eurobake Espresso in Kumeū.

And while it was held a full two months before Christmas, they've all seen a notable uptick in sales on the back of their recognition.

PULLING POWER

Ending up on TVNZ's *Breakfast* show talking about your national award-winning creation is always going to gather some attention.

For Kaing Sok at My Bakery Cafe, the reaction from customers was immediate.

"We'd never made Christmas tarts before, but after winning the competition and being on *Breakfast*, we've been making more than 100 tarts a day," he says.

"Even some people who live in Kelston, they'd come in and say they never knew we were there. I've been here for 13 years! But they're happy because now they know we're here and that we have good food."

But it's not just about winning, or about getting on TV. Bakeries that end up anywhere on the podium tend to garner some attention.

"It's been pretty full on," says Simon Bruce from second-placed U-Bake.

"It's a wee bit out from Christmas so some people aren't really wanting to indulge in Christmas tarts as much, but there's a lot of vibrancy there and people wanting to come in to taste it. I'm sure we'll see that pick up as we get closer to Christmas now they know we've got a good one."

Zedina Nguon from Eurobake Espresso agrees.

"We don't normally sell Christmas mince tarts in the shop – we only have them because of the competition. But when people come in for them, they buy other things as well. It makes it much busier."

CHRISTMAS MINCE SECRETS

So what goes into a good Christmas fruit mince?

You can get a ready-made mix from many suppliers, but that's not likely to win you any big awards.

Most Christmas minces don't stray too far from the tried and true ingredients. One thing this year's place-getters all have in common is how they tested and adjusted recipes to make their tarts stand out.

Kaing Sok had never baked, let alone even tasted, a Christmas mince tart until four days before the competition when he started developing his recipe.

He asked some friends for advice, watched some YouTube videos, and experimented with a few things.

"I saw some ingredients listed on the Chelsea sugar packet, and we played around with adding walnuts and almonds to get the attention of the judges. My partner had never had them before, and neither had my daughter, but they both liked it so that was when we knew it was okay."

Simon Bruce also didn't want to get too funky with his recipe.

"We added in some apple and a wee bit of raspberry and cranberries to give it a nice, fruity, tart kind of flavour. I've never really been a Christmas mince tart fan, but these ones are nice."

At Eurobake, Zedina's husband Cheth Bun was in charge of the recipe. She says her job was to taste test.

"The first one we made had a nutty, fruity flavour. It was nice, but it was just missing something. We added some things and it made it more textural, and that also made the flavour even better."

VISUAL APPEAL

In any competition, products get the chance to appeal to the eye before they appeal to the stomach.

But Christmas mince tarts are a little bit of a different story because they're often fairly understated, and more or less look the same from one tart to another.



My Bakery Cafe

4055 Great North Road,
Kelston, Auckland



U-Bake Bakery

188 Hilton Highway,
Washdyke, Timaru



Eurobake Espresso

45 Main Road, Kumeū,
Auckland

“

WE'D NEVER MADE CHRISTMAS TARTS BEFORE, BUT AFTER WINNING THE COMPETITION AND BEING ON BREAKFAST, WE'VE BEEN MAKING MORE THAN 100 TARTS A DAY.

– Kaing Sok at My Bakery Cafe, winner of the Jolly Christmas Tart Championship

The trick is ideally to find a way of standing out while also meeting the general expectation of what a Christmas mince tart should look like.

“Heading into the competition, we thought, ‘What are we going to do to catch the eye of the judges?’ says Simon Bruce.

“We didn’t want to go way outside the square and do anything too fancy, but we tried to make them look appealing with a nice glaze, and a design on top that looked impressive and was a little bit open so you could see a wee bit of the mince itself.”

“We just did it with a little open star and some flour dusted on top,” Kaing Sok says.

“Next year I want to do some more research on how to get it looking really good.”

CAPITALISING ON COMPETITION

Baking competitions allow businesses to attract attention and market themselves in a unique way.

Often, customers feel a sense of pride that their local bakery is the best in the country, at least in one product. The key is to make sure they know about it.

“It’s important to tell people you have great products,” says Zedina Nguon.

“The good thing is it’s usually in local newspapers or on radio, so people find out. We’ve seen before when we won a pie award, there was some reaction, but it got much busier after it was on the front page of the local magazine.”

Media outlets are a great way of spreading good news, and many pick up on competition winners when they’re announced.

But at the very least, it pays to put accolades on your social media so both general customers and media find out about it.

“My theory is you should plaster it all over your social media, but my wife thinks it’s better to be a bit more restrained,” Simon Bruce says.

“One thing we’ve learned is that people like to see other people on there. So instead of just seeing photos of products, we try to tell a story about how we got our tarts to where they are, or the people behind them. We still haven’t done this as well as we could, but it helps to take people on a wee journey.”





The Organic
One.
\$15.00

1/2 dozen \$14.00

Dark
Rye \$9.50

BAGUETTE
\$2 each

Mixed Berry



MARKET MADE - HOW BAKERS ARE BUILDING COMMUNITY WITH BREAD

WORDS Kyra Corrigan

There's no good farmers' market without a baker, and New Zealand's artisan baking scene is proving just how true that is. From bustling markets to creative pop-up setups, these bakers bring fresh, handcrafted goods that not only satisfy cravings but also build vibrant communities and lasting connections.

In this series, *Slice* caught up with three bakers to hear each of their unique journeys in bringing their goods to market.

Just Bread, a newcomer with only two months at the market, is already creating a stir with its signature sourdough and pastries, quickly winning over a loyal following. *Rüdi's Bakehouse* has a distinctive approach, with a mobile setup that pops up at select spots, offers a unique experience for those lucky enough to catch their fresh bakes. Meanwhile, *Baked by Blanche*, a market fixture for nearly five years, has become a beloved staple, drawing locals back each week for familiar favourites and friendly faces.



Just Bread

Mount Maunganui | Janine Dönitz



WHICH MARKETS DO YOU REGULARLY SELL AT?

We started about two months ago, at the Papamoa Community Market. Recently, we also started selling at The Little Big Markets on weekends.

DO YOU HAVE A STOREFRONT AS WELL?

Yes, we have a shop in Mount Maunganui as well.

WHAT MADE YOU DECIDE TO START SELLING IN THE MARKETS?

The market organiser, Carmen, had been asking us for ages since we lived nearby. I initially said no because there was already another bread baker there, and I didn't want to compete. But one day, she suggested we give it a try. When we decided to join, we wanted to bring all our products, except for doughnuts, out of respect for the other baker. Since we joined, sales have increased each week, and we absolutely love it.

HOW DOES THE ENERGY OF THE MARKET COMPARE TO RUNNING THE SHOP?

At the market, we're usually sold out between 10 and 11 a.m., with the biggest rush starting right at 8:45 a.m. It's definitely different from the shop, where weekdays are quieter, especially from Monday to Thursday. The shop is in Mount Maunganui, which is very seasonal, so when the weather's nice, tourists come through. But locals from places like Papamoa don't drive to The Mount during the week just for bread. We've found that the market income on a Sunday often equals two or three days of shop income.

WHAT'S BEEN THE BIGGEST CHALLENGE OF RUNNING A MARKET STALL?

The biggest challenge is the pressure on my partner, Daniel. He starts baking around 8 or 9 p.m. on Saturday night and works through until 7 a.m. on Sunday, so everything is ready when the market opens. It's a lot, especially when he's all on his own. It makes me a bit nervous because he doesn't get a normal night's sleep, but he always feels great afterwards because he's happy when the products look good, and he sees what he's accomplished overnight.

WHAT IS THE BIGGEST REWARD OF SELLING AT THE MARKETS?

The positive feedback from customers is amazing! People come back every week to buy bread for the whole week, which is really nice to see. They'll say things like, "We love your bread; we'll be back next

week!" The Papamoa Community Market has grown so much and offers fruit, vegetables, sausages, and other kinds of bread. It's such a nice community.

DO THE MARKETS CONTINUE RAIN OR SHINE?

Yes, the Papamoa market runs rain or shine. They even have the option to move inside a school hall if the weather's bad, which is great because we need at least two days to prepare our slow-fermentation dough. A last-minute cancellation would be a big issue for us.

DO YOU FIND THE MARKET HELPS BRING NEW CUSTOMERS TO YOUR STORE?

Yes, absolutely. People often ask if they can find our bread elsewhere, so the market is great exposure.

DO YOU EVER TEST NEW PRODUCTS AT THE MARKET?

We haven't yet, but we have a few new products planned. We'll be testing out cinnamon rolls and a white loaf tomorrow, and we've also got a new fruit loaf coming. People often make requests at the market, and then Daniel can create a recipe to meet their needs. It's a very cool way to connect with customers.

HOW DOES YOUR MARKETING DIFFER BETWEEN THE STORE AND THE MARKETS?

For the markets, we post weekly updates about where we'll be so people know where to find us. Our store is part of another shop space we bought into, which brings in customers through shared foot traffic.

DO YOU HAVE ANY FAVOURITE MARKET MOMENTS?

My favourite part is every week when we first set up. Seeing all the crates beautifully stocked with bread and hoping it all sells – it's a bit nerve-wracking. Then, midway through the market, when I see things selling quickly, I feel so happy. It's a lovely reminder of how much customers enjoy what we make.

WHAT ADVICE WOULD YOU GIVE TO OTHER BAKERIES LOOKING TO START SELLING AT MARKETS?

Be there and be present! People like to see who's behind the products. If you're a family business, try to do it together as a family. I'm always at the market, even though we have staff, so people get to know me and can ask questions. It makes a difference when they see the people who make the products.



Rüdi's Bakehouse

Kirikiri/Hamilton | Stefan + Fern Kelly-Zander



WHAT INSPIRED YOU TO START SELLING YOUR PRODUCTS FROM A CARAVAN?

After returning from overseas in 2021, we initially set up a commercial kitchen in Fern's mum's bach basement, which allowed us to supply cafes, and offer online orders and bread subscriptions, but we needed to sell elsewhere since retail sales from home weren't feasible. We got the chance to do our first pop-up in the Whangamata cinema for four to five months during the summer of 2021/22. When it wasn't available the second summer, we were invited to set up at the Whangamata marina, which has a seasonal spot for a food truck or caravan. That's when we purchased the trailer for our pop-ups.

DO YOU HAVE A SHOPFRONT NOW?

In 2023, we moved the business to Kirikiri, where we now run a mobile bakery on Saturdays by the river during warmer months.

WERE THERE SPECIFIC EVENTS, FESTIVALS, OR LOCATIONS THAT BECAME FAVOURITES FOR YOUR POP-UPS?

The people really make the place. Our customers are so appreciative, and the communities in Whangamata and Raglan are second to none. Our pre-Christmas popup at Waikato Hospital was also memorable – it was fantastic seeing the joy our products brought to staff, patients, and visitors alike.

WHAT'S BEEN THE BIGGEST CHALLENGE WITH RUNNING POP-UPS?

Logistics and exposure to the weather were the main challenges, especially at our Whangamata location, which was quite exposed. There were days when we couldn't open the main window due to high winds, but customers still turned up despite the conditions.

WHAT'S THE BIGGEST REWARD OF SELLING AT THE MARKETS?

The buzz of a pop-up is something special – you see genuine excitement because it's temporary, and customers know it won't be there forever. Working front-of-house, I love seeing the joy our products bring to people and the connections we build. By the end of the summer, we know many customers by name.

HOW DID YOU GO ABOUT MARKETING THE POP-UPS TO BUILD SALES?

Word of mouth helped a lot. In our first year we caught the attention of NZ media, which led to a short documentary on Stuff. We also worked with a PR team

in our second year, which gave us further exposure through social media and other channels.

HOW DOES THE ENERGY OF THE MARKET COMPARE TO RUNNING A PERMANENT SHOP?

At a pop-up, especially in peak summer, it's constantly busy, while at our shop, there are more predictable waves, with regulars stopping in during morning tea and lunch breaks. Saturdays feel more like the market vibe, with people spending more time, bringing family, and enjoying the experience.

HOW DO YOU MANAGE YOUR TIME BETWEEN RUNNING THE SHOP AND POP-UPS? DO YOU HIRE EXTRA STAFF DURING BUSY PERIODS?

This summer, we're planning to scale back a bit for some rest, although we'll keep some of our regular pop-ups. We might bring on a casual staff member in December to help. Managing two locations is challenging, especially with sales forecasting and ensuring enough stock at each spot. It often means earlier, busier bakes to meet demand.

DO YOU OFFER DIFFERENT PRODUCTS AT YOUR POP-UPS COMPARED TO YOUR SHOPFRONT?

Yes, the pop-up setup allows us to offer some items that are easy to make to order, like open sandwiches or grilled cheese. In the trailer, though, we're more limited by space and food safety requirements, so we keep it to grab-and-go items.

WHAT HAS BEEN A FAVOURITE MOMENT FROM THE POP-UPS SO FAR?

One memorable time was around New Year's, when there was a line of about 10-15 people waiting from opening until we closed. Stefan would come with our other baker to restock the cabinet, and the crowd even cheered when we arrived with fresh bakes! It was an amazing experience to see that enthusiasm.

WHAT ADVICE WOULD YOU GIVE OTHER BAKERS LOOKING TO START AT MARKETS?

A market or pop up is the best way to pilot an idea. Both of us came from non-hospitality backgrounds, so it was invaluable in helping us learn, experiment, and determine what worked before setting up more permanently. So it's a great way to dip your feet in with a lot less risk.



IMAGES OF BAKED BY BLANCHE PHOTO CREDIT: KYRA CORRIGAN

Baked By Blanche

Hāwera | Andrew Blanche

WHICH MARKETS DO YOU REGULARLY SELL AT?

We regularly attend the Farmers Market here in New Plymouth. We've also started setting up at Prospero Market in Stratford, initially planned for once a month, but we're hoping to make it weekly.

DO YOU HAVE A STOREFRONT AS WELL?

Yes, we do. We initially started just at markets, like the one in Hāwera, but weather often impacted us. So, we opened a small store in Hāwera called Good Score Food Store. It's not only a showcase for our bread but also for a range of artisan products. My wife, a chef, prepares jams, relishes, and other items which we stock alongside our bread.

WHAT MADE YOU DECIDE TO START SELLING AT MARKETS?

After leaving a career in funeral directing, I had no idea what to do next. My wife, recognising my knack for baking, gifted me a sourdough starter and some artisan supplies. I started baking, and soon, people encouraged me to sell at markets. Markets are pivotal to any community, and I quickly realised that bread is essential to that experience. Now, it's about consistency and building a loyal following.

HOW DO YOU MANAGE THE BAKING AND PREPARATION?

We work out of a converted 20-foot container that serves as our bakery. Recently, we expanded into the garage, adding five deck ovens, refrigeration, and a flour store. Our kitchen at home is a commercial kitchen for my wife's creations, and I've hired another baker as we've grown.

HOW DOES THE ENERGY OF YOUR MARKET STALL COMPARE TO THE FOOD STORE?

It's totally different. When I started, I expected everything to go online. But as an artisan baker who uses no additives, I realised people want to meet the person behind the bread, and hear what's special about each product. At the shop, customers browse, enjoy some music, and explore at their own pace. At the market, it's bustling. There's a high-energy atmosphere, with regulars eager for their weekly bread.

DO YOU HAVE ANY SPECIAL OR SEASONAL ITEMS ONLY AVAILABLE AT MARKETS?

It depends on what we have on hand. If we have extra hummus, for instance, I might make Turkish

pide or focaccia with it. But it's about not just moving something. It's about adding something and making it special. We also do special holiday items, like Easter buns and Christmas treats, but I like to mix things up. I even bring my "white death," which is our version of a white tinned loaf. It's named as a playful jab at supermarket bread, which has double the ingredients.

WHAT'S THE BIGGEST CHALLENGE OF RUNNING A MARKET STALL?

The weather, no question. In New Plymouth, we're fortunate to have some cover, but other markets aren't so lucky. Sometimes, markets are cancelled last minute due to weather, which is tough when you've already baked everything or spent 32-hours processing your sourdough. But the weather doesn't always scare away loyal customers. For example, the Prospero Market cancelled last-minute once, but I showed up anyway and we sold out. No waste and \$850 turned over despite the bad forecast.

WHAT'S THE BIGGEST REWARD OF SELLING AT THE MARKETS?

The connection with customers. I recently hired a baker with 31 years' experience but no knowledge of sourdough. He's loving it and says he's learned more in seven weeks than in 31 years. I insist my new bakers do markets because there's nothing like the appreciation you get from customers. They see the work and thank us personally, which is rare for bakers who often work behind the scenes. It's rewarding to see how people value our work.

HOW DO YOU COMMUNICATE YOUR VALUES TO CUSTOMERS?

I let people know where our ingredients come from. My sugar, for instance, supports local workers in an Auckland refinery, and my salt is from Pacific Salt in the South Island. All our milk and butter are Anchor because we're in Fonterra country. Supporting local is crucial to me, so when I hand over a loaf, I'm proud to say it's New Zealand flour, New Zealand salt, and even a Taupo-made bag. Customers appreciate that effort.

DO YOU HAVE ANY FAVOURITE MARKET MEMORIES?

Every week brings new "bread friends." A memorable day was in Hāwera a few years back. It was raining sideways, but when I called out on social media, people came anyway. Within an hour and a half, we sold out of everything. It was a true community moment, and it shows how markets build connections. People look forward to the experience of getting their bread and connecting with us weekly.



PRODUCT SPOTLIGHT:

Slice shines the light on up-and-coming, new and trending products to help your New Zealand bakery thrive. Let's check out these baking industry business boosters...

HAVE A
PRODUCT TO
FEATURE?

EMAIL US AT
EDITOR@BAKINGNZ.CO.NZ
TO BE FEATURED



SUMMER TASTES

Bakels Hadeja Flan Jel is a clear bright jel that makes fruit really stand out on fruit flans. It can also be used for glazing on various types of goods after baking, especially pastries. The fruit keeps beautifully without any shrinkage. Simply mix with five parts water or fruit juice.

0800 BAKELS



FLAVOUR BOOST

With global cocoa prices reaching all-time highs, **Barker's Professional Chocolate Classic Crème** is a cost-effective substitute for cocoa or chocolate. Blend through cake and muffin batters, icing or add to neutral glazes.

0800 BARKER



PERFECT PLUMS

Fresh As Plum Slices are freeze dried Black Doris Plums from Hawke's Bay. These crunchy, intense slices are ideal for a flavourful & vibrant garnish on cakes, cookies and more.

Find out more at:
fresh-as.com



MATCHA MADNESS

Matcha Wednesday's 100 per cent pure, highest ceremonial grade matcha has nothing else added. Authentically sourced from a region in Japan where it has been grown and perfected for the last 800 years.

Find out more at:
matchawednesday.co.nz



DRINK FOR UPLIFT

Ārepa's newest beverage *The Brain Drink For Uplift* has been developed by neuroscientists with clinically researched ingredients. Uplift is a light and sparkling ginger peach drink. A low in sugar & caffeine free drink offering.

Find out more at:
drinkarepa.com



FLAVOUR BOMB

Rose's Chilli Crisp is the crunchy, spicy, flavour bomb you've been waiting for. Small batch made in Kāpiti Coast. It's a treat for the tastebuds with a spicy, sweet, deeply umami flavour. Add this crunchy topping to your next sourdough batch.

Find out more at:
roseschillicrisp.co.nz



ALTERNATIVE BUTTER

Feliz Wholefoods Vutter Avo took out the Supreme Award winner at the 2024 New Zealand Food Awards. The new spread – dubbed 'your sandwich's best friend' – is the only non-butter spread not made from seed oils.

Find out more at:
felizwholefoods.co.nz

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- ✓ Pipeable



CHOCOLATE CROQUANT TRUFFLE

5380-40

6kg pail

Indulge in the luxurious allure of our Chocolate Croquant Truffle, a delightful blend that brings together the rich flavours of premium chocolate and the crunch of hazelnut.

STRAWBERRY TRUFFLE

5144-62

6kg pail

Brighten your desserts with our Strawberry Truffle, a delightful blend of luscious strawberries and rich chocolate that brings a burst of flavour to every bite.

DARK CHOCOLATE TRUFFLE

5389-40

6kg pail

Indulge in the luxurious richness of our Dark Chocolate Truffle, a decadent blend crafted for true chocolate lovers.

CARAMEL TRUFFLE

5143-62

6kg pail

Elevate your desserts with our rich Caramel Truffle, a luxurious blend of smooth caramel and decadent chocolate that adds a touch of indulgence to any treat.

CHOCOLATE TRUFFLE

5370-40

5370-41

6kg pail

10x1kg bottles

Delight in the rich, velvety goodness of our classic Chocolate Truffle, a timeless confection that promises to elevate your chocolate experience.

WHITE CHOCOLATE TRUFFLE

5376-40

5376-41

6kg pail

10x1kg bottles

Experience pure indulgence with our White Chocolate Truffle, a heavenly delight that brings together creamy white chocolate and a hint of vanilla.

HAZELNUT TRUFFLE

5373-40


6kg pail

Indulge in the exquisite flavour of our Hazelnut Truffle, a luxurious treat that combines the rich and delightful taste of roasted hazelnuts.

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A close-up photograph of a person's hands stretching a long, thin, translucent piece of dough or paper. The person is wearing a dark grey long-sleeved shirt and a white apron. The background is a kitchen counter with a wooden cutting board and a digital scale. The text "BAKING A FRENCH REVOLUTION" is overlaid in large, white, bold, sans-serif capital letters.

BAKING A FRENCH REVOLUTION

WORDS Nick Walker

IMAGES: SUPPLIED BY MAISON DES LYS



Drissilla David took a bold plunge into the unknown to create Maison des Lys, a French patisserie crafted without butter, milk, or eggs – and without any commercial baking experience. But as Slice discovers, it's not just the concept making Maison des Lys a sensation; it's the rave reviews about their delicious treats that have everyone talking.

Drissilla David knows a thing or two about jumping in the deep end. The co-founder and lead baker at Maison des Lys, Drissilla had no commercial cooking experience before deciding to start a French bakery.

But not just any French bakery - she wanted it to be vegan. So not only did she need to learn how to bake high quality French goods, but she had to do it without using traditional butter, cream, milk, eggs, chocolate and the like.

From the outside looking in, it's an exceptionally high standard to achieve, let alone without some of the key ingredients in their usual form.

And that's just the beginning.

Drissilla started teaching herself vegan baking when she went on maternity leave in December 2019. A year later, she decided not to return to her admin job and focus on selling vegan croissants instead.

It was a big call at the time - it was late 2020, Auckland had been through months of Covid lockdowns and her husband, Peter, was working reduced hours due to the pandemic.

Two months prior, Drissilla had found an opening at The Shed Collective Farmers Market in Henderson, and while her vegan croissants were landing well with customers, she knew they still needed work.

Despite that, and with a mortgage to pay and a baby to care for, they went all-in on the bakery.

"I could only do the one market - we tried to do other ones, but it was hard to get into them. We did that for a year, and it went quite well, then when Auckland had another lockdown we started doing deliveries three days

a week, which helped us to gain more new customers.

"I was doing everything from home. I completely removed the dining room, and we had all the equipment in there - it was a lot."

Two years on, they opened their first store with just \$47 in the bank. Drissilla had found out she was pregnant with their second child a week before.

A year after that, they opened a second store.

It's a story that involves constant challenges, brave decisions and never-ending busyness - so much so that it's hard not to get ahead of things.

THE DREAM

Drissilla's baking learning curve was steep.

In the space of a year, she went from a new mum with no formal baking experience to a YouTube-inspired amateur, to a full-time baker and the main breadwinner for her family.

The genesis for the idea came from when Drissilla first moved to New Zealand in 2015. A French national and a vegan, she was struck by how there weren't any vegan bakeries around.

"I've always been into baking - even though I didn't work in a bakery, my dream had always been to open one."

She didn't necessarily start with the intention of becoming a full-time baker; Drissilla's initial goal was to make just one product really well.

"Peter wasn't working a lot, and when we went into lockdown in April, we decided he'd look after the baby,



and I'd learn how to make vegan croissants. That's what we did for six months."

When she first started selling them at the markets, she admits the croissants were still "pretty bad". The French have a reputation for high standards in their food, and Drissilla is no different.

"People were impressed but I thought they were average. The taste was good but I was still working on making it better, and getting the texture right. What helped was doing the market every week, the practice of doing it again and again, and having no choice but to improve."

It took years of perfecting the recipe, but eventually she got to the point where the croissants lived up to her standards.

VEGAN BAKING

Vegan baking sounds challenging enough, and it increases in complexity when you make it authentically French (and all the butter that involves).

In saying that, Drissilla says there are good quality vegan alternatives to butter and milk if you know where to look - so replicating traditional foods is actually not too difficult.

The problem is, she's found the best suppliers are often overseas. She gets plant-based butter from Denmark, plant-based chocolate from Belgium, plant-based cream from Germany, and a potato protein from Spain to replicate the texture of eggs.

"We did have a lot of supply issues in the early days - we ran out of stock for a few months in 2021, and we had to come up with a whole new product, which was really stressful.

"It costs more; for example, the plant-based butter we use is about \$21 a kilo. The effort too - we have to develop vegan recipes for everything, which means finding all the alternative ingredients."

Drissilla says the hardest ingredient to replace is eggs. She's been working on a vegan choux pastry for a while, but without genuine egg yolk she says she hasn't been able to perfect it.

VEGAN DEMAND

Plainly, if you're going to go to all this extra effort to make vegan alternatives for traditional recipes, you'll want to know if it's going to be worth it.

Are there enough vegan customers out there to justify the blood, sweat and tears of doing things a different way?

The answer is complicated.

On one hand, the rapid growth of Maison des Lys suggests people want their food.



“When we opened our Grey Lynn shop after two years at the markets, straight away it got really busy,” Drissilla says.

“For about a year we always sold out, we never had leftovers, and often had lines at the door. We didn’t really do any marketing, but after we told people we were opening a store it took a while to happen, so that built up some excitement. Then, when people came and liked what we had, they’d come back and word spread that way.”

A year after that store opened, they opened another in Mt Eden.

It suggests there’s a strong vegan niche market, where customers will seek out vegan food and support vegan eateries.

Drissilla’s not so sure.

“It’s a small market. Some people are more conscious about reducing their meat or dairy intake, but we have a lot of non-vegan customers, and most people come because our food tastes like real French products.

She says a lot of the time people can’t tell it’s vegan.

Which begs another question - as if running two bakeries and raising two kids, wasn’t hard enough, why go to all the extra effort to make vegan baking, when people can’t even tell?

Because, for Drissilla, when you can make the same products without the need for animal foods, why wouldn’t you? Especially when you’re prepared to jump in the deep end to make it happen.

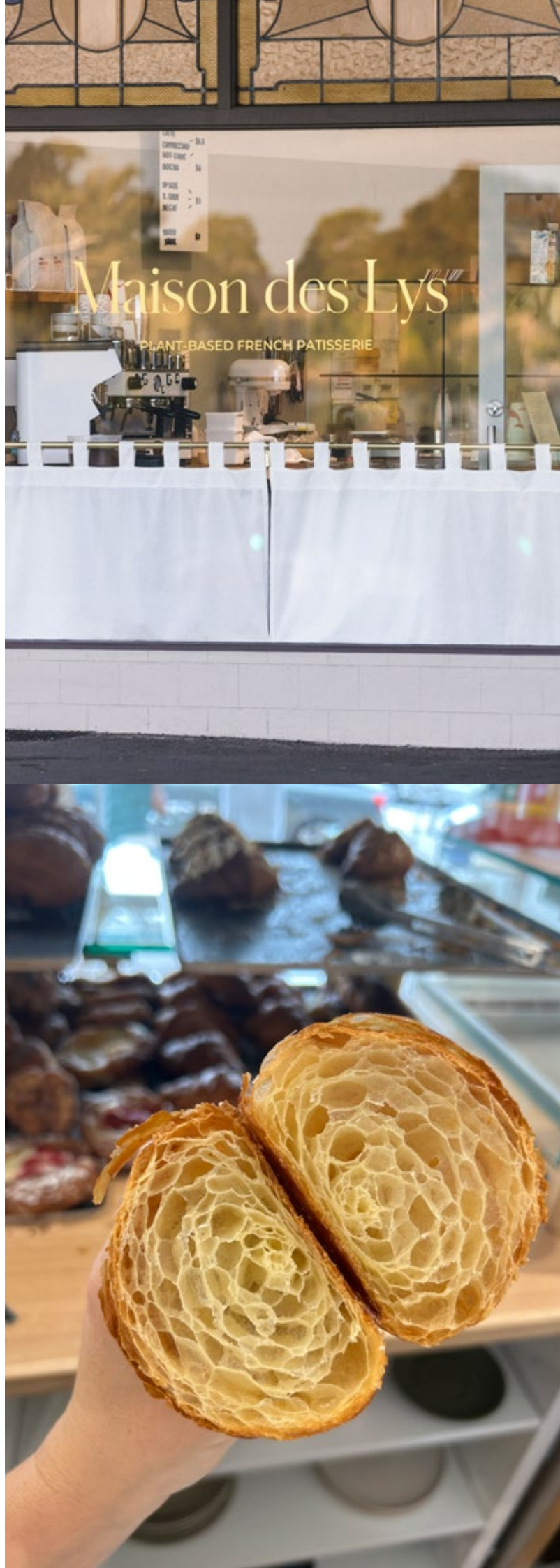


Maison des Lys

📍 567 Great North Road, Grey Lynn & 403 Mount Eden Road, Mount Eden

🌐 www.maisondeslys.co.nz

📱 @ maisondeslys_



VEGAN PIE AWARDS:

New Zealand's Best Vegan Pie Can Be Found At Richoux Patisserie

Place	Bakery	Flavour
Supreme Winner	Richoux Patisserie	Cheese Burger Pie

Wholesale Commercial		
Place	Bakery	Flavour
Winner	Kai Pai Bake	Roast Veg Cashew Curry
Runner up	The Goodtime Pie Co	Butta Chicken

Vegan Chicken		
Place	Bakery	Flavour
Winner	Piccolo Morso	Butter Chicken
Runner up	The Pioneer Pie Company	Butter Chickenless

Vegetable		
Place	Bakery	Flavour
Winner	Richoux Patisserie	Green Curry
Runner up	Taste Café and Bakery	Amok Vegan

Vegan Mince and Cheese		
Place	Bakery	Flavour
Winner	Richoux Patisserie	Jalapeño Steak and Cheese
Runner up	Richoux Patisserie	Steak and Cheese

Gluten-Free		
Place	Bakery	Flavour
Winner	Fairlie Bakehouse	American Pumpkin Pie
Runner up	Rainbow Kitchen	Pumpkin Satay



The seventh annual Vegan Pie Awards, held on World Vegan Day (November 1st) at Kind Café, crowned an unexpected yet wildly popular Supreme Winner – a Cheeseburger Pie from the renowned Richoux Patisserie in Ellerslie, Auckland. This multi-award-winning bakery impressed judges with its inventive take, blending a rich vegan cheeseburger filling inside perfectly cooked pastry. Out of 72 entries from across the nation, judges hailed the pie as a standout concept, well-executed with bold flavour and a flawless crust.

Master Baker Jason Hay at Richoux Patisserie has once again proven his prowess, not only winning the Supreme title but also taking first place in the Vegetable and Steak & Cheese categories. The Supreme pie shone in the Café Boutique category, bringing Richoux a total of three category wins plus runner-up spots in the Sweet, and Steak & Cheese categories. Next time you're near Ellerslie, this bakery is a must-visit!

Kai Pai of Wanaka also wowed the judges, securing the Commercial category win with their Roast Veg Cashew Curry pie – a flavour-packed delight that you can find in freezers across Aotearoa. Known for their consistent quality, Kai Pai remains a crowd favourite and a reliable standout at the Vegan Pie Awards.

Cafe Boutique		
Place	Bakery	Flavour
Winner	Richoux Patisserie	Cheese Burger
Runner up	Tart Bakery	BBQ Cheese Steak

Sweet		
Place	Bakery	Flavour
Winner	Wild Grain Patisserie	Vegan Peach Blueberry and Passionfruit
Runner up	Richoux Patisserie	Apple Rhubarb Crumble



CLASSIC SPONGE

USING MAURI SPONGE MIX

Ingredients

Mauri Sponge Mix	10kg
Fresh Eggs	4kg
Water – variable	3.5L

Method

1. Place eggs, water and then Mauri Sponge Mix into a mixing bowl fitted with a whisk.
2. Mix on slow speed for 2 minutes. Scrape down.
3. Mix on fast speed for 8-10 minutes.
4. Deposit batter at desired weight into round sponge tins greased with Mauri XL Release Spray.
5. Bake at 190°C until baked through.

Note: Mixing time may vary depending on mixer.
Temperature may vary depending on oven.





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BAKING NEW ZEALAND PRICE SURVEY 2024

Average Prices			
Product	Average Price	Highest Price	Lowest Price
Pie	\$7.00	\$22.90	\$4.80
Plain Croissant	\$4.10	\$6.00	\$2.50
Sourdough Loaf	\$6.70	\$10.00	\$4.50
Sausage Roll	\$5.00	\$8.50	\$3.00
Regular Coffee eg. Flat White	\$4.80	\$6.00	\$4.00

Most Expensive Pie Flavours
Pork Belly Chicken Gourmet with Cranberry and Brie Salmon Korma Pork and Watercress Corned Beef and Mustard Sauce Hare, Mushroom and Mustard Steak, Bacon and Cheese Smoked Chicken and Leek Steak and Cheese Vegan Amok Lobster Steak and Oyster Steak and Kidney Chicken and Cheese Pork, Kumara and Watercress

Cheapest Priced Pie Flavours
Mince Mince and Cheese Bacon and Egg Curry Venison Mince Moroccan Vegetarian Steak

Best Selling Bakery Products
Light Rye Sourdough Sausage Rolls Steak and Cheese Mince and Cheese Beef and Cheese Meat Pies Chunky Steak and Cheese Steak, Cheese, and Bacon Five Seed Bread Bacon and Egg Venison Steak and Cheese Steak Mince and Cheese Sourdough Ham and Salad Filled Turkish Pide Steak, Jalapeño, and Cheese Baguette



Pies Reign Supreme

Survey results show that pies are the standout favourite, with the majority of respondents indicating pies are their top selling product.

PRICES ARE UP, BUT NOT BY A LOT

WORDS Nick Walker

For many, August marked a pivotal moment for the New Zealand economy. A long-awaited drop in the Official Cash Rate (OCR) signalled a move away from a prolonged cost-of-living crisis, stirring hope for more stable times ahead.

Since then, further OCR cuts have bolstered optimism, with many hoping the turbulence of recent years is behind us. However, the reality remains a bit more nuanced.

On one hand, September's annual inflation rate of 2.2% fell within the Reserve Bank's target range of 1% to 3% for the first time since March 2021, which is a promising sign of economic stability. On the other hand, prices are still rising – though at a slower rate than in previous years – leaving many consumers stretched thin after years of price hikes.

FOOD PRICES

Over the past two years, food prices have climbed significantly, with the annual increase peaking at 11.7%. Bakers and other food producers have had to make difficult decisions around pricing, constantly balancing the need to keep margins viable with the risk of alienating customers. Rent, wages, and ingredient costs have risen steadily, and the hospitality sector, in particular, has been hit hard by these increases.

The strain has led to record-high company liquidations in 2024, reaching levels unseen in the past decade. Many hospitality businesses have struggled to survive, squeezed by high operating costs and ongoing staffing shortages. For many in the industry, the surge in liquidations reflects how small businesses especially, have found it challenging to pass on these rising costs without deterring price-sensitive consumers.

Fortunately, food prices have shown signs of stabilisation in recent months. Stats NZ reported a minimal annual food price increase of just 0.2% in the 12 months leading up to May 2024, the smallest rise since September 2018. Certain staple ingredients, such as meat and cheese, even saw price drops. In fact, the price of a 1kg block of cheese fell from \$13.60 in May 2023 to \$10.02 in May 2024 – a five-year low that has been one of the single biggest factors helping to balance overall food prices.



CURRENT BAKERY PRICES

Our latest price survey, conducted for the first time since mid-2023, indicates that bakery item prices have remained relatively steady despite broader economic pressures. Pies, for instance, average around \$7.00, with a range from \$4.80 at the lower end to as much as \$22.90 for premium options. Plain croissants are averaging about \$4.10, generally priced between \$2.50 and \$6.00, which reflects a small but noticeable price variation across the market.

Sourdough loaves, a staple for many, currently average \$6.70, with prices spanning from \$4.50 to \$10.00, depending on factors like location and sourcing. Similarly, sausage rolls are priced around \$5.00 on average, with prices ranging between \$3.00 and \$8.50. Regular coffees, such as the standard flat white, are now averaging \$4.80, with most pricing them between \$4.00 and \$6.00.

While these prices show a modest rise over time, consumer expectations have shifted in tandem. What might have seemed like a steep price for a bakery item a few years ago, like an \$8 pie, is now widely accepted as the norm. This change in consumer perception has eased the impact of these price adjustments, allowing bakeries to continue covering their rising costs without drastically reducing foot traffic.

LOOKING TO 2025

In essence, while food prices remain higher than they were a few years back, recent stability has given consumers and businesses alike a moment to catch their breath. The resilience of New Zealand's bakery sector in the face of economic pressures speaks to both the adaptability of the industry and the growing acceptance among consumers that higher prices are, indeed, the new normal.

As inflation cools and prices settle, the outlook for the industry looks cautiously optimistic, with the hope that steadying costs may eventually lead to more sustainable growth.





Locking In That Fresh As Flavour

Fresh As captures pure, intense flavour in every freeze-dried ingredient – from vibrant fruit to savoury herbs. Founder Tommy Roff's innovation transforms recipes with bold, all-natural taste, redefining what's possible in baking.

WORDS Nick Walker

One of the many challenges bakers face is how to continually evolve their food.

It's a never-ending job keeping on top of emerging trends, upgrading recipes and pushing the boundaries to satisfy customers in new, delicious ways.

One way to do it is to look for new suppliers that offer different ingredients, and elevate products that way.

New Zealand-based Fresh As has been around for more than 20 years, providing freeze-dried ingredients to high-end restaurants, hotels, retail and manufacturing customers.

Founder Tommy Roff says they don't supply a lot of bakers currently, aside from manufacturers. But it's not hard to see the potential.

He says freeze-dried ingredients make for fantastic garnishes, adding the finishing touches to baking to take food to the next level.

THE FREEZE-DRIED ADVANTAGE

Fresh As started when Tommy was working as a fruit and vege supplier for New Zealand restaurants.

Truth be told, he was on the other side of a couple of big nights out, and he was thinking about how to extend the brief season of French tarragon.

"The old brain was a bit soft, and it allowed me to make a connection I wouldn't normally. Someone had shown me freeze-dried chives 20 years earlier, and I thought it could be a way to make French tarragon and other herbs available for longer."

Freeze drying preserves the flavour of ingredients to give them longevity far beyond their shelf life. The idea is it extracts the moisture from food that would otherwise spoil it.

Tommy started out mostly freeze drying herbs, but Fresh As has gradually grown to focus more on fruit.



IMAGES SUPPLIED BY FRESH AS

“

WE SEE OURSELVES AS PROVIDING INGREDIENTS, RATHER THAN SNACKS. IT'S SEMANTICS, IN A WAY, BUT ESSENTIALLY FREEZE-FRIED FRUIT AS A SNACK IS QUITE EXPENSIVE, BUT AS AN INGREDIENT IT'S RELATIVELY CHEAP.

– Fresh As founder Tommy Roff



They come in a few different forms too - including whole fruit, slices, powders, and even pre-made panna cotta mixes.

Raspberries account for around 60 per cent of the business, which also sells passionfruit, other berries, stone fruit, citrus, honey - even balsamic vinegars, kimchi, soy sauce and more.

THE PROCESS

There are very few, if any, suppliers in the freeze-dried game to the same extent as Fresh As. Tommy thinks they probably have the biggest range of freeze-dried foods in the world.

Many ingredients come from New Zealand, but some (such as raspberries) are sourced from Europe where growing conditions are more conducive to a reliable supply.

Once the products are acquired, they go through considerable processing to be freeze dried.

“If you take plums for example: we bring in 50 tonnes of black doris plums from Hawke’s Bay in February, we wash them and freeze them because we can’t process it all at once,” Tommy says.

“Throughout the year, we bring them out and stone them by hand before they go to the freeze drier. We’ve tried stoning the fruit with machines, but they miss them occasionally and there’s no tolerance for getting a bit of stone in the plum.

“It takes about 60 man hours to produce one 70 kilogram load, and we go through 50 tonnes in a year - and that’s just one product.”

Fortunately, there’s very little need to add anything to the main ingredient. Almost all of the products are purely the one single ingredient, though some (like lychee, for example), have sugar added to retain their texture.

Clearly, a lot of labour goes into it all, but that’s what it takes to ensure they are premium products.

USES IN THE BAKERY

Tommy says there’s an important distinction to make between Fresh As products and other freeze-dried fruits.

“We see ourselves as providing ingredients, rather than snacks. It’s semantics, in a way, but essentially freeze-fried fruit as a snack is quite expensive, but as an ingredient it’s relatively cheap.”

He says there are three things his products can provide: texture, colour and flavour.

“Our products are primarily a textural garnish, and they’re 100 per cent natural. So instead of putting

hundreds and thousands on something, you could do a plum dice instead. Or you can take your chocolate brownie and crumble some raspberry on for a decorative element that also adds a really nice, natural flavour and colour.”

As well as that, the other main use for bakers is in icing. Rather than colour icing with artificial food colouring, you can use real fruit products instead.

You can add fruit powders into your own icing, or even purchase ready-made icing from Fresh As.

“In that, there’s fruit powder, lemon juice and the fruit. You get a great colour icing that’s 100 per cent natural, and we really push that through supermarkets.”

Another really great thing about Fresh As products is that the flavour is so concentrated, it doesn’t take a lot to impact the food.

Tommy says one raspberry could provide enough garnish for around 20 pieces of brownie (depending on how generous you are with your portion size).

All in all, Fresh As products are a quick, easy way for bakers to add some pizzazz to many different products.



Fresh As



To find out more, visit fresh-as.com.



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BRIOCHE WILDBERRY SCROLLS



BRIOCHE DOUGH:

GFIG Strong Flour	1.327
GFIG Improver 1%	0.013
Salt	0.035
Chelsea Sugar	0.118
Whole Egg	0.513
Prime Dried Yeast	0.039
Meadow Fresh Milk	0.236
Tararua Salted Butter	0.118
TOTAL (kg's)	2.400

CREAM CHEESE ICING:

Chelsea Icing Sugar	1.000
Meadow Fresh Cream Cheese	0.500
Tararua Butter	0.250
TOTAL (kg's)	1.750

METHOD

1. Place all ingredients except for butter into spiral mixer and mix on slow speed, in reverse, for 2 minutes followed by approx. 4 mins on fast speed (approx. 90% developed).
2. Add the softened / room temperature butter to the dough and mix in until fully incorporated and the dough is fully developed. This may take a few minutes on fast speed to occur.
3. Scale off dough to desired weights and rest for 10 minutes before processing further.
4. Using a rolling pin, pin the dough out in a rectangle shape approx. 1.4m long and 40cm wide.
5. Spread evenly over the dough 400g Barker's Wildberry Patisserie Filling.
6. Roll up to an even thickness along and cut into 24 even pieces.
7. Tray up 4 x 6 on a 3 sided tray lined with baking paper.
8. Place in proofer for approximately 35 to 40 minutes.
9. Bake at 190C for approx 16-18 minutes with steam but do not vent the oven. Glaze after removing the oven.
10. Prepare the Cream Cheese Icing by beating Icing Sugar and Softened Butter together for 2 minutes on high speed (start on slow until ingredients are combined). Add Cream Cheese and mix for another 4 minutes on medium speed.
11. Blend Baker's Patisserie Filling through the Cream Cheese Icing for a rippled effect and then using a plastic scraper spread across the top of each scroll once they are cool.

Recipe Video:



goodman fielder
INGREDIENTS





**INSIGHTS
PROVIDED BY**
Hailey Benton

TASTES OF TOMORROW

*Looking ahead at the biggest baking and
beverage trends for 2025*

As we look ahead to 2025, New Zealand's baking and cafe scene is set to embrace exciting innovations while maintaining its deep-rooted traditions. From the rise in alternative beverages (both hot and cold) to viral cookies, the industry is evolving to meet changing consumer behaviours.

SO, WHAT'S GOING TO SHAPE THE YEAR AHEAD?

COOKIE CRAZE

With the viral success of Crumbl Cookies in the United States of America, which now boasts over 1,000 bakeries across the USA, it's no surprise the appeal of these oversized, indulgent cookies has made its way down under. Recently, Crumbl announced it will fast-track plans to open in Australia after a fraudulent pop-up stand in Sydney created massive hype. Hundreds of the American cookies were flown into Australia to sell at Bondi Beach, charging a staggering \$17.50 per cookie.

This excitement for Crumbl is part of a broader trend for cookies. And, New Zealand and Australian bakeries are catching onto the allure of soft, warm, gooey cookies, taking inspiration from Crumbl's success. We're seeing more cafes and bakeries in New Zealand adopting the indulgent cookie trend, offering American-style cookies with unique fillings like salted caramel, peanut butter, Biscoff and matcha.

“

NEW YORK LARGE COOKIES - WE HAVE BEEN TRUCKING THROUGH THEM. IT'S HARD TO SAY ON FLAVOURS AS ANYTHING IS POSSIBLE RIGHT NOW. BUT THERE SEEMS TO BE A BIG TREND STILL ON COLLABS AND FUSIONS.

– Michael Gray, Nada Bakery & Baking New Zealand Executive

1. **BETTER BAKING TOGETHER**

That leads us perfectly into the world of collaborations between bakeries and other businesses. This is set to become a major trend in 2025. These partnerships allow bakeries to expand their reach, cross-promote to a new audience and offer customers unique, innovative products. Whether it's teaming up with other fast-moving consumer goods brands to create exclusive products or joining forces with a local producer for a unique pop-up experience, these partnerships offer a fresh way to engage consumers. There's also opportunity to explore cross-industry partnerships – like working with craft breweries for beer-infused pastries or a doughnut flavoured beer. The world is your oyster.

2. **MATCHA MADNESS**

Matcha is going to continue to be the 'main character' on the beverage scene at cafes this summer. Bakeries will be well-placed to maximise on this trend. So what is matcha? Matcha is a fine, powdered green tea highly valued for its beautiful sweetness and health benefits. With matcha lattes made from plant-based milks like oat and almond offering a healthy alternative to traditional coffee. Its vivid green hue makes it Instagram-worthy, while unique combinations like strawberry matcha and vanilla matcha add a fresh and very drinkable twist. It's no surprise that Gen Z is obsessed with this vibrant, healthy drink. On the baking front, expect to see matcha-infused goods like croissants, cheesecakes, and muffins, as its distinct earthy flavour and health benefits appeal to wellness-focused consumers.

3. **FIND YOUR NICHE**

In 2025, we're seeing a growing trend of bakeries and cafes niching into a single product or style and mastering it with exceptional quality. Rather than offering an extensive menu, these businesses are focusing on perfecting one thing—whether it's sourdough, doughnuts, or bagels—and becoming known for their expertise. This laser-focused approach not only allows them to deliver a consistently superior product, but it also builds a strong, recognisable brand identity and loyal following.

4. **HEALTH-CONSCIOUS BAKING**

The rise in health-consciousness is showing no signs of slowing down. Next year, we'll see an even stronger focus on gut-friendly ingredients, with sourdough and fermented doughs continuing to be popular choices for their digestive benefits.

Beyond traditional offerings, bakeries are embracing the demand for low-sugar, gluten free, keto, and high-protein baked goods, providing healthier options without compromising on flavour. As Mintel reports, nearly a quarter of 18-34-year-olds in the U.S. are now seeking alternatives to wheat flour when buying bread, reflecting a growing interest in gluten-free

and alternative grains. Expect to see more innovative flours like almond, chickpea, and spelt making their way into loaves, cakes, and pastries.

5. **REVISIT, REINVENT**

Bakeries are embracing the "Revisit & Reinvent" trend, where tradition meets innovation. As ADM describes, it's the power of human memories and shared experiences, combined with new generations discovering classic tastes and colours for the first time. This trend is driving bakeries to redefine tradition with simplicity, familiarity, and comfort. We're seeing nostalgic favourites like lamingtons, Sally Lunn's and sausage rolls brought back with modern twists – whether through inventive flavours or gourmet ingredients.

6. **ELEVATED PIES**

As consumers become increasingly discerning about their food choices, the pie market is witnessing the expansion of higher-quality offerings. The pie is no longer simply a cheap and cheerful lunch option. Bakers are rising to the occasion, elevating their recipes by using premium ingredients, artisanal techniques, and innovative flavours, leading to a renaissance in the classic pie. Take flavours such as Scallop With Creamy White Sauce or the now infamous Gourmet Crayfish Pie, which will set you back NZ\$50 at PJs Pies in Hanmer Springs. This focus on quality and flavour is reflected in pricing, with consumers willing to pay more for a superior product.

“

I SEE HIGHER QUALITY PIES ON THE MARKET WHICH ARE PRICED ACCORDINGLY. THIS IS GREAT FOR THE BUSINESS OWNER AND THE CONSUMER. IT'S A WIN-WIN.

– Bernie Sugrue, McGregors Trading Group & Baking New Zealand President

New Zealand's baking and cafe industry in 2025 will be an exciting fusion of tradition, innovation, and reinvention. Bakeries and cafes are continuing to stay true to their roots, while raising the bar on quality and embracing health-conscious trends and creative ideas to meet evolving customer demands. Whether it's good ol' pies done even better, or oversized, indulgent cookies, plant-based treats, or matcha-infused lattes, 2025 promises a delicious future for the industry.

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MATCHA MADNESS - ITS VIVID GREEN HUE MAKES IT INSTAGRAM-WORTHY, WHILE UNIQUE COMBINATIONS LIKE STRAWBERRY MATCHA AND VANILLA MATCHA ADD A FRESH AND VERY DRINKABLE TWIST.



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NZ BAKELS TRAINING SCHOOL

STUDENT INTERVIEW

BRITNEY GOLDSACK

WHAT TYPE OF PRODUCTS ARE MADE IN YOUR BAKERY?

At our bakery, we specialise in a wide range of baked goods, offering everything from croissants and Danish pastries to pies, biscuits, and artisan breads. We also make muffins, cakes, macarons, gelato, and hand-crafted chocolates.

HOW LONG HAVE YOU BEEN WORKING IN THE BAKING INDUSTRY?

I've been in the baking industry for six years. I started as a baker's assistant and, after two years, moved into an apprenticeship. Two years later, I was promoted to bakery manager, where I began developing the next phase of my career.

WHICH STRAND OF THE BAKERY QUALIFICATION ARE YOU CURRENTLY STUDYING?

I recently completed my pastry strand and have just begun my breads strand, continuing to expand my expertise across different areas of baking.

WHAT ARE YOUR FAVOURITE PRODUCTS TO BAKE - AND WHY?

My favorite area of baking is working with pastries. I love starting with a simple lump of dough and, through careful proofing and baking, watching it transform into beautifully layered, delicate creations. It's incredibly rewarding to see the layers develop from the work I've put into it.

WHO HAS BEEN SOMEONE WHO HAS INSPIRED YOU IN YOUR BAKING JOURNEY?

Growing up, I was always around baking with my mum and older sister, often helping them in the kitchen. But my true passion for baking didn't start until I joined Ten O'Clock Cookie Bakery. I had an amazing boss, John Kloeg, and a talented manager, Marissa Francis, who taught me so



much and really showed me how incredible baking can be. Their guidance and support helped shape my skills and fostered my love for the craft.

WHAT HAVE BEEN SOME HIGHLIGHTS OF YOUR CAREER SO FAR?

A few highlights of my career include completing the first strand of my apprenticeship, advancing to bakery manager, and having the privilege of working with a highly supportive team. I've also found it incredibly rewarding to help and mentor other apprentices, sharing with them the excitement and fulfilment that a career in baking can offer.

WHAT COULD YOU SAY TO ENCOURAGE OTHERS TO JOIN THE INDUSTRY AND BECOME QUALIFIED?

I would encourage anyone considering the baking industry to dive in and pursue a qualification. It's a hands-on, creative field where you get to see your hard work turn into beautiful, delicious creations every day. The training and apprenticeship process provides solid skills and a deeper understanding of the craft, setting you up for a fulfilling career. Plus, you'll join a supportive community of talented bakers who share your passion and push you to grow. Whether it's the joy of baking or the satisfaction of creating something unique, there's so much to gain by becoming a qualified baker.

WHERE TO IN THE FUTURE?

In the future, I envision myself focused on upskilling to enhance my abilities and push my creativity in developing new and improved products. I'm excited about the opportunity to see my skills grow and to share my passion for baking with others, demonstrating just how amazing this craft can be.

“

It's a hands-on, creative field where you get to see your hard work turn into beautiful, delicious creations every day.

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