

slice

Just the business for cafes, caterers and bakeries

Cafe product prices

National survey: what they're selling,
what they're getting

\$20 for a cupcake?

Where and what
the fashionistas
will pay

PLUS

Three sweet
new recipes

How to survive an
economic Tsunami





flour bakers trust

Weston Milling

**Trainee of the Year
Competition**

**FOR BAKERY AND CHEF
PATISSERIE TRAINEES**

WESTON MILLING TRAINEE OF THE YEAR 2008

The Weston Milling Trainee of the Year competition assists trainees to further develop their baking skills and encourages future trainees to pursue their baking careers. It is open to all baking and chef patisserie trainees.

There was a huge amount of public interest in the inaugural competition last year and 79 entries were received from around the country.

AND THE WINNER:

CHRIS MARTIN FROM TEN O'CLOCK COOKIE
TIME BAKERY IN MASTERTON

Chris, a 22 year old apprentice baker at the Ten O'clock Cookie Time bakery in Masterton says he enjoys the satisfaction he gains from knowing that people have had a pleasant experience in eating his food. He wishes to be a leader in the industry or become part of a sales team within the baking field.



Chris Martin with Shane Mackay, National Sales Manager, Weston Milling.



Second: Sarah Harrap from AUT, Auckland.



Third: Stacey Smith from Jackson's Bakery, Havelock North



Weston Trainee of the Year finalists toast the winner and the sponsor at the BIANZ Awards Dinner in Christchurch, 2008.

YOUR CHANCE

TO HAVE THE WESTON MILLING TRAINEE OF THE YEAR 2009 IN YOUR BAKERY

So why would you send your apprentice to enter into this competition? This is HUGE!

The bakery from whom this special individual is found will be receiving a unique plaque to display in store, will have tremendous amounts of public and industry awareness and will gain invaluable experience to pass on to their bakery/business.

Make sure you keep an eye out for the competition entry form coming your way soon or spread the word if you know someone who might be up for the challenge.

The winner of this unique competition will own the title of the "Weston Milling trainee of the Year 2009," and will no doubt bring a tremendous amount of experience into their current workplace or tertiary institution.

The 10 finalists take part in an exciting live bake-off at the BIANZ conference, where Weston Milling find their top trainee.

The prizes, totalling up to the value of \$14,500 include, mentioning from industry experts for a year, a scholarship, hands on experience in all three Weston Milling mills and two well-established bakeries. Travel, industry recognition, mass media coverage, trade show appearances, and a two night accommodation and dinner package for two.

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Weston's announcement

Gold partner with exclusive pricing list for BIANZ members

WESTON MILLING
A Tradition of Quality
the flour bakers trust

Weston Milling is proud to be a part of this year's BIANZ Gold level Buying Group Partner.

Weston Milling produces an extensive range of only the best quality of flours and other bakery ingredients, so our customers get the optimum results for their baking needs.

As Weston Milling has three mills strategically located throughout New Zealand. This ensures you get your order delivered to your door by our highly efficient distribution and service network within the quickest time possible. Weston Milling is equipped with some of the latest equipment to ensure our products are made to a high degree of quality and safety.

Weston Milling offers some of the best trade support if required,

and our sales and customer services teams are always available to answer your baking questions and assist you in ensuring you are using the right products for your needs.

By being a part of the BIANZ group, Weston Milling will offer you a chance to purchase their flour and other products on an exclusive pricing list for BIANZ members only. You will be required to quote your BIANZ membership number to our Customer Services team when placing your order, for this exclusive pricing. This pricing will be available to all current and new BIANZ members.

Please feel free to contact us on 0800 937 866 (Weston) if you wish open up an account with us, or would like one of our Account Managers to come and visit you.

From the President

JASON HEAVEN KEEPS IN TOUCH

Last Christmas was cancelled in our neck of the woods. Sales were well down on expectations but I suppose we shouldn't be surprised. The news has been full of warnings about recession for ages now.

Most members are in for a tough year or so. Not all. Some businesses because of good luck or good management will do well despite the economy, but most will find it a struggle to make much progress and staying put will be the main aim. Luckily food is something people will always need so our customers won't disappear altogether the way they will for some property developers maybe or investment advisors.

You will probably be looking at cutting costs wherever possible but there are some things you shouldn't cut. One is quality (you might have to sell cheaper product but you don't want to sell shoddier or you're really cutting your own throat) and the other of course is your BIANZ sub.

You will find that organisations like ours become even more valuable when times are tough. Not just because of

the bottom line benefits like the Buying Group discounts but because of the great network of free advice and friendship we offer.

Your executive committee will be working harder than ever this year to help all our members beat the worst of the recession and come through to a more joyful Christmas at the end of it. In the meantime the conference committee has been working hard to make the next event a high value one with some exciting new ideas coming out. The aim is lots of practical stuff and hands-on demonstrations.

As noted elsewhere in this issue, two highly regarded members of the BIANZ, Bert Squibb and Gary Jonas, passed away recently, and we send our deepest condolences to their families.

Congratulations to Michael and Rosalie Kloeg on their new baby boy Richie Eric and to Belinda Jeursen, our Executive Officer, and her husband Gareth Morgan on the birth of their second daughter, Ophelia, last October. (Belinda is still on maternity leave as I write).



I do hope you like the new look and name launched here in this publication and get good value from the information and ideas. Please remember that these pages are open to all BIANZ members and Buying Group suppliers so please use them.

IN-BOX

Express your opinion on matters affecting cafes and bakeries here with brief letters to the editor.

Letters and emails will be edited for clarity, style, spelling and grammar, so don't worry if you're not so hot in those departments.

This is your space. Use it.



Solid Equipment. Sound Advice.

\$12,199 Excl GST
exclusive to BIANZ members
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LEGACY®
HL400 MIXER
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Includes 20Qt reduction kit



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Attention Hobart Owners

Send us your details with a photo of yourself and your old Hobart Mixer (over 15 years) and you will go in the draw to win a 20Qt Hobart Mixer worth \$4400 list.*

* Photos can either be emailed to mark.hodgson@burnsferrall.co.nz or posted to PO Box 13-140 Onehunga attention Mark Hodgson no later than 30th April 2009. Serial numbers of the unit must be included

Mark Hodgson
Commercial Bakery Specialist
021 380 034
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Image courtesy of TPL Media



For all your bakery requirements



news and views

Coffee shops “more popular than pubs” for catching up

Caterersearch UK

When it comes to a quick catch-up over a drink, UK consumers prefer the coffee shop to the pub, according to new research.

In a survey of 1,000 consumers conducted for Costa Coffee, nearly three-quarters (72%) preferred to chat with mates in coffee shops rather than pubs.

Nearly half of those questioned (47%) believe coffee shops are now the perfect place for a first date.

A quarter (24%) think that coffee shops are the prime location for a rendezvous with a lover.

Jeffrey Young, managing director of British consultancy Allegra, said: “Coffee shops are particularly female friendly environments which adds to their appeal and even during the credit crunch coffee is seen as an affordable treat that customers do not want to deprive themselves of.”

New Zealand’s Greatest Cake found – in Auckland

Baking website ‘Blokes Who Bake’ ran a national competition late last year to find our favourite gastronomic treat. It was decided by votes only, and having tallied hundreds from Whangarei to Dunedin, the winner was the Chocolate Whisky cake made by Rocket Kitchen in Auckland.

Rocket’s Production Manager Derek Oud says the tactics were fairly simple. “We have a mailer that goes out by email and we asked our clients to go online and vote.”

The enthusiasm of Rocket Kitchen’s customers was obvious, ‘The best in town’ and ‘Can’t be beaten’ were comments received by the judges.

Prizes included 100kg of Champion Flour, an online and radio advertising budget and a case of wine. All voting was done through www.blokeswhobake.co.nz.

Some of the more interesting cakes that received votes included a chocolate lamington from Wellington, a gluten free ‘ceramic orange’ cake from Wanganui and any number of carrot cakes from bakeries all over New Zealand.

UK “scores on the doors” system announced

Caterersearch UK

Restaurants, takeaways and cafes will be graded via a six-tier voluntary “scores on the doors” scheme in England, Northern Ireland and Wales, the Food Standards Agency (FSA) announced in December.

The decision angered many operators within hospitality who had wanted a simple “pass” or “improvement needed” approach, as used in Scotland.

The scheme, although voluntary, will encompass all businesses that supply food direct to consumers and includes supermarkets. It will involve grades from one to five, plus a zero or “fail” rating.

The British Hospitality Association has argued against stars, fearing they could be confused for other award schemes, such as Michelin for restaurants or hotel stars. Nevertheless some UK local bodies have introduced similar schemes in England over the past year and claim considerable success with many cafes and restaurants gaining big improvements since the scores were introduced.

Student Ginger Group at CPIT

by Evelyne Baumgartner



Last year the Children’s Variety Club ran a fundraiser in the form of a gingerbread month. This inspired the bakery tutors at CPIT to set their students a novel exercise: two days of full-on gingerbread man production.

On the first day the Certificate in Baking students made the gingerbread dough and had fun rolling, cutting and baking the little men. We finished up with a couple of racks full.

The students were working on production methods and they got a good chance to apply their lessons by having all 700-odd gingerbread men decorated on time using mass production techniques. At one stage it was buttons galore, then it was a matter of dipping feet in chocolate factory style. In between we got some rather low sitting red noses but they all looked very cute.

Some of the students took on selling as well. They went in their lunch break over the campus and sold many packets. This was a new experience too, challenging for the quieter personalities. The New Zealand Baking Training Centre at CPIT and CPIT’s student association joined forces to promote sales, including a competition with a giant gingerbread man as the main prize.

In addition to the experience gained by the students, the result of this initiative, was a cheque of more than \$500 to The Children’s Variety Club.

NEW products

New from Milly Systems Sweet as

Milly Systems Ltd has a number of new programs to suit different areas of the food industry.



As well as bakery programs we have programs for in store bakeries, cafes and restaurants, caterers, and food manufacturers.

Our emphasis now, is on setting up systems and training. Our training covers how to survive the economic depression which is upon us. We have a number of people doing the training and it is proving very popular and a great success. We even have people from Australia crossing the ditch with their portable computers, and going through the same program.

The other good news is that to help people with their cash flow we are offering lease arrangements for our programs, which means they are more easily funded and people can afford the setup and training.

Save on power bills

You can gain real savings on your power bills by combining with other commercial users around the country in cooperative groups.

Such groups can now negotiate collectively and extract much better deals from the power companies than individual members ever could alone. This is done through Time-Of-Use (TOU) tariffs or bulk consumption discounts. Savings up to 25% may be possible.

Michael Gray, who looks after the buying group on the BIANZ executive committee, is looking for 10 bakeries to form an initial purchasing group this way. They have to be the right size for this to work, not too big and not too small.

If you are interested in learning more, contact Michael <nadabakerboy@gmail.com> phone 04 478 3291.



It's legal, natural, sweeter than sugar, good for baking. Too good to be true? Not now. The NZFSA in June and the US Food and Drug Administration in December announced approval of a new zero-calorie sweetener, Rebaudioside A (Reb A), derived from the stevia plant.



US bakery manufacturers have yet to announce plans to use the sweetener, but the ingredient is bake-stable according to PureCircle, the largest supplier world-wide of high-purity Reb A.

Stevia is already in the marketplace as a dietary supplement and has been widely used since 1971 as a sweetener in Japan, but manufacturers make a distinction for new FDA-approved Reb A or rebiana. Both come from the leaves of the stevia plant. Steviol glycosides are the sweet components of the stevia leaf, and Reb A is reportedly the best-tasting of these components for use in food production.

The leaves of the stevia plant have 30–45 times the sweetness of ordinary cane sugar. Stevia's taste has a slower onset and longer duration than that of sugar, although some of its extracts may have a bitter or licorice-like aftertaste at high concentrations.

The US ingredient firm Blue California claims to have developed an economical production process for isolating Rebaudioside A that results in a product without a bitter aftertaste. They say their product is stable in temperatures up to 178 degrees Celsius, is completely soluble in water and is 400 times sweeter than sugar.

John Willats, Marketing Manager, NZ Bakels Ltd, says they have looked at this product and other alternatives to sugar cane, however, he says, "due to the cost implications as well as additional products required in the baking process (eg bulking agents as sugar has a number of roles in the formulation as well as a pure sweetening agent) we are not looking at working with

Opportunity

Slice is looking for news from suppliers about new products and services. We are offering free space to promote these with up to 150 words of copy plus a small photo (high resolution please) or branding.

Contact the editor davidt@bianz.co.nz

this raw material in the short term.

"We will however continue to keep a close eye on new products developments and trends and the possible inclusion into the bakery industry," says John Willats.

A Matter of Loaf and Death

Watch out for *A Matter of Loaf and Death*, an animated television short starring English characters Wallace and Gromit. It is the first Wallace and Gromit project since the highly acclaimed movie *Wallace & Gromit: The Curse of the Were-Rabbit* in 2005.

A Matter of Loaf and Death is a mock murder mystery, with Wallace and Gromit starting a new bakery business. Gromit learns that bakers have been mysteriously disappearing, and tries to solve the case before Wallace ends up a victim himself.

The short had its world premiere in Australia on ABC1 last December. In the UK it aired on the BBC on Christmas Day. The programme was watched by the most viewers of any programme that day and was also the most-watched UK programme in 2008.

Britain's National Association of Master Bakers secured the license from the film's producers to be the sole supplier for Loaf and Death branded edible discs for cakes. No screening has been announced in New Zealand.

For Sale

Warren's Bakery, Hastings
First time ever on the market



Iconic bakery and cafe. Best location in centre of CBD. Modern shop with excellent equipment. Large modern bakehouse. Sunny indoor/outdoor seating. Long term lease, excellent landlord. Highly trained, long-serving staff. Fantastic Hawkes Bay lifestyle. POA. e-mail: malbyn@orcon.net.nz

At home with the family business

BIA Executive member Brendan Williams entered the bakery business from a career in computers, financial planning, and project management.

From the heady world of British IT to a Dunedin-based, family-owned pie business may seem a big jump, but for Brendan Williams, it has been a welcome homecoming.

From Otago Boys High School Brendan headed to the University of Otago, tackling a combined BA/BCom majoring in marketing and economics.

After taking a job in Christchurch as a financial planner he found himself feeling a bit disillusioned with an early 1990s New Zealand that seemed mired in land claims, nasty politics and Rogernomics, so he headed overseas for new opportunities.

A stint in Japan teaching English was followed by time in Western Australia working in a pub while looking to land a job in the mining game. Before he made it into the desert proper, a call from an Auckland-based friend saw him heading back across the ditch to project manage a business running underground TV and Internet cables for Telecom NZ.

After two successful years running a contracting firm with his best mate, the plug was, almost literally, pulled overnight with the development of ADSL technology, so Brendan found his way back into part-time pub work while the next move was contemplated. Here he started to meet many people working in IT.

Seeing the possibilities, Brendan headed back to Otago to complete a Postgraduate Diploma in Computer Science, before heading to London in 1999 where his skills were in demand in IT project management. "This was right in the middle of the dot com boom," recalls Brendan. "It was bloody exciting actually – it was all free lunches and fast cars."

Brendan ended up at a Hampshire-based company called NTL for five years and during that time met his Australian wife, Rebecca, and had two children, Sam (4) and Charlie (2).

Despite the exciting lifestyle, the desire to return to New Zealand became stronger.

"I came home so the kids could grow up knowing their grandparents and cousins," he says. "I also got very sick of working for someone else and wanted to be able to build something for my new family."

The opportunity to return home and take over the family business Marlow Pies ticked a lot of boxes for him.

"To learn in a stable, long-standing family business was an opportunity that we were fortunate to have. After looking at a number of businesses that we could have become involved with, it was a no-brainer to enter one in which we knew the entire history. It would have been a lot more daunting to enter a similar



sized business trusting all of our life-savings to the integrity of people we didn't know."

Brendan and his family arrived back in New Zealand in December 2006 and found themselves immediately immersed in the turmoil caused by the purchase of a new bread bakery. The decision to buy a bread bakery was made by Brendan's dad Kelvin "to give the boy something to do when he got back".

This bakery was just down the road from the pie operation where the family had been baking pies for over 10 years.

As it turned out, making bread was a bit different to making pies, and the extended family embarked on a long and bumpy voyage of discovery. This involved a lot of very long days and advice from all areas. "As is usually the case with these things though," says Brendan, "all the advice in the world can't make up for experience, so it's taken the best part of two years to understand what makes the place tick and to build a team capable of making a difference."

Learning the ropes of the family business has been tough in other ways too over the last 18 months, with sky-rocketing commodity prices affecting the costs week to week. "We weren't quick enough to pass on these increases more often than not, so managing cashflow took up time that could have been better spent on more productive tasks."

This year however is picked to be a great one for Marlows with a focus on new product development and a desire to increase sales through new and existing channels.

Last year Brendan was elected to the executive committee of the Baking Industry Association, where he has taken a role looking after communications.

"It was bloody exciting actually – it was all free lunches and fast cars."

Sweet future expected for luxury dessert café despite recession



experienced during the last few years, providing cakes and desserts for special occasions such as weddings, birthdays and business functions.

"We've been supplying restaurants, hotels and caterers for the last 14 years, so by opening the café we can now offer the public an opportunity to come in and enjoy some of our cooking as well," Mr Clarke says.

The café offers an exclusive selection of desserts, cakes and coffee, as well as savoury lunch choices, for people looking for a special treat during the day.

Andrew Clarke explains the concept of the café is to allow people to enjoy the luxury of a restaurant-style dessert, served on individual plates, during the day time in a

café environment.

This concept is very popular overseas and looks set to catch on in Christchurch also.

The café has been particularly popular with women so far.

"It is the perfect place for a group of friends or work colleagues to meet for morning or afternoon tea, or lunch, to mark a special occasion," Mr Clarke says.

Tempting treats on offer include Gluten-Free Passionfruit and Apricot Parfait with a Hazelnut Japonaise; Pistachio Vanilla Bean and White Chocolate Mousse; Fresh Glazed Strawberry Tartlets with Vanilla Bean Crème Patissiere; and a selection of petit fours and decadently decorated cupcakes.

There is also a wide savoury selection including Slow Roasted Tomato and Basil Tart; Thai Chicken Salad with Chilli, Coriander and Peanut Dressing; Potato Stacks topped with Goat's Cheese; Chicken Mushroom Tart topped with Asparagus and Feta Cheese; and Warm Moroccan Lamb Salad.

The food is displayed in a long, stylish refrigerated cabinet, so customers can see what they are choosing. There are also gluten-free desserts and cakes available.

The café is contemporary and luxurious inside, with leather banquette seating and extensive use of timber, plus a huge fireplace to provide warmth in winter. There is also an outdoor eating area, and plenty of off-street car parking.

Customers can also buy many of the speciality cakes and desserts to take home and treat the family or to 'wow' dinner party guests.



Even during tougher economic times, people can't resist the pleasure of eating something sweet in luxury surroundings every now and then.

That has certainly been confirmed by the popularity of Christchurch's newest dessert café, opened on October 20 by Just Desserts. The upmarket café is next door to Just Desserts' main showroom at 33 Wordsworth Street, Sydenham.

The company has been making specialty cakes and desserts for the catering market since 1994, and the new café allows people to come in off the street and sample the tempting creations produced by its team of 15 talented pastry chefs.

Just Desserts owner Andrew Clarke is confident enough in his products to open a luxury dessert café despite the economic downturn.

This confidence is partly based on the steady growth which Just Desserts has

Cafe prices survey

September/November 2008

The cafe prices survey began in October with an email to BIA members asking them – provided they run a retail cafe/bakery type of business – to contribute a few minutes of their time to an online questionnaire. Thirty-five found time to respond before the survey website was shut down in late November.

Some responses – mainly obvious typos or calculation errors – have been altered or deleted. (We doubt that anyone is really getting \$150 for a caramel slice) and wholesale prices, which tend to distort the averages, were also deleted.

Geography

Eight Christchurch/Rangiora members contributed to the 15 from the South Island, while six Hawkes Bay members, four from Wellington and three from Tauranga contributed to the North Island's 20.

Lessons

With surveys of this type there is no way to account for the quality or size of the actual products being sold. To get information of value from the survey, you have to assume that, for example, the \$1.60 slice of cheesecake is smaller and of lower quality than the \$5.50 one. What this tells you isn't really the value or margin, but what customers will pay in the right circumstances for (presumably) good quality product.

In other words, you shouldn't be afraid to lift your prices towards the top ones listed here, especially if you raise quality and perhaps sizes at the same time. You can probably raise your margins that way (or at this stage at least maintain them) better than by skimping on quality or service.

Breakfasts

Substantial cooked breakfasts are served by 11 of the members who responded. Bacon and egg in various forms were most popular, sausages also appeared, and some simply had hearty names like BJ's Works, The Workingmen's, and The Big One. (One member mentioned a \$2 bacon and egg pie under this question but we don't think that counts.)

	Average	Highest	Lowest	Responses
Caramel Slice or Similar	\$2.46	\$4.00	\$1.05	32
Mini Savoury	1.68	2.70	0.80	32
Packet Of Shortbread	5.19	9.50	2.00	26
Club Sandwich	2.50	5.50	1.00	27
Slice of Cheesecake	3.76	5.50	1.60	25
Vegetarian Muffin	2.83	4.50	1.10	24
Piece of Fruit Flan	3.89	5.00	2.80	17
Decorated Gingerbread Man	2.68	5.00	1.06	25
American Brownie	2.92	4.80	1.50	22
Piece of Carrot Cake	3.38	5.50	1.00	29
Biscotti Each	2.05	4.20	0.80	6
Mini-Quiche	3.45	7.00	1.35	28
Hot Cross Buns - Each	1.50	2.50	.75	26
Cooked Breakfast	12.08	16.50	7.00	11
Hot Chocolate	3.63	4.50	1.80	27
Iced Coffee	4.54	6.00	3.50	14
750ml Bottled Branded Water	3.14	4.20	2.40	27

New Products

In the cafe prices survey, we asked each respondent if they had successfully introduced any new products during the year. Perhaps there's an idea or two of value here.

- Apricot Frangipane Tart
- Banana Cake with Mascarpone Frosting
- Blueberry Mascarpone Torte
- Caramel & Chocolate Tart
- Date And Ginger Slice
- Fresh Fruit Caramel Slice
- Fruit Puffs
- Gluten Free Chocolate Mousse Cake
- Gluten Free Pies
- Individual Salads and Deserts
- Lamb & Mint Sauce Pie
- Lemon Tart
- Lime & Coconut Tart
- Low Fat Pies
- Marinated Greek Lamb Wraps with Tzatziki
- Mediterranean Vegetable Quiche
- New Type Of Custard Square
- New Vege Wrap
- Pumpkin & Chocolate Muffin
- Salad Bar with Ethnic Breads
- Spicy Frankfurter in Pastry Roll
- Strusel Slice
- Sweet And Sour Chicken
- Tandoori Chicken Wraps

Having a say

Survey respondents were asked to comment on business in general. These are some of the comments.

- We have noticed (roughly) 10% drop in all sectors of our businesses
- Mondays are slower than last year but rest of week is normal
- When you make quality, people will still buy even when you charge a good price.
- Business is booming and have not noticed any decline. In some ways I think it is in times like these that there is a good sort out of who are the cowboys of any trade.
- We are awaiting the inevitable adjustments worldwide to the prevailing economic conditions. There are lots of uncertainties and only the passing of time will provide us with the knowledge and experience to cope and progress.
- Overall sales are up 30% for the year to date – no recession here.
- Quality is remembered long after the price is forgotten.
- Retail business has seen a decline in the past year, presumably due to petrol price hikes and the economic downturn. Consumers are looking for value for money.
- Cannot complain in tough times for some businesses, not ours. Turnover is up, customer count is up. Do not know the reason but are very happy with it all. Hope it keeps up.
- Business in general is excellent. Think outside the square to attract new customers. Each time you get a phone call asking where you are, you know this is a new customer. Remember the fundamentals: quality product at affordable prices. Works for me.

Contributors

Thanks to the following BIA members for contributing to this survey

Andres Pies	Kidds Cakes & Bakery
Bake Shack	Marlow St Pie Kitchen
Bakermans of Fendalton	Nada Bakery
Bethlehem Hotbake	Oslers Bakery – Wairoa
BJ's Bakery & Cafe	Pecks Cottage Bakeries Ltd
Blanchfields Bakery	Rangiora Bakery
Buttercup Bakery and Cafe	Rob's Patisserie
Cafe Time	Rocket Kitchen
Continental Bakery	Strathmore Bakery and Cafe
Copenhagen Bakery	Taupo Hot Bread Ltd
Dawn Bake Bakery	Temptations Bakery
Double R Bakery	The Bridge Cafe
Gourmet Foods Ltd	The Broadway Tearooms & Bakery
Heavens Bakery	The Cakestall
Jacksons Bakery & Cafe	The Gingerbreadman Bakery
Johns Bakery & Cafe	Viands Bakery
KB's Bakery	Warren's Bakery

Bert Squibb

Baker

27 August 1925 – 8 December 2008.



A founder-member of the BIA (the NZ Baking Society, as it was) and a keen supporter of quality craftsmanship, Bert Squibb died in New Plymouth in December.

Bert Squibb trained as a baker/pastry cook and patissier in England, gaining his City and Guilds qualifications after service in the Royal Navy. His talents as a highly qualified tradesman were in demand and he moved from position to position gaining more expertise and responsibility, culminating in successfully making 'Britain's largest fruitcake' a Guinness record at the time.

In mid 1966, Yarrows Bakery Manaia sponsored Bert to New-Zealand and after completing two years in Taranaki, Bert moved to Palmerston North to open his own bakery: *Princeway Cakes*.

At that time the bakers of Wellington, Wairarapa, Manawatu, and Taranaki were forming themselves into an organisation which was later to become the Baking Industry Association of New Zealand.

In the association's inaugural year, Bert won the New Zealand Baker of the Year® title. He stayed on the executive committee to foster the organisation's growth and sponsor competition and apprenticeships during the time he remained in business.

In more recent years Bert Squibb worked part-time for several Taranaki bakers, continuing to apply his skills with energy and enthusiasm. He was also a keen sportsman and committeeman in his bowls club.

His wife Peggy, three children, five grandchildren and three great-grandchildren survive Bert.

The rise – and rise – of cake couture

In *The Times* recently, food writer Rachel Simhon looked at the remarkable latest foodie fad, noting in particular how odd it is, in these tough times, that small luxuries do so well. "While we can't manage to buy houses, cars or swanky holidays," she comments, "sales of Mamma Mia! DVDs and lipstick have soared. There's another frivolous item guiding us to the end of the tunnel: the cupcake. These are no ordinary cupcakes, mind you. Artisanal, art-directed cakes-for-one at up to £10 a pop are selling like Chloé handbags did in 2001.

Ms Simhon describes these fashion items as "stupidly expensive" but goes on to point out that "they are a little luxury that we can still afford. Most cost a few pounds each, though some are far more. There are blogs devoted to them, T-shirts singing their praises and, in certain circles, their names are reeled off as though they were close friends."

Rachel Simhon recalls the unpretentious cupcakes of her youth when they were better known as fairy cakes or butterflies. "They were what your mum made for your birthday," she recalls, "sometimes with the top cut off, cut in half and stuck back on to the icing as "wings". Fairy cakes were not glamorous, but cupcakes were something else – huge, for a start, with an inch of pastel-coloured icing and covered with sprinkles and stars."

The childishness of cupcakes, she proposes, were a perfect metaphor for the thriftless days of the earlier Noughties. "In London, no party that was worth going to was without its pile of pastel cupcakes (although at fashion parties, where they were hugely popular and usually themed, no one ate them."

One of London's trendiest bakeries these days is the Hummingbird, which turns out some 2000 buns a day of "pillow soft sponge," declares Ms Simhon. The Hummingbird has two branches in London. When owner Tarek Malouf opened the first five years ago he was taking advantage of the first wave of



"stupidly expensive"

cupcake mania. But Malouf, who was born in London but educated in America, didn't start the Hummingbird to make cupcakes. "I wanted to open somewhere that sold American-style desserts made with top ingredients", he told Ms Simhon. "The cupcakes took off."

"... what is fascinating about this new wave of cupcake hysteria is the rise of the £8, £10 or even £12 cake."

What surprises Malouf is that people's enthusiasm for his wares is unwavering. "Our customer base is very high-end and we were worried that we would lose business as they lost their jobs. But I guess people still want to buy birthday cakes for their kids." What he finds even more surprising is that the most expensive cakes are the ones that sell out first. "Our hand-decorated cakes just fly off the shelves."

Malouf's insistence on the finest Belgian chocolate and Madagascan vanilla, notes Ms Simhon, "may have something to do with their success. On top of the chocolate, vanilla and strawberry themes, Hummingbird sells seasonal cupcakes. Black bottom – chocolate cheesecake with cream-cheese icing – and green tea are two current ones. But the Hummingbird, it seems, is far from the most "it" cupcake foundry in London. "Paying nearly £3 for a cupcake is one thing," says Ms Simhon, "But what is fascinating about this new wave of cupcake hysteria is the rise of the £8, £10 or even £12 cake."

Peggy Porschen is the doyenne of the couture cupcake. Based in Battersea, southwest London, this German-born baker makes cupcakes decorated with handmade sugar flowers or butterflies. A look at <http://www.peggyporschen.com> is worth a detour. The website features a message from Stella McCartney thanking

her for her wedding cake and Chanel commissioned cakes from her to celebrate the 50th anniversary of the Chanel pump. They cost upwards of £7 (about \$20 NZ), but could go much higher depending on the decoration.

Peggy Porschen, however, tells Rachel Simhon that she doesn't care about fashion. She just loves cakes. "With every cake I design I strive not only for the perfect-tasting

cake but also the most beautiful – and our cupcakes are no exception," she says. "We use intricate, sugar-crafted flowers and silky-smooth fondant icing to make sure our cupcakes stand out from the rest."

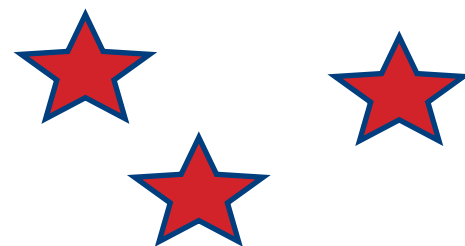
But there's a bun fight cooking, reports Ms Simhon, for the crown of the It-cake world. "Could the French macaroons made by Ladurée be contenders for the top spot, or the miniature cakes of Peggy Porschen? Mich Turner, who owns the Little Venice Cake Company, specialises in miniature cakes, including a Tiffany box (it's Tiffany and it's a cake!) costing £12.

Mich Turner, says Ms Simhon, is slightly dismissive of the craze for cupcakes: "I think it's a bit of a fad, something to make yummy mummies feel better in the credit crunch. They look eye-catching, but would you want to eat them? We make beautiful hand-decorated individual cakes."

Mich Turner sees a return to the best of British cakes as the next phase. "It's a shame that there is a fashion for American cupcakes when we have such a rich tradition of making cakes in this country."

Rachel Simhon wonders whether she can look forward to "It" gingerbread and haute couture-Dundee cakes. And here in New Zealand will we see the super-trendy \$10 Lamington take off in Fendalton or Khandallah?

North American food trends for 2009



Where America goes, we go – not always but often enough to make a look at trends there a useful peek into the future.

by Terri Coles

TORONTO (Reuters) - From recalled tomatoes to calorie counts on menus, food and health was a big part of the news in 2008, and it looks to again have a high profile in 2009. Here are five food-related topics and trends to watch for this year.

Custom foods

Customisation has been a strong consumer trend in recent years. Shoppers can now buy made-to-order versions of popular items like chocolate bars, coffee and granola online.

You can create your own food and health products based on basic criteria like taste and budget, and many customised products are marketed toward addressing specific health or fitness concerns. With new products continuing to hit the market, like German start-up My Muesli, the trend looks set to continue this year.

Alternative sweeteners

In December the FDA approved the use of Stevia, a naturally derived, zero-calorie alternative to artificial sweeteners like aspartame and sucralose, providing a new option for people who are concerned about both calories and side effects from the non-sugar sweeteners on the market. Pepsi and Coke already had plans in the works to market drinks made with the sweetener -- Sprite Green and Odwalla juices for Coke, and Sobe LifeWater and orange-flavoured Trop50 for Pepsi. But a UCLA study concluded that testing on the sweetener isn't yet accurate, leading the Center For Science In The Public Interest to voice its disapproval of the FDA's decision.

Agave nectar is another sweetener expected to show up in an increasing number of products in 2009 -- DataMonitor showed that 176 new products with agave were launched in 2007, compared with 56 in 2003. Agave is getting attention because of its low glycemic index -- that is, it doesn't cause blood sugar to spike, and therefore crash, as easily as refined sugars can. The vegan sweetener has a more neutral taste than honey and dissolves more easily in cold drinks. But whatever its benefits, it's important to remember that agave is still sugar -- it still has calories and will be still stored as fat if you don't burn it.

Food safety

Food safety issues were at the forefront of the national consciousness last year, thanks to several incidents of food-related illness and death in North America and elsewhere. Tomatoes and peppers were recalled across North America due to a salmonella scare, thousands of infants in China became sick due to melamine in infant formula and 20 Canadians were killed by

listeriosis in Maple Leaf Foods processed meats. The scores of illnesses and deaths underscored for consumers that the foods we eat everyday can be risky. This year, the much-beleaguered Food and Drug Administration will gain a new chief, who will manage the department's increased budget and new role in international food regulations; current Commissioner Dr Andrew von Eschenbach announced in December that he will resign when President Bush leaves office this month.

Recession diets

The grocery bill was one of the first areas of consumer spending to get the squeeze last year. If the recession continues, increasingly frugal trips to the grocery store are expected to do as well. A 2007 study published in the Journal of the American Dietetic Association found that foods high in calories and low in nutrients were cheaper than fruits and vegetables, throwing health concerns in with financial ones.

The rapidly growing organic food industry could feel the pinch from tighter household budgets, despite years of double-digit sales growth.

Organic foods tend to be higher priced than their conventionally produced counterparts, and organic fruits and vegetables can be two to three times as expensive. The Organic Trade Association said in August that sales for 2008 were projected to be \$24 billion, and average annual growth of 18 percent should increase through this year and next. But a survey by market researcher The Hartman Group found that the use of organics began leveling off in 2006, a trend it expects to continue this year, and an Information Resources survey of 1,000 consumers in May found that 52 percent were buying less organics because of cost concerns.

Food Nanny State

In May 2008, New York City required chain restaurants to post calorie counts on their menu boards, in an effort to curb obesity and its related diseases by giving people more information about what they're eating -- significant in a country where about a third of meals are eaten outside the home.

There is now a similar requirement in Philadelphia. In Los Angeles, the city council banned the construction of new fast food restaurants in certain city neighbourhoods for a year. Now the state of New York is proposing a 15-percent sales tax on non-diet soft drinks that could kick in this year.

With legal challenges failing to prevent these fat-fighting municipal and state measures from going through, look for them to spread in 2009.

Cream and custard (just) cut the mustard

Bakeries around the country were visited by Food Act Officers looking for nasties in samples of cream and custard during 2007. The results, announced in December 2008, showed that 87% of the samples were "of satisfactory microbiological quality".

To carry out the survey, Food Act Officers visited 69 bakeries in Auckland, Hamilton, Wellington, Christchurch and Dunedin. They collected samples of cream and custard-filled bakery product and conducted a questionnaire about food hygiene, handling and manufacturing practice.

A total of 250 products were tested, 126 in summer and 124 in winter. All

samples were tested for faecal coliforms, *Escherichia coli*, *Bacillus cereus*, coagulase-positive staphylococci and *Salmonella*. The testers found no significant difference between the summer and winter results.

Of the 33 samples that were not up to scratch, 24 were of marginal quality, six were classed as unsatisfactory and three samples "were considered to be potentially hazardous due to the level of *Bacillus cereus* detected."

All results that were deemed a potential risk to public health were followed up by a Food Act Officer. The bakeries of concern were revisited to ensure that any risky food handling practises were changed.

Areas of concern

The majority of bakeries were found to follow good food safety practices, including control of pests, staff training and having a clean processing environment.

Nevertheless the questionnaire brought out some areas of concern.

Display cabinet temperature

Average temperature of display cabinets was 8°C. Ready to eat readily perishable foods like cream-filled or custard-filled bakery products must be held at 4°C or below.

Piping bags

Disposable piping bags were used in only 37% of bakeries and only 70% of bakeries used separate piping bags for each product. NZFSA encourages the use of disposable piping bags or at the very least cleaning piping bags between products.

Approved supplier programme

Only half of the bakeries surveyed use an approved supplier programme. It is a programme to ensure ingredients are obtained from reputable suppliers. Food should only be bought from suppliers who are registered with: the NZFSA or a local council.



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C O M M I T T E D T O  N E W Z E A L A N D

How do you survive an economic Tsunami?

Now is a good time to look objectively at your business and prepare for the impact, says Graham Ritson of Milly Systems.



The bad economic news is just starting to hit many people. These challenges are not new to the food industry though. Over the last few years, rising oil prices, the rising demand for raw materials from emerging economies, and the Australian drought, have had a huge ripple effect on all parts of the economy. One of the most notable effects has been the relentless rise in food prices. All this has put huge pressure on profitability.

These economic changes were masked by a strong NZ and Australian dollar and by the boom in the property market. People were richer than they ever dreamed possible, just by owning their own home. That's now all in doubt.

The economic bubble has burst.

The American economy is faltering. There is a meltdown in the financial system that many Governments are trying to shore up. How successful they will be remains to be seen. Undoubtedly, there is an economic tsunami on the way. This is the time to prepare for the impact

What can you do? What do you have to know?

We tap the experience of those people that have been there before. The following is a list of practical areas to work on that will ease the pressure.

1. Get organised.

If you haven't got a computer, get one. With the right programs they give you critical information. You need at least 4 systems.

1. A good POS system if you are a retailer.
2. An accounting system such as MYOB, Quick Books or Moneyworks
3. A production system such as Milly Production.
4. A wages system.

2. Work more closely with your customers

The smart operator works really hard for their customers

It's not the time to pull back on service, it's better to work more closely with your customers, to empathise with them and find out how they feel and be part of the solution. According to NZ Bakels, in depressed times they experience a rise in the volume of margarine sold. This would suggest that people buy a cheaper form of protein ie a pie rather than a juicy steak.

The travel industry has reported dropping tourist numbers. If your business is in a tourist area that's not good news, however for Paul Woods of "Paul the Pieman Bakery" there is a positive side. In Yarram, people are not travelling as much, but instead are buying treats from their local bakery.

3. Eliminate waste.

This has huge potential. From our observations, bakeries are easy going when it comes to production efficiencies.

Toyota is world famous for eliminating waste in the production process. They take it very seriously and it has added millions of dollars to the value of their business. Whether you are a small or a large bakery, the same rules apply.

Toyota identifies 7 types of waste. They are:-

- 3.1. Waste from overproduction
Producing for freezer stock. Without order care and discipline, the freezer becomes very inefficient. Stock can be easily lost and spoilt. Unnecessary time is often spent trying to find something. Having the freezer well laid out, and organised will save time and money. Waste and spoilage will be reduced. If you have to make something again because of spoilage, that is even more expensive.

Not all items are made for stock though.

Some products such as bread and sandwiches are made daily and

many managers like to have stock over at the end of the day. "Stack it high; watch it fly" is a favourite motto.

This philosophy needs reviewing. Base the production levels on sound sales data, it's a balancing act. To avoid the store looking bare at 3pm, display those long life products, products that can be sold over a 3-4 day period.

3.2. Waste from waiting times.

"Waiting is a consequence of poor synchronization between process stages or bad preparation, eg waiting for material, tools, instructions, etc.

How long does it take your staff to determine the production levels?

Do they have up to date recipes?

How often have you ran out of raw materials and needed an urgent delivery?

How much time is spent looking for a utensil, a knife or tool? It all eats away at your efficiency.

3.3. Waste from transportation and handling.

The necessity to move and transport items can be caused by the previously mentioned wastes. All transportations may not be eliminated, but they have to be kept to the very minimum

3.4. Waste related to useless and excess inventories

"Useless"! The name itself gives the solution. Anything that is useless is to be eliminated.

1. In case of inventories, the re-gained spaces, is dedicated to value creating activities.

2. Paper documents and their numerous copies, catalogues and calendars of previous years, files and data, dry and worn out pens and pencils... all excess inventories!

3. Packaging that is printed but no longer usable for one reason or another is a further example of expensive waste.

3.5. Waste in the production process

The simplest form of waste is components or products that do

not meet the specification. Lack of production standards is a big cause of waste and confusion. To keep up with rising costs, and the changing marketplace etc., recipe yields, weights, list of ingredients and methods need updating constantly. Procedures and work guides which are not constantly updated are likely to lead to inefficiencies and waste.

Have a system with standards for each product that can be easily updated to accommodate changes. A good computerised system does not take a lot of time to maintain.

This type of waste is also common in administration processes and office work. Old rules still remain, long after their usefulness. As long as nobody updates the procedures, everyone will carry on, sticking to the old ways.(!!).

3.6. Useless motions

On a related note, people spending time moving around the plant is equally wasteful. Ergonomics of the work place is certainly the most popular and "visible" application. The layout and display of the area should follow a natural flow, favouring availability of necessary items, distance of reach etc.

Among useless motions, do not forget the walks to search for missing items, tools, utensils, instructions, complementary information...

3.7. Waste from scrap and defects

The number of defects and quality problems that arise can be directly linked to the work place state and lack of training and standards.

These 7 waste areas all apply to bakeries. Some seem small, even inconsequential, however, when totalled up the savings can be significant. A production system that structures your production process is essential. Every small gain adds up. You can't do it in your head.

4. Cut costs and focus on margins.

This is something the bakery industry as a whole is not good at. Everyone understands cutting costs, but not everyone understands margins. Understanding margins and ensuring you make and sell only profitable products is central to the survival of any business.

Graham Foster, international business

consultant, advises companies on surviving the recession. He tells them to cut costs not prices, and focus on margins and cash flow. A price increase is the most powerful strategy to improve the bottom line. In tight times you may not get price increases easily and you are faced with reducing your costs (mainly fixed costs) to help the bottom line.

For a recession, monitor margins daily. Take action when you spot margin leaks. Manage credit customers more tightly. Revise all discounts, making them selective and narrowly applied, even remove them. Beware of mates' rates, a killer in a recession. Stay focused on customers not suppliers as your margin source. Increase security on all your stock and inventory. Theft increases in a downturn."

Have a fresh look at all expenditure. Look at these areas in particular:

- Energy
- Telecommunications
- Freight
- Printing
- Insurance
- Service contracts
- New equipment. Use of computers etc.

5. Retain staff.

Staff layoffs are inefficient. Make people-cutting the last thing to do.

Businesses have handpicked staff, trained them and put money into them and they are not easy to replace.

By the time you take into consideration their final pay amount, you may find that it will be six months before you have a cash flow benefit from the layoff.

Staff layoffs make sense only when you can make productivity and efficiency gains using less staff.

Graham Ritson is the owner of Milly Systems Ltd, developing specialised systems for bakeries, cafes, caterers and the food industry.

Half baked bakery's on a roll



This article appeared in the Marlborough Express, Blenheim, last August. It is republished here by permission.

Photo by Scott Hammond

Looking from the street you could be forgiven for not having a clue what lay beyond the glass door of the unassuming old Four Square supermarket on Moran St in Blenheim. There's no real signage and at first

glance it doesn't even really look like it's occupied.

But once inside, the flour that covers just about every surface gives the bakery away. Even Fred Roubos, owner

and "hands-on baker man" at de Brood Bakkers, emerges with flour all over his clothes, yet he's not wearing his bakery clothes. From his flour-dusted office Fred says the de Brood Bakkers Moran St bakery has been fully operational for

seven years and just like the bread, it's a traditional bakery.

"I like manual labour as opposed to machines," he says. "It's a handmade product with no additives or preservatives and it tastes like you could've made it yourself. We really do put our heart and passion into what we make."

The six staff working in the bakery take their time and there are no shortcuts: "If you want to see bread baking in its most basic form, then visit our bakery. There's nothing going on here that's not to be seen."

de Brood Bakkers' creations are successful half-baked bread products – baguettes and rolls – sold through supermarkets, delis, groceries, organic stores, restaurants, wineries, and cafes all over the country.

Currently the Blenheim bakery produces between 1500 and 2000 bread units a day, all of which are faithfully created from a traditional German recipe, given to Fred by a highly experienced German baker.

It was on a working holiday in 1991 that Dutchman Fred came to Blenheim from Holland and began working at the Redwoodtown Bakery. There he met his Kiwi wife Leanne and the pair fell in love and married.

In 1993 the couple bought the very bakery that had brought them together and it was during their eight-and-a-half years' of ownership that the recipe came into their hands. The fully baked baguette was trialed in about 1995 and proved to be a hit.

Before long the demand was growing and inquiries were mounting and the couple decided to investigate how it was possible for people to recreate the baguettes in their own homes or restaurants. Thus, from Leanne's genius the half-baked idea was born, with consumers just having to pop the bread in the oven for 15 minutes "to finish it off".

"I started trialing it at the bakery and it took seven or eight months of mucking around with it. In about 1995 or '96 we finally had something and put it out to different wineries and it worked," Fred says.

Soon the couple were receiving inquiries from stores wanting to stock their bread, but without any real packaging, Fred says it wasn't "retail ready".

Enter a government product development grant and some help from a "marketing guy", and de Brood Bakkers' – which translates from Dutch as 'the bread bakers' – baguettes were wrapped and "retail ready", prepared to take on the nation.

"... it took seven or eight months of mucking around with it. In about 1995 or '96 we finally had something"

It was in 1997 and 1998 that Fred says it "started to move along a little" and the couple's lives stepped up a notch. Between the bakery, which had two outlets at that stage, and the half-baked bread business, he was working up to 19 hours a day.

"It was hectic," he says. "It got quite busy and it was good but it was getting a little demanding. A lot of the time my dinner was a KFC bag hanging over the counter, or if it was cooked at home the dog ate it. So that's when we started looking for another location to bake the baguettes."

Enter the unassuming old Four Square supermarket on Moran St.

In 2001 with the fast-growing part of the couples' operation now in a different location, and the birth of their first child – the now seven-year-old Jannika – the Redwoodtown Bakery was sold and they chose to focus on de Brood Bakkers.

"Developing de Brood Bakkers was mission impossible week to week for us,

but as long as we could pay the bills and have some money to live on, it was okay as it gave me more time with my family," Fred says.

But all the KFC dinners and the mission impossible weeks were worth it, Fred says, as de Brood Bakkers bread products started to "really move along". Now the couples' constantly growing customer database numbers more than 250, and includes many top New Zealand restaurants and wineries, and Foodstuffs' supermarkets.

They have also added a couple of children too, with five-year-old Jonty and two-year-old Jelaina now rounding out the Roubos clan.

Fred says Leanne now manages the company's chequebook and he still does all the hands-on baking and some of the bookwork.

As for the future, he says he would "love to be able to go international", but for now he says a purpose-built bakery would be ideal.

Product-wise, de Brood Bakkers will soon be adding more to its stable, with garlic butter and dukkah flavoured half-baked baguettes hitting the shelves in the near future.

The flavoured baguettes did well at de Brood Bakkers' Marlborough Farmers' Market testing ground over the summer, Fred says, and now it's a case of waiting for the packaging to come through.

Although the company is still young, he says he does have a highlight "so far".

"I guess it's that we have managed to have one product and we haven't changed the product in any shape, form, or size, and we've not compromised on any of its quality and we've been able to supply it for about eight years.

"It's just a good product."

by Jo Gilbert

Jason Hay tackles next step to success

Jason (Mengheng) Hay loves a challenge. At just 24, he runs his own flourishing bakery in Ellerslie, Auckland. His pies are winners – not just with the customers, but with the seasoned judges in the 2008 Bakels New Zealand Supreme Pie Awards. He's just graduated with a National Certificate in Baking (level 2) and has signed up with industry training organisation Competenz as an apprentice, working towards his National Certificate in Baking (craft) level 4.

Not bad for an orphan from Cambodia who barely spoke a word of English when he arrived in New Zealand as a teenager seven years ago.

Jason's not daunted by the prospect of two years of study, on-job assessments and distance learning to earn his level 4 qualification. He's already managed to pack a lot into his new life in New Zealand, including starting a family. He and his wife Annie – a childhood friend from Cambodia – are expecting their second child in April.

He sees ongoing training as the crucial next step in his rapid rise to success. And he's particularly keen to develop his skills in making cakes and pastries.

It's just over a year since Jason took over Richoux Patisserie in Ellerslie. When a NZ Bakels representative suggested he enter some of his pies – already a hit with the locals – in the prestigious Supreme Pie Awards competition Jason wasn't sure if he could make the grade. On the day of the contest he had to rush off to help a relative and couldn't put as much effort into his entries as he wanted to.

"I was worried they were not perfect," he recalls. But his fears were unfounded. Not only did he win gold with his mince and cheese pie, his vegetarian pie won bronze and his steak and vegetable pie was in the top ten.

Like many new migrants, Jason has worked hard for his success. He was raised by his grandparents who urged him to study hard and do well, and when an aunt offered him the chance to join her in New Zealand he jumped at it.

Jason and Annie Hay: Award-winning pies are among the quality products on offer at their bakery, Richoux Patisserie in Ellerslie, Auckland.



While at high school and studying English, Jason spent the weekends helping a cousin who owned Counties Bakery in Pukekohe. There Jason picked up valuable business skills as well as the basics of making bread.

His energy and enthusiasm impressed his bosses when he moved on to other jobs – first with ABC Tissue Products, and then with Leader Products. "The manager there asked me what I wanted to do. When I told him I wanted to run my own business, he said, 'OK, I'll help you get there' – and he did."

Jason and Annie bought a small bakery in Blockhouse Bay, turned the business around and a year later sold it at a tidy profit. "We specialised in Chinese buns and I knew nothing about making them so I had to learn fast. It was hard work, starting at 1am, but it was worth it."

Annie's parents helped finance them into their next venture, the Richoux Patisserie and Cafe. Some good fortune in Lotto meant the young couple could repay the loan and focus on building their business.

Jason was one of several Asian bakers awarded with level 2 certificates at a ceremony at NZ Bakels in Auckland in December. They all attended a course designed to suit their literacy, numeracy and cultural needs.

Competenz account manager Michelle Kesha says training provider Crop and Food Research saw the need to tailor a course to encourage trainees from the Asian community to upskill and achieve internationally recognised qualifications.

"Crop and Food Research should be commended for seeing a gap in the market and doing something to encourage training numbers and build awareness of the national qualifications," says Michelle.

"Part of my role is to attend some of the level 2 course sessions this year and gather feedback from the trainees. I'll also assess how well they're doing in achieving units and whether they're getting value from the course."

Graduates have told Michelle they found the course not only provided practical skills but boosted their confidence and language skills. They're encouraging colleagues and family members to enrol in the next course.

"That shows this course is gaining awareness within the Asian community and will help to build bakery trainee and apprenticeship numbers in future," she says.

For more information, contact Michelle Kesha at Competenz, phone 09 583 2868, mobile 027 455 7745, email m.kesha@competenz.org.nz

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What's on the horizon under the new government?

By Sarah Bradshaw

Rather than the total overhaul in employment legislation which occurred following the last two changes of government, National has indicated its reforms will be within the parameters of the existing legislation.

Some of the changes include:

KiwiSaver

The first major legislation of the National Government, The Taxation (Urgent Measures and Annual Rates) Bill, was passed on 11 December 2008. In relation to KiwiSaver, the standard minimum employee contribution has been reduced from 4% to 2%. The minimum employer contribution is capped at 2% rather than increasing up to 4% by 1 April 2011. The employer tax credit will be discontinued from 1 April 2009.

Employees will still not be able to have their gross taxable pay reduced due to KiwiSaver membership but employers will be able to pay cash to non KiwiSaver members to offset amounts received by other KiwiSaver employees as employer contributions.

The employer superannuation contribution tax exemption has been reduced to 2% from 1 April 2009 in line with the employer contribution rate.

Employment Relations Act

On 12 December 2008 legislation was passed introducing a 90 day probationary period for employers with less than 20 employees which, with the agreement of the employee, would give the employee no recourse to the personal grievance procedures if employment is terminated within 90 days.

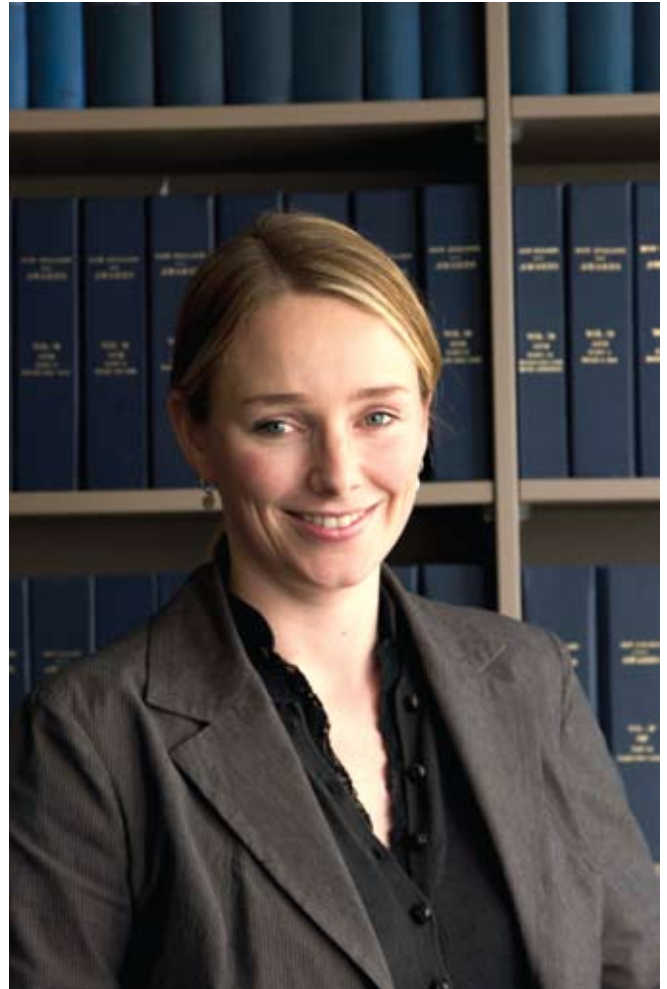
The probationary period may be extended to include larger employers in future. National also looks set to loosen the hold of unions on collective agreements- and may in future allow employees to bargain collectively without being a member of a union.

Holidays Act

National has indicated a review of the Holidays Act will be undertaken with proposed changes including allowing employees to request and agree to the cashing up of their fourth week of annual leave.

Redundancy relief

In response to the recession, allowing employees declared redundant after a minimum of 6 months employment in a position access to an increased weekly accommodation supplement and a working for families top up for up to 16 weeks.



Sarah Bradshaw, Employers' Advocate MGZ Ltd

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Recipes



Berry Fruit Mince Slice

by Gary Jonas



Ingredients

Base

- 200gm chilled butter
- 200gm (1 cup) packed brown sugar
- 350gm (2 cups) standard plain flour

Topping

- 400gm (2 cups) packed brown sugar
- 90gm (½ cup) plain flour
- 1 tsp baking powder
- 1 tsp salt
- 250gm (2 cups) desiccated coconut
- 4 large eggs
- 2 tsp vanilla essence
- 600gm (2 cups) Barker's Berry Fruit Mince

Method

1. Base: Cut the cold butter into pieces. Place into a mixer or food processor with the brown sugar and flour. Mix until the mixture is crumbly in texture.
2. Press down evenly in a greased baking tin.
3. Bake for 10 minutes at 160°C.
1. Topping: Place all dried ingredients into a mixer or food processor and mix well.
2. Add the eggs, vanilla and Barker's Berry Fruit Mince and blend together until all combined. Do not overmix.
3. Pour the mixture on top of the base and spread out evenly.
4. Bake at 160°C for about 40 minutes or until the centre of the topping feels firm and evenly coloured.
5. Cool thoroughly before cutting.



Gary Jonas

21 October 1962 – 15 December 2008

Admired and much loved Dad of Sam and Hannah.

An Ironman at Rest.

He loved travelling, nice clothes, food and wine, having a good time. A fan of European soccer.

Nicky Sheed, Sales & Marketing Manager at Barkers Fruit Processors Ltd, writes:

It is fitting with the launch of Slice magazine to feature a slice recipe developed by Gary Jonas.

As many of you will know, Gary lost his fight with cancer in mid-December last and had worked for Barker's for a number of years.

Gary was a likeable character with rarely a negative word to say about anyone. People enjoyed being around him and customers always asked after him. He was one of those guys that, regardless of what you were doing, you wanted on your team because of what he brought with him!

One of his main achievements was the development of our recipe database – over 200 recipes using our products.

His presentations were a pleasure to be part of. He had a compelling style of ensuring products looked just right. This same careful trait was shown in this personal appearance – bright, neat shirts and ties with tie pins always a necessity.

His passion for training was another strength. Regardless of age participants loved his sessions. Young people aspired to be like him. I think he appealed to the young because he could easily relate to them – he was so natural. He also taught our team much on the topic of baking (among other things!).

This bubbly person was also never short of a few stories that always brought a laugh. He had a style about him that made people happy. Many people within our business will greatly miss this special person: a true professional and passionate baker.

We will miss you GJ but have many special memories which will be treasured for years to come.

Simnel Cake

An Easter Treat

by Malcolm Cook
 Courtesy of NZ Bakels

Simnel cake is a light fruit cake, similar to a Christmas cake, covered in marzipan, and eaten at Easter. A layer of marzipan or almond paste is also baked into the middle of the cake. On the top of the cake, around the edge, are eleven marzipan balls to represent the true apostles of Jesus; Judas is omitted.

In some variations Christ is also represented by a ball placed at the centre. The Christian fasting and repenting period of Lent ends on Easter Sunday and a Simnel cake helps to mark the end of the forty days of Lent with a tasty treat and marks the celebration of Easter time. Some people still call the fourth Sunday during Lent Simnel Sunday.

The word simnel comes from the Latin word simila, which means fine wheaten flour, from which the cake was traditionally made.

Ingredients

110gm	butter (softened)
110gm	soft brown sugar
3	fresh whole eggs
150gm	plain flour (standard)
1gm	salt
2gm	ground mixed spice
200gm	sultanas
100gm	raisins
50gm	currants
50gm	chopped mixed peel
½ lemon	lemon zest
50gm	apricot jam

Almond paste (marzipan)

125gm	caster sugar
125gm	ground blanched almonds
1	fresh whole egg
2gm	almond essence

Ganache

120gm	fresh cream
20gm	butter
200gm	dark chocolate

Method

To make the almond paste:

1. Place the sugar, ground almonds and almond essence in a bowl.
2. Add enough egg to give a, soft dough like consistency. Divide the paste into 3 equal pieces, cover and rest.

To make the cake:

1. Preheat oven to 140C.
2. Cream the butter and sugar together until light. Beat in the eggs, adding gradually until well incorporated.
3. Sift the flour, salt and spice, add to the batter and mix slowly until clear.
4. Lastly, add the dried fruit, peel and lemon zest and mix into the mixture well.
5. Put half the mixture in a greased and lined 18cm cake tin. Smooth the top, roll out one third of the almond paste into a disk and place on top of the mixture.
6. Add the remaining cake mixture on top of the almond paste disk, smooth the top and bake in the preheated oven for approximately 1½ hours. Once baked, remove from the oven and leave to cool. Preheat the oven to 180C
7. Brush the top of the cooled cake with the apricot jam. Roll out another third of the almond paste into a circle and cover the top, egg wash and return to the oven until the paste is golden brown, approximately ten minutes.
8. Divide the last of the almond paste into 11 balls, coat in white chocolate or couverture and let set.

To make ganache

1. Boil cream and butter, take off heat
2. Break chocolate into small pieces, add to cream – stir until smooth and no lumps. Allow to cool to the right consistency before using.

Assembly

1. When the cake is cooled, place on a wire and cover the entire cake with the ganache.
2. When the cake is nearly set, arrange the eleven almond paste balls evenly around the edge of the cake.





Chocolate cherry sourdough bread

A Canadian expert shares a favourite sourdough recipe sure to entice customers with a sweet tooth

By Tracey Muzzolini

Courtesy of Bakers Journal (Canada)



This recipe is a spin-off from the Italian classic chocolate bread. Added to this recipe are rum-soaked cherries, bittersweet chocolate and sourdough culture. The key to this bread is a quality bittersweet chocolate, as the flavour is not intended to be too sweet. A cup of coffee, a glass of wine and a nice mascarpone cheese are wonderful accompaniments to this bread. I have also enjoyed this bread for dessert with a lovely port. If you want to have a special treat, try chocolate bread as French toast – you'll find it simply delicious and decadent.

I have been making this bread in my bakery for about 10 years around holidays such as Thanksgiving, Christmas and Easter. It makes a nice addition to the holiday line and customers enjoy having something different and special to enjoy with loved ones at family gatherings.

The term viennoiserie is used to describe yeast-raised products enriched with butter and eggs and sweetened with sugar, although not always all three.

There are certain considerations in regards to mixing viennoiserie. Specifically, this chocolate cherry sourdough bread contains 24 per cent sugar. The yeast percentage has been increased to compensate for the effect the sugar has on fermentation. Osmotolerant yeast has been designed specifically for use in viennoiserie, providing a better fermentation activity and fuller volume in the finished product, and is a good choice for this formula. Sugar is hygroscopic and competes with the flour protein for hydration; this can delay the formation of gluten during mixing and increase the mixing time. It is a good idea to add the sugar in two stages to allow the gluten to develop and shorten the mixing time. Also, with the high percentage of

butter, 10 to 12 per cent or more, it is better to develop the gluten first and then incorporate the butter in the end. Doughs high in fat and sugar need a lot of strength to support these ingredients, so it is important to have an intensive mix and develop a strong gluten structure.

Baking temperature should be lower than other breads as the ingredients will cause excessive caramelisation on the crust.

The high percentages of sugar and butter will produce a soft crust and tight crumb, in addition to decreasing the staling time. The sugar is a nice balance to the bittersweet chocolate and cocoa powder. The rum-soaked raisins are deliciously soft and moist and contrast with the chunky chocolate. With a glass of wine or for breakfast with coffee, your customers will love the special treat of this chocolate cherry sourdough bread.



Chocolate cherry sourdough bread

Makes 24 250gm loaves from 6kg of dough

Ingredients

Pre-ferment (Levain)

275gm	White flour
275gm	Water
27gm	Sourdough starter

Final dough

1800gm	White flour
1.25l	Water
45gm	Salt
30gm	Instant yeast
430gm	Sugar
190gm	Cocoa powder
320gm	Butter
55gm	Sour cherry
75gm	Bittersweet chocolate
575gm	Levain

Method

Preparations

1. Levain formula is 100 per cent flour, 100 per cent water and 10 per cent starter. Mix levain by hand or in a mixer according to amount with final dough temperature of 24° C and ferment for 12-15 hours at 24° C.
2. Chop chocolate into small chunks. Chop cherries into small pieces and macerate with rum and water for at least one hour.

Final dough mix

1. Adjust water temperature so final dough temperature is 24° C. Add flour, cocoa powder, salt, yeast and levain to the bowl of a spiral mixer. Mix five minutes on first speed. Add the sugar in two parts while mixing in second speed. Allow the gluten to develop before adding more sugar. Mix on second speed until full development. Add butter and mix on second speed to full development, approximately five minutes more. When dough is fully developed add cherries and

chocolate and mix on first speed until incorporated.

2. Place in a holding tub and ferment one hour at room temperature. After one hour, fold dough and refrigerate for an additional hour. (Refrigerating the dough makes it much easier to handle and shape.)
3. Divide mini loaves at 250 grams each and preshape into rounds.
4. Divide small boules at 70 grams and preshape into rounds. Rest for 20 minutes.
5. Shape mini loaves into batards and place in greased mini loaf tins.
6. Shape small balls and place onto a sheet pan with parchment.
7. Proof breads approximately 1-2 hours.
8. Bake loaves in 180° C for approximately 30 minutes.
9. Bake small boules for 15 minutes at 180 C.
10. Let loaves cool in pans before removing.



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