

slice

for cafés, caterers and bakeries



Michael Kloeg spills the beans

How to win the Bakery of the Year® award

BIANZ joins up with Fine Food NZ

Rye bread and bloomers

The Tokyo Twist

Brent Kersel revealed

A love story



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Contents

November 2009

Fine food future

7

Arrangements for the 2010 BIANZ
conference move ahead with a
surprise venue.



Beans spilt

22

Winner of the 2010 Bakery of the Year
tells how he and his team nailed it.



The Tokyo twist

25

A Japanese patissier finds a ready
market for Tokyo-style cakes and
pastries in Christchurch.

From the office by Belinda Jeursen	2
From the president by Jason Heaven	3
Employment law by Sarah Bradshaw	3
News and views	4
New products	5
BIANZ teams up with Fine Food New Zealand	7
The Food Nerd by Dennis Taylor	10
BIANZ sponsorship agreement	10
Events calendar	12
How to make a cucumber sandwich	12
IBA report – All the fun of the fair by Mike Meaclem	13
Auditing becomes a market essential	14
20 years in business – a celebration	16
The pizza oven – part 2 by Gary Cameron	19
New Zealand Bakery of the Year® 2009	20
Spilling the beans – Michael Kloeg reveals secrets	22
Brent Kersel, a love story by David Tossman	24
The Tokyo Twist by Amanda Cropp	25
Lisa Nowlan, food Industry specialist	26
Where everybody knows your name by Belinda Jeursen	28
The real star of Christmas by Belinda Jeursen	29

Recipes

Old Fashioned Crumble Cake, Banana Royal,	
Savoury Brot Torte, Olie Bollen by Holger Schinz	30
Banketstaaf (Dutch Christmas Log) by Malcolm Cook	31
Rheinisch brot by Mitch Stamm	33
Superior fruit loaf by John Kirkland	34
The Food Nerd answers	34
Summer breakfast treats by Mike Meaclem	35
Blooming good food by David Tossman	36



From the Office

BIA EXECUTIVE OFFICER **BELINDA JEURSEN** REPORTS

Although I work on my own in the office I am in daily contact with our executive, members, suppliers and other organisations, and there are not many dull moments.

I work for an industry I care deeply about and in which I am passionately interested, carrying out a challenging variety of tasks in conjunction with people who are committed, highly skilled, creative and know how to have fun.

In the past two weeks, in addition to the daily tasks required to run the office, I have met with WINZ to discuss a work scheme proposal for potential bakers, spoken to Radio New Zealand about iodised salt, spoken to The Press about the winners of our Bakery of the Year competition, visited a new patisserie, and met with the winners of the Peoples Choice Award at their bakery.

I have visited the site of the 2010 Fine Food Show where we will host our conference and competition next year, written articles for the next edition of Slice, updated our website, helped BIANZ members with employment and other issues, and organised the BIANZ diaries mailout.

I also attended an executive meeting to plan our events and activities for the next year, drafted budgets, lodged the new BIANZ rules, signed up new members, and made sure that the winning bakery in our competition received their media package, including a billboard, window sash, pie bags and some giant gingerbread men.

We recently held our Annual Awards Dinner in Wellington where the Bakery of the Year awards were made and the Trainee of the Year announced by Weston Milling. It is always a pleasure to see members of our industry rewarded for the hard work and creative effort they put into their craft. The winners and their product are all available to see on the BIANZ website.

Congratulations to Ten O'Clock Cookie Bakery Café of Masterton who won the overall Bakery of the Year Competition, and to The Naked Baker of New Brighton in Christchurch who won the Peoples' Choice Award.

Congratulations also to all the other bakeries and cafés that entered their product. We know how much effort is involved and appreciate the lengths you go to.

The baking industry is vibrant, dynamic and challenging for everyone involved. There are so many ways that bakeries, suppliers, training organizations, government and the media can work together to give it the profile it deserves, ensure that the needs of bakeries and cafes are met and that their views are fairly represented.

BIANZ has a vital role in making this happen. We are here to help our members with their individual needs and to advocate on behalf of the entire baking industry in New Zealand.

Our executive works really hard to plan and act for the benefit of our members and the industry as whole and make sure baking is not left behind or left out when it comes to decisions and events that affect us all.

The current recession and the subsequent change in approach required has been challenging for everyone and kept us on our toes.

We are always asking how we can improve BIANZ, what we can do to make BIANZ membership more valuable and how we can influence those in power in favour of our industry.

If you have ideas of how we can offer more value to our members and to the industry, please let us know. We'd love to hear from you.



NEW MEMBERS

The Baking Industry Association welcomes these new members:

The Busy Bakery	Katikati
Bakehouse of Waikanae	Waikanae
Titahi Bay Bakery	Wellington
Culverden Bakery Ltd	Culverden
Tulsi Contemporary Indian Cuisine	Wellington
Foodstuffs Auckland	Auckland
Blackwood Gourmet Bread Ltd	Auckland

From the President

JASON HEAVEN KEEPS IN TOUCH

Hi All

For those of you who joined us at the 2009 BIANZ Conference, thanks for supporting this event. Most people who help organise these conferences are volunteers so it makes it all worthwhile when members attend. I know that I enjoyed myself along with many others, catching up with old friends and meeting new ones.

It was great watching all the trainees compete in the Trainee of the Year competition. John Anderson from Contiki Tours was a fantastic speaker and definitely one I would want to hear again. Thanks again to all who supported us in putting on this event.

Congratulations to Sarah Harrap from AUT who took out the 2009 Trainee of the Year. Sarah did a great job and I thought she really deserved the title. Well done Sarah, keep up the good work. I will be looking out for you in the future as your baking career takes off.

Congratulations also to Ten o'clock Cookie Bakery Café, the 2009 BIANZ Bakery of the Year. Well done Michael Kloeg and the team, I know that you have been after this title for some time and that it would not be long before you achieved it.

It was great timing with the whole team at the awards dinner to celebrate the win, and celebrate they did. Congratulations again, it couldn't have gone to a more passionate baker.

Thank you to everyone who attended the AGM and for your support in re-electing the executive to stay on for another term. We have a great team at the moment and have some unfinished business that we would like to see through so it would be a shame to break up the team just yet.

Back in August, the executive attended a "bread summit" in Wellington where plant and craft bakers came together to discuss the issues around the fortification of bread with folic acid. The conclusion was that all parties would voluntarily do their best to bring out a range of breads that include folic acid.

The government then announced that it will review the situation in three years, and if there is enough bread fortified with folic acid on the market to satisfy consumer needs the inclusion of folic acid will not become mandatory. So at the moment bakers still have a choice as to whether they want to make bread with folic acid or not, and the public still have a choice in what they buy.

Well it's almost that time again when the big man in red comes to town and we all want to stay well clear of the shopping centres. Hope you all have a great Christmas trading and you and your family have a fantastic and safe Christmas.

Happy baking,

Jason Heaven



Rest easier with law change

By Sarah Bradshaw

A bill to change the existing employment law on rest breaks was introduced into parliament on 27 October by Minister of Labour Kate Wilkinson.

If passed, this amendment will give greater flexibility for employers in relation to meal and rest breaks. The bill will repeal the law passed by Labour last year that gave workers two 10-minute breaks and a half-hour lunch break at 'reasonably well-spaced times' each day. Before that, there was no statutory requirement for paid breaks though almost everyone got them.

In its current form, the new bill effectively removes the requirement to have a specific length of meal and/or rest break.

In addition where the employer and employee don't agree on the timing or duration of breaks, they can be specified by the employer within reasonable limits.

If passed, the bill will also entitle employers and employees to agree to 'compensatory measures' which could include time in lieu of the break, or a later start or earlier finish during the work period.

A further proposed change that will be welcomed by employers is that breaks may be subject to reasonable and necessary restrictions, so that, for instance, the employee may be required 'to be aware of his or her work duties', or if required, continuing to perform some of his or her work duties during the break.

This may be of particular relevance in the baking industry where, for example, a shop assistant is the sole employee for a work period.

As currently drafted the legislation entitles employees to specified breaks regardless of whether there are other staff available to cover the employee. If the bill passes, this will provide members with greater flexibility to address such issues.



Sarah Bradshaw,
Employers' Advocate
MGZ Ltd.



news and views

Folic acid update

Mandatory folic acid fortification will not happen if bakers do it voluntarily

After a "bread summit" held in Wellington recently, the baking industry has been advised to provide a range of breads containing additional folic acid. If we can show we are doing it of our own accord, the mandatory fortification of breads with folic acid will be abolished.

It is imperative therefore that the all bakers – from large plant bakeries to small family bakeries – offer customers fortified options. We all argued that consumer choice was important and now we must give consumers that choice.

Plant bakers have announced a voluntary fortification scheme but we cannot just assume that the supply from plant bakeries will be enough.

Many of our suppliers have a range of products that we can use to fortify our breads and provide an acceptable range to consumers.

On 19 October the Food Safety Minister, Hon. Kate Wilkinson, hosted a meeting at parliament along with Laurie Powell (president of NZAB), Annette Campbell (Couplands Bakeries and Baking Industry Research Trust), Katherine Rich (NZ Foods Grocery Council), NZFSA and Ministry of Health representatives, and several pro-folic-acid-fortification lobbyists.

Laurie Powell told the minister that many of the large bread manufacturers have already introduced products fortified with folic acid and that appeal to women of child-bearing age, and will continue to introduce more.

The pro-folic-acid lobbyists have acknowledged this as a start and expressed the hope that the baking industry continues to offer a range of fortified breads.

This means that New Zealand's smaller bakeries need to make an effort to offer a similar range.

The easiest way is to use a product from companies such as NZ Bakels and seek their technical advice to ensure that you stay within the guidelines set out by NZFSA.

If bakeries in all regions of the country all make some effort to provide a range of fortified breads, the belief is that by 2012, when a review is to take place on mandatory fortification, the voluntary status quo will remain.

Aussies take to folic acid

Adding folic acid to bread-making flour became compulsory in Australia on September 13.

New Zealand bakers have successfully resisted the same regulation being applied in New Zealand. (See previous story.)

Sunny side up

Trend-spotters on the US cafés scene have noticed that eggs are increasingly popular beyond breakfast.

One reason given for eggs' move onto lunch plates is their growing consumer acceptance.

After being bashed around in the press in the 1980s and '90s for their cholesterol content, eggs have come back into favour lately as a good, whole source of protein and nutrients.

On the other side of the counter, eggs are an incredibly inexpensive ingredient but one that can carry a whole dish.

Eggs' relative ease of preparation, too, makes them a valued player in kitchens.

Eggs can be poached ahead of time and kept in ice water and then rewarmed at service.

Baked-egg dishes also can be prepared in advance.

The trend-spotters note that eggs usually work better as co-stars, most famously with bacon but also with salads, tomatoes, cheeses and, of course, toasted sourdough bread.

Starbucks UK ditch format

Starbucks is to ditch its policy of standardised outlets, the Daily Telegraph in London reported in September.

Darcy Willson-Rymer, Starbucks UK and Ireland managing director, admitted the company had made a mistake by homogenising its brand.

He said: "I think we tried to put a bit too much process into the stores. We have to reflect what food the customers want. As we evolve our store design, we have to do it in a way that resonates with people."

"We have made mistakes in the past that we need to correct, but the fundamentals are fantastic."

His announcement comes after a consultation with the company's 9,000 UK staff on how to take the business forward and is in line with the company's strategy to become less corporate.

In the US Starbucks has even launched an unbranded store in Seattle called "15th Ave. Coffee and Tea Inspired by Starbucks" which also serves beers and wines.

A reminder

As of September 2009 all breads are to be made with iodised salt.

Pizza bases, breadcrumbs, pastries, cakes, biscuits and crackers will not be required to contain iodised salt.

To retain consumer choice, organic and unleavened bread will also be exempt from the replacement of non-iodised salt with iodised salt.

NEW products

Edmonds happily goes sour



Edmonds has announced the introduction of the Edmonds Vinegar range to the food service market.

Victoria Cooper, brand manager for Edmonds, outlined the benefits the range brings to the market, saying that it offers a great balance between food-service professionals' functional requirements as well as being real vinegar'

"No imitation vinegar in this range, Edmonds Vinegar is real vinegar, with no artificial colours, flavours or preservatives and naturally brewed to deliver best results," Victoria say.

The newly designed 10 litre bag-in-box has a very strong board grade and a durable bladder, which ultimately helps to reduce damage in transit and on arrival.

"The 20 litre bottle contains 9.9% acetic strength which differentiates it from its competitors due to its strong preserving qualities."

"The Edmonds vinegar range gives you even more value with Foodservice Rewards," Victoria said. Simply peel the label on any marked pack of Edmonds Vinegar to redeem points."

For more information visit www.gffoodservice.co.nz or contact the Goodman Fielder Consumer Advisory Centre on 0800 809 804.

New from Cambro – High Density Storage Systems



By eliminating aisles and utilising all available space, Cambro high density shelving could increase your storage capacity by up to 40% .

Utilising standard starter kits to anchor the shelving system, the track simply locks into the base of the starter kit. Track lengths come in three sizes but can be reduced or added to dependant on requirements.

There is no need to bolt or drill the track into the floor as it is held securely by the end shelving units.

High density castors ensure the shelving units roll easily and remain secure, reducing any OH&S concerns.

The inclusion of Donut bumpers protects the castors from damage and this spacing reduces the possibility of injury when units are pushed together.

This new system comes with an anti-microbial coating to inhibit mould and bacteria on the shelf plates. The steel core encapsulated in polypropylene means the shelving will never rust.

This system allows you to easily adjust shelf heights at any time or add new shelves. Shelf plates can be simply removed for dishwasher cleaning.

For more information contact Burns & Ferrall on 0800 697 465.

Bakels folic acid mix



The New Zealand baking industry has shown unanimous support for the voluntary folic acid fortification of a wide range of breads and anticipates that within six months further ranges of folic acid fortified breads will be on the shelf.

As the required fortification levels of pure folic acid are extremely small – 1.3–3.0 mg per kg of flour – NZ Bakels Ltd have designed a folic acid mix which is easy for the baker to use. It comes in 15 kg bags.

The recommended usage rate is 0.125% on total cereal weight. This mix can be added to any white, meal or grain bread recipe.

When used at the recommended level it will give a middle-of-the-range addition of 150 mcg folic acid.

Taking the bake loss of approximately 9% into consideration, this will provide a final level of 135 mcg of folic acid per 100 grams of baked bread.

New Zealanders consume, on average, 110 g of bread per day. When Bakels Folic Acid Mix is used at the recommended usage rate, this will equate to an extra daily intake of 150 mcg of folic acid.

Together with the natural folates from other food items, this will provide a total of 350 mcg, which is approximately 85% of the daily requirement.

NEW products

Honest customer feedback



A new system developed in New Zealand is designed to help with one of the most common problems in business: getting honest feedback from customers. Did they like their pie? Was the bread lovely? How about the service?

Most of the time customers won't speak out but this new system is set to change the way we receive that vital feedback.

Creator of Teksys feedback text systems Adam Hutchinson says he came up with the idea while at dinner a year ago at a restaurant. "Friends and I went out for dinner and there was something wrong with the food my friend was eating. However when the waiter asked how it was, my friend said everything was fine. But as soon as we stepped out of the place he started to complain."

"I thought there must be a better way to give feedback, and Teksys is now it. Kiwis are renowned for not being confrontational and this new system allows them to give feedback confidently." The system allows customers to text feedback to the bakery.

Each establishment has a keyword that the customer types in at the start of the text message. The message is then sent onto the private Teksys website. The owners and managers can then log on to the website and check their feedback in real-time, replying to any messages immediately via an online text message system.

"Teksys is a fantastic way of keeping up with your customers' views."

"We have found this product to be a valuable tool in managing customer service and product quality control."

"Customer comments can be viewed in real time and dealt with as soon as they arise. Great, as you can't afford to lose loyal customers to your competition."

Jason Heaven
Managing Director Heavens Bakery

Customers are notified about the system and keyword by means of display cards, table-talk cards or wall plaques, all supplied as part of the deal.

The Teksys system has already been trialed at Heaven's Bakery in Napier. (See sidebar.)

"It's a great way to connect with customers and track changes such as finding out what they think of a new product," says Adam Hutchinson. "It's in real time – you can see the feedback being logged as soon as the customer sends it – and it needs far fewer resources than a paper feedback form."

Free trial

Teksys are currently offering a free trial to BIANZ members.

For more information about the Teksys feedback text system check out www.teksys.co.nz

Merrychef 402s Cooking up to 15 Times Faster



Cook high quality foods at speeds up to 15 times faster than conventional methods with the Merrychef® 402s.

A combination of convection heat, air impingement and up to 1500 watts of microwave power allows the 402s to cook 10-15 times faster than conventional convection ovens with typical cook times of 15 seconds to 1 minute 30 seconds. And a built-in catalytic converter eliminates the need for a ventilation hood so the oven can operate in virtually any environment.

The heating pattern inside the oven minimizes the areas where grease may build-up, allowing food to cook evenly to produce a crisp, golden finish. With the unique Merrychef design, the Merrychef 402s can use standard metal baking sheets, eliminating the need for special cookware and handling.

- Guaranteed perfect product quality results every time
- Money saving unit
- Lifetime operational costs minimized
- Improved safety
- Network of service and support
- Energy savings. Testing has demonstrated that Merrychef ovens consume less energy overall than competitors' ovens.

For more information contact Burns & Ferrall on 0800 697 465

BIANZ teams up with Fine Food New Zealand

The Baking Industry Association is set to play a major role in Fine Food New Zealand's inaugural show next year, with on-site judging of the Bakery of the Year® Competition, a BIANZ members' lounge, and a stand and support for the Weston Milling Trainee of the Year Competition.

Fine Food New Zealand, taking place from 13–15 June 2010 at the ASB Showgrounds in Auckland, combines New Zealand's premier food exhibition, The Food Show, with Australia's most prestigious food trade show, Fine Food Australia.

The three-day international food, drink and equipment showcase is attracting support from many influential organisations and exhibitors.

BIANZ President Jason Heaven says the Association is really excited about the possibilities offered by Fine Food. "The show offers fantastic networking and trading opportunities to anyone in the food industry."

BIANZ Executive Officer Belinda Jeursen says Fine Food New Zealand is an excellent way for the Association to combine its annual meeting with a major food event.

Baking feature area

"Visitors will have access to our regular features, like the competitions, but they will also get to see a huge range of food, drink and equipment and meet exhibitors, other visitors and traders from all over the New Zealand and the world."

In addition to a stand, BIANZ is setting up a baking feature area where the Bakery of the Year Competition will be judged in full view of those attending the show.

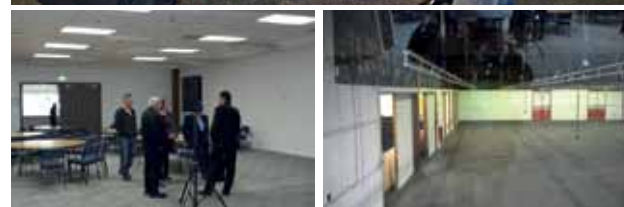
The products entered will be on display for the duration of the show so that everyone can see the top quality product being made by bakeries around New Zealand.

"BIANZ is lining up New Zealand's top bakers to judge the Bakery of the Year Competition. It will include several sections that allow bakers and patisserie chefs to show off their unique skills and creativity. The competition will be visually appealing and interesting to anyone who works with food," says Belinda.

Members' lounge

The Trainee of the Year Competition and other live baking events will also take place in the Feature Area. "And on top of all this," adds Jason, "we'll be providing a lounge for our members and associates at the show, somewhere they can go to do business, meet like-minded people or just take time out from what promises to be a very busy and absorbing show." There will be a bar, refreshments and a barista on hand.

Space exploration



BIANZ executive committee members meet a Fine Food representative and explore the exhibition space and lounge area booked for next year's conference and competitions.

The Association's AGM will also take place there.

Awards dinner

The popular BIANZ Annual Awards Dinner will be held off site on Monday 14 June at the Rendezvous Hotel in Auckland, where winners in the Bakery of the Year Competition and the Trainee of the Year Competition will be awarded for their efforts. Belinda says the Awards Dinner is always a special evening and is well attended by those involved in the baking industry.

**Fine Food New Zealand
ASB Showgrounds, Auckland
13–15 June 2010**



Weston Milling Trainee of the Year Competition 2009

The ten finalists in the Weston Milling Trainee of the Year Competition 2009 met in Wellington for the final round in a grueling bake-off before an audience of experienced bakers, under the gaze of video cameras, and occasionally interviewed by the MC, athlete, professional nutritionist and TV personality Marnie Oberer.

Chris Martin, last year's winner, was one of the judges.



Worktables and equipment courtesy of Southern Hospitality.



Judge Chris Martin (left) checks on the work of eventual runner-up Shinobu Sadamitsu.



Arafin Tfhah.



Jason Hay – eventual third.



Ryan Henderson.



Jacob Burns.



Czarty Benevidez and his nifty spiral slicer.



Tong min Li.



Sarah Harrap – eventual winner.



Sarah Harrap's Alice in Wonderland cupcakes.



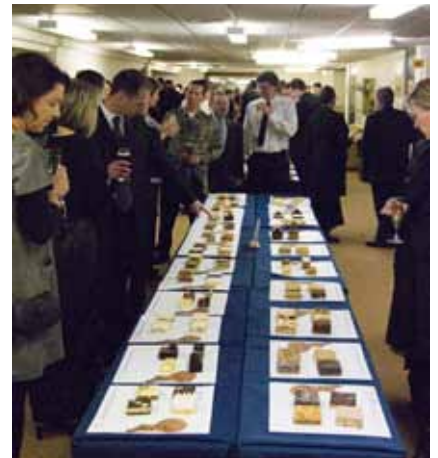
Czarty Benevidez's Fastfood Cupcakes.

BAKENZ09

It was just one day, but a great one for those who got to the Wellington conference, with a number of valuable talks, an exciting bake-off, the usual amazing display of entries in the Bakery of the Year competition, the glamorous awards dinner, and a guaranteed-to-make-you-dance performance by the Beat Girls to finish with.



Top left: New Zealander **John Anderson**, founder of multi-national tour company Contiki, offers some pointers based on his exceptional success in business. *Centre top:* **Ralf Schmidt**, Manukau Institute of Technology Bakery and Patisserie Programme Leader, offers novel tips and techniques for café cakes. *Top right:* Hokitika baker **Dicey Davison** (right) seeks advice on the tourist market from John Anderson (who better?).



Photograph by Woolf



Second down on left: **Andreas Voegelin** from NZ Bakels gives tips on making supreme pies. *Second down on right:* **The crowd** gathers to see all the entries in the NZ Bakery of the Year competition. *Third down on left:* some of the highly supportive **Ten O'Clock Cookie team** relish the awards. *Third down on right:* **Sue Beaufill** from Big Bake Bakery, Papamoa, enjoys a special performance from **Manuel the Waiter** at the Awards Dinner. *Bottom left:* **The Beat Girls** bring back the 60s with an enthusiastic vengeance. *Bottom right, L to R:* **Shane Mackay** from Weston Milling with prize winning trainees **Shinobu Sadamitsu** (silver), **Sarah Harrap** (winner) and **Jason Hay** (bronze).



BAKENZ09

A selection of Bakery of the Year entries. Photos of all entries can be seen via a link on the BIANZ website: bianz.co.nz



Café cake



Danish



Sponge roll



Cut slice

The Food Nerd

Self-confessed 'Food Nerd' Dennis Taylor has researched and assembled an extensive collection of food-related questions that cover a range of related fields including history, anatomy, science, the arts, sports and more.

Test yourself and your colleagues to see if you qualify as a food nerd by answering these questions.

- Which three letters are used to denote the Italian legal system that protects the regional names of Italian wines and foods?
- In Shakespeare's Hamlet, which herb is said to be 'for remembrance'?
- In New Zealand we say "Cheers" when raising our glass. What do they say in Japan?
- Gala and Splendour Apples were crossed to produce which variety?
- What is the common New Zealand term for Swiss Chard?
- What is the name of the traditional unleavened bread made from flour and water eaten during the Jewish Passover?
- Indonesia uses half of the world's cloves. What are they used in?
- Who wrote "Five quarters of the orange", "Blackberry Wine" and "Chocolat"?
- What is a spurtle?
- According to the traditional Irish song, what food products did Molly Malone sell from her wheelbarrow in the streets of Dublin?

ANSWERS ON PAGE 34



Sponsorship agreement

Bartercard, the trade exchange organisation, is now sponsoring BIANZ.

Bartercard is an effective way to conserve cashflow on everything from competition uniforms to stationery and trade services.

Jason Heaven and Michael Gray negotiated the arrangement on behalf of the executive.

What is Bartercard?

Bartercard International describes their service as a business tool that increases profits through new customers and improved cashflow. "Bartercard is unlike any other credit or debit card because members fund the card with their own goods and services, *not cash*."

According to Bartercard International, their New Zealand brokers currently help over 6,800 businesses in New Zealand to increase their sales, customer base, cash-flow and profit. Bartercard enables member businesses to save valuable cash, without having to engage in a direct swap of goods.

Bartercard is committed to helping small to medium sized enterprises (SMEs) grow and achieve financial success by facilitating a trade exchange network that offers dynamic and effective ways of conducting business.

Although the concept of barter is thousands of years old, bartering through Bartercard can claim to be the most innovative way of combining modern technology, a community of businesses, and indirect and direct marketing channels to expand your customer base, increase sales, increase profit and improve cashflow.

Ever since the inception of Bartercard in New Zealand in 1992, the way companies across the country conduct their day-to-day business has been revolutionised.

Bartercard internationally is a substantial company recognised as the largest and fastest growing barter network in the world. Bartercard currently trades over \$1.5 billion in cashless transactions per annum, and operates in six countries.

Bartercard offers flexibility in that a member of Bartercard can trade with any other member of the exchange globally without the need for a direct two-way exchange of goods and services.



Fine Food New Zealand

13 - 15 June 2010, ASB Showgrounds, Auckland

The most crucial 3 days of the year
for food and food service professionals.

It's a New Zealand first.

A powerful international trade show that meets the needs of the times and brings the whole dynamic food and food service together in one event: food, drink and equipment. Be here with the best and see live competitions and displays of a standard that really reflects the vitality of the profession.

Plan to cover all your networking needs at this perfectly timed, entertainment plus, all-encompassing event.

www.finefoodnz.co.nz

Register online now for free entry.

Live at the Show and not to be missed! A major BIANZ feature that includes:

- On-site judging of the Bakery of the Year
- Weston Milling Trainee of the Year Competition
- Static displays and more...!



Visitor Info: 0800 727 469

Exhibitor Enquiries:

Gail Lorigan, gail@finefoodnz.co.nz

Supported by the
BIANZ, NZ Chefs
Association and
NARGON



Events calendar

What	When	Where
The Food Fair	8–10 January	Singapore
BakingTech 2010 Over 1200 baking professionals share knowledge and information.	28 February–3 March	Marriott Downtown, Chicago
 Europain & Intersuc 6–10 MARCH 2010 PARIS NORD VILLEPINE - FRANCE boulangers, pâtisseries, traiteurs, charcutiers, glaciers, confiseurs, chocolatiers ...	6–10 March	Paris
Wildfoods Festival	13 March	Hokitika
Fine Food Queensland	14–16 March	Brisbane
Wine & Gourmet Japan	7–9 April	Tokyo
Bakery & Pastry 2010 9th International exhibition for the bakery and pastry industry. Part of FoodAsia 2010	20–23 April	Singapore International Convention Centre
Expo 2010	1 May–31 October	Shanghai
 BIANZ Conference Hands-on demonstrations, competitions, networking, the AGM and all of Fine Food New Zealand  Fine Food New Zealand including Weston Milling Apprentice of the Year bake-off, New Zealand Bakery of the Year, and much more.	13–15 June	ASB Showgrounds, Auckland
 Bakels Pie Awards judging	22 July	Auckland
 Bakels Pie Awards dinner	27 July	Auckland
Fine Food Australia	7–10 September	Sydney Convention and Exhibition Centre
Sachsenback trade fair for the bakery and confectionary trades.	11–13 September	Dresden, Germany
IBIE International Baking Industry Exposition	26–29 September	Las Vegas Convention Center
Bakery Indonesia	27–30 October	Jakarta International Expo
Australian Society of Baking Conference	October	Melbourne

How to make a cucumber sandwich



Immortalised on the Victorian stage (in *The Importance of being Earnest* by Oscar Wilde) and served at royal garden parties, the cucumber sandwich is generally considered to be the ultimate in traditional English afternoon tea finger foods.

This advice comes from English sandwich guru Adam Gilbert of the Soho Sandwich Company, who made many thousands of sandwiches over the English summer for events such as test matches at Lord's Cricket Ground.

"Believe it or not," says Adam Gilbert, "the cucumber sandwich is one of the most complicated we make, due to the fact that the cucumbers have such a high water content, which can end up making soggy sarnies."

"Our process is that we first remove the skin from the cucumbers, using a potato peeler, and then leave the cucumbers in a fridge overnight to allow sufficient time for them to dry out somewhat and to avoid the bread from becoming damp.

"Once dry, the cucumbers are cut laterally and all seeds are removed; we then mix low-fat cream cheese with finely chopped chives, spring onions and cracked black pepper, all of which is spread on the bottom slice of sunflower and pumpkin seed bread, and the laterally sliced and de-seeded cucumbers placed on top.

"Finally, we use wild English rocket, which is in plentiful supply during August and provides an excellent finish.

"The sandwich is a superb accompaniment to a glass of pink Champagne."



All the fun of the fair

Mike Meaclem reports on his visit to IBA in Germany

The IBA (International Baking Association) trade fair in Germany is one of the biggest in the world. This year it was held in Dusseldorf.

Bakers at this fair feel like kids in a lolly shop. There were huge nine halls showing the latest in machinery, baking techniques, craft tools, packaging and ingredients.

The challenge is to try and get around all the halls without missing anything important. This needed planning and advice.

That is where the Bakels stand came in handy. Bakels Chairman Duncan Loney invited all the Kiwis attending IBA to come to the Bakels stand every day at 4pm for a quiet beer and debrief. This was a wonderful chance to rest the feet and share the stories from the day.

I was very interested in the IBA Cup this year and of course keen to see the latest baking trends.

The IBA Cup is a live bake-off with bakers from countries all around Europe, in which they baked a variety of breads, small goods and a bread display. The quality of the work was very high, but Kiwi bakers should be proud of our own bakery products as they would stand us in good stead there.

The trends that became very apparent were glazes, both hot and cold, bright colours, unusual shaped cakes and chocolate/cocoa sprayed finishes.

I also found some neat icing cutters, moulds and edible sprays that you can't get in New Zealand. I have already used them with great success.

The great thing about going to IBA is not just what you learn from the show itself but from the places that you can visit on the way and the products there such as the beautiful breads and quark-based pastries in Germany and the buttery croissants in France.

Most of the bakeries in Germany are part of large franchises while in France there are still many independent corner boulangeries and patisseries. Where we stayed in Paris there were four boulangeries within 200 metres of each other. I did wonder how they could all survive but I suppose there are just so many people in Paris and all they love their bakeries and bakery products. I made it my task – purely as research – to try and taste at as many of these products as



Photos by Mike Meaclem

possible, and to sneak the odd photo.

But the trade fair was the highlight of the trip. If you have not been to a reasonable sized trade fair before, I suggest you come to Fine Food New Zealand in Auckland next year. There will be lots of stalls, new products, food competitions, and of course heaps of networking.

See you there.

Mike Meaclem is a baker, bakery owner, and BIANZ executive member.

Auditing becomes a market essential



Food safety expectations grow

We are living in a world where food safety expectations are becoming higher and higher. Retailers and trade partners are demanding expert third-party assurances that the food they are sourcing meets strict quality requirements throughout the supply chain. That's why food standards and the audit processes that support them have become essential to both domestic and global market access.

Your code of practice

Just recently BIANZ nominated AsureQuality as its third-party auditor for the BIANZ HACCP-based Food Safety Programme. This Food Safety Programme has been approved by the New Zealand Food Safety Authority as a national Code of Practice.

The largest

As the largest audit body in New Zealand and a global leader in food safety and biosecurity assurances, AsureQuality is perfectly positioned to offer the baking industry quality assurance services that span the primary and secondary processing sectors. Its broad range of accreditations across the supply chain means it can provide integrated audit solutions to businesses that have a number of certifications and approvals.

Meeting buyer demand

If you're looking to supply Woolworths Australia or Progressive for example, AsureQuality can audit your

premises, operations and products to the Woolworth's Quality Assurance Programme (WQA). Other assurances it can verify include the Tesco Nurture's Scheme, Coles, BRC, SQF and GLOBALGAP standards.

With auditors that are multi-accredited and located throughout most of New Zealand, and extensive training and laboratory testing capabilities, AsureQuality offers significant benefits to the baking industry.

The auditors selected for the BIANZ Food Safety Programme have a good knowledge of the baking industry and provide a consistent approach throughout New Zealand.

Subsidies available

As the country's largest NZQA-accredited Private Training Establishment providing food safety training, AsureQuality can work with you to meet your training and workplace assessment requirements for numerous NZQA unit standards.

This training qualifies you for subsidies through your training organisation, Competenz. Introductory and Advanced courses cover Food Safety, HACCP, Quality Management, Internal and External Auditing, and Health and Safety.

Common trends

Training is fast becoming paramount to the on-going implementation of various Food Safety Programmes

(Food Control Plans). Over the past 12 months AsureQuality has identified common trends emerging from its WQA/ Progressive Enterprises supplier audits – the need for a higher knowledge and skill level in HACCP, Food Safety and Good Manufacturing Practice (GMP).

Key tool

Industry-relevant training can help achieve this. Such knowledge provides BIANZ members with a key tool to improve their businesses and excel as a supplier to major customers.

Indisputable verification of your product's quality and safety comes from independent laboratory testing.

AsureQuality has IANZ-accredited laboratories throughout New Zealand and offer the baking industry a full suite of testing services.

BIANZ members' discount

AsureQuality's Industry Manager, Ian Shaw, works with BIANZ members and the baking industry to discuss how to streamline options and benefits of certification programmes.

If you would like to discuss how AsureQuality can assist your business, you can call Ian on 03 359 1933.

BIANZ members automatically benefit from AsureQuality's Trade Partner status and are eligible for a 10% discount across all its services.



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■ ■ ■



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20 years in business – a celebration

Southern Hospitality Ltd, now New Zealand's largest hospitality and foodservice equipment supply company, recently celebrated 20 years in the business.

The company was founded in Dunedin by partners Hyam Hart and Roger Fewtrell on 7 October 1989, and opened by the then Mayor of Dunedin Sir Clifford Skeggs.

A mega-kitchen store

"The company began with a staff of three. Today we have over 170 staff in 13 locations around New Zealand," says Roger Fewtrell, Managing Director. "Southern Hospitality is like a mega kitchen store for the hospitality and foodservice industry."

"With showrooms and warehouses from Invercargill to Whangarei, we are the only company with truly nationwide service," says Roger. "Each showroom is well stocked and an attractive place to shop, and each has a warehouse attached to provide the back-up stock of consumables such as glasses and crockery."

Many people will recognise the green vans and utes used by the sales force, however many people, even its customers, know little of Southern Hospitality's full range of activities.

More than a million

The company stocks more than 10,000 different products imported directly from over 35 countries – over a million items: everything from teaspoons and furniture to combi ovens. All products are selected for the strength and reliability that the commercial sector requires.

Southern Hospitality's buyers spend over two months each year overseas at trade fairs and factories looking for new and improved products. But Southern Hospitality does more than just sell catering and hospitality equipment and supplies.

More than equipment and supplies

The company has a design division with five full time CAD designers, an interior design consultant and an architect, all specialists

in hospitality: commercial kitchens and preparation areas, bars, restaurants, cafes and other public areas. Southern Hospitality looks after complete projects from design and obtaining planning consents to construction, fit-out, installation and after-sales service. "We can talk to you about your concept, do the job and virtually hand over the keys when the project is finished. We do as much or as little as you require," says Roger Fewtrell.

Steel work as well

Southern Hospitality has three stainless steel fabrication plants, Project Stainless Ltd, in Christchurch, Wellington and Auckland, making items such as stainless steel benches, bains marie, extract systems and wall linings. This enables Southern Hospitality Ltd to control every facet of each fit-out project.

Great advice

Roger Fewtrell attributes the company's success to the quality and experience of its staff, with over 80 chefs, bakers, and experienced hospitality-trained staff on the payroll. "You get great advice for free as part of our service," says Roger,

"All our people are passionate about our industry and we're proud to support students entering the industry by offering sponsorship for culinary competitions and prizes to secondary and tertiary training institutions. We offer 25 scholarships each year to tertiary hospitality, foodservice and bakery students. We enjoy investing in our industry's young people."

Working owners

Who owns Southern Hospitality Ltd? The company is 100% New Zealand owned and operated, and over 95% of the shares belong to people who work in the company. The people you deal with are probably shareholders.

What's in store for the next 20 years? According to Roger Fewtrell, they look even more exciting than the first 20. "We have some plans in place to continue growing Southern Hospitality, to add new products and services, to venture offshore, and to continue to become a better company and corporate citizen."



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What our customers say ...



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increase their production levels to invest in the quality, consistency and capacity of the Revent.

Andrew Fearnside
Director Wild Wheat Limited



Jimmy's has always used Southern Hospitality for machinery updates and renovations mainly because of the faith and the loyalty relationships developed

over the many years.

I was involved with the NZ Baking Society for many years, Southern Hospitality have since become a preferred supplier and offer great discounts to members. They are one of the major sponsors of the baking competitions. It is great to see a New Zealand owned company putting back something into its customer base.

Dennis Kilpatrick
Jimmy's Pies



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The pizza oven – part 2

Gary Cameron in
Woodville continues
the tale



pizza p'etza. *noun* a food item that can be simple or very fancy

Now the base had dried a sandcastle (igloo shape) was created on top, over which wet newspaper was layered to form a barrier between the hundreds of hand moulded briquets, dinner roll size, pressed on to form the inside shape of the oven.



Over this went another layer of clay, sand, straw, along with the addition of horse poo. (Don't ask why. They say it's traditional.)

When this had all dried out somewhat the sand was carefully removed to allow the inside to dry .

This was achieved by having a small fire in an old wok and slowly increasing the size and the heat until we had a full burnup.

However damp wood created a smokescreen that covered the grounds and the carpark.

But we finally got it right, and the first trial bake proved that it bakes well: two minutes for the first pizza and about an hour's cooking before the fire needs restoking.

We are hoping to start using this as an integral part of café fare as soon as summer arrives. Considering we had 30 centimetres of snow on the ground at the café this week we are looking forward to the better weather.

Continuing next edition.



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New Zealand Bakery of the Year® 2009

Overall winner **Ten O'clock Cookie Bakery Café**

2nd place (runner up) Oslers Bakery
3rd place (runner up) Copenhagen Bakery

Peoples Choice Award **The Naked Baker Ltd**

Overall Bread winner **Vic's Bakehouse**

Overall Cake winner **Ten O'clock Cookie Bakery Café**

Overall Pastry winner **Ten O'clock Cookie Bakery Café**

Best Pastry

Gold Ten O'clock Cookie Bakery Café
Silver Hillmorton Bakery
Bronze Oslers bakery Wairoa
Highly Commended Arobake

Best Cake

Gold Ten O'clock Cookie Bakery Café
Silver Oslers Bakery Wairoa
Bronze Strathmore Bakery and Café
Highly Commended Original Foods

Best Bread

Gold Vic's Bakehouse
Silver Copenhagen Bakery
Bronze Lievito Bakery
Highly Commended Arobake

To see photos of all product entries go to the link on the bianz website (bianz.co.nz) or go to <http://davidtossman.co.nz/NZBakeryoftheYear2009-PhotoGallery.html>





Café cake

Gold	Nada Bakery
Silver	Ten O'clock Cookie Bakery Café
Bronze	Original Foods
Highly Commended	Patisserie Yahagi

Cut slice

Gold	Oslers Bakery Wairoa
Silver	Ten O'clock Cookie Bakery Café
Bronze	Original Foods
Highly Commended	Strathmore Bakery and Café

Gluten free

Gold	Lievito Bakery
Silver	Marx Gluten & Wheat Free Bakery
Bronze	Oslers Bakery Wairoa
Highly Commended	Windmill Quality Cake Shop

Multigrain Bread

Gold	Copenhagen Bakery
Silver	Vic's Bakehouse
Bronze	Strathmore Bakery and Café
Highly Commended	Hillmorton Bakery

Hot Cross bun

Gold	Vic's Bakehouse
Silver	Copenhagen Bakery
Bronze	Willis Street Metro
Highly Commended	Baker's Delight Ponsonby

Sourdough

Gold	Arobake
Silver	Ten O'clock Cookie Bakery Café
Bronze	Baker's Delight Ponsonby
Highly Commended	Vic's Bakehouse

Sponge roll

Gold	Strathmore Bakery and Café
Silver	Ten O'clock Cookie Bakery Café
Bronze	Original Foods
Highly Commended	Copenhagen Bakery

Muffin

Gold	Oslers Bakery Wairoa
Silver	Strathmore Bakery and Cafe
Bronze	Ten O'clock Cookie Bakery and café
Highly Commended	Willis Street Metro

Puff pastry

Gold	Hillmorton Bakery
Silver	Oslers Bakery Wairoa
Bronze	Ten O'clock Cookie Bakery Café
Highly Commended	Arobake

Savoury

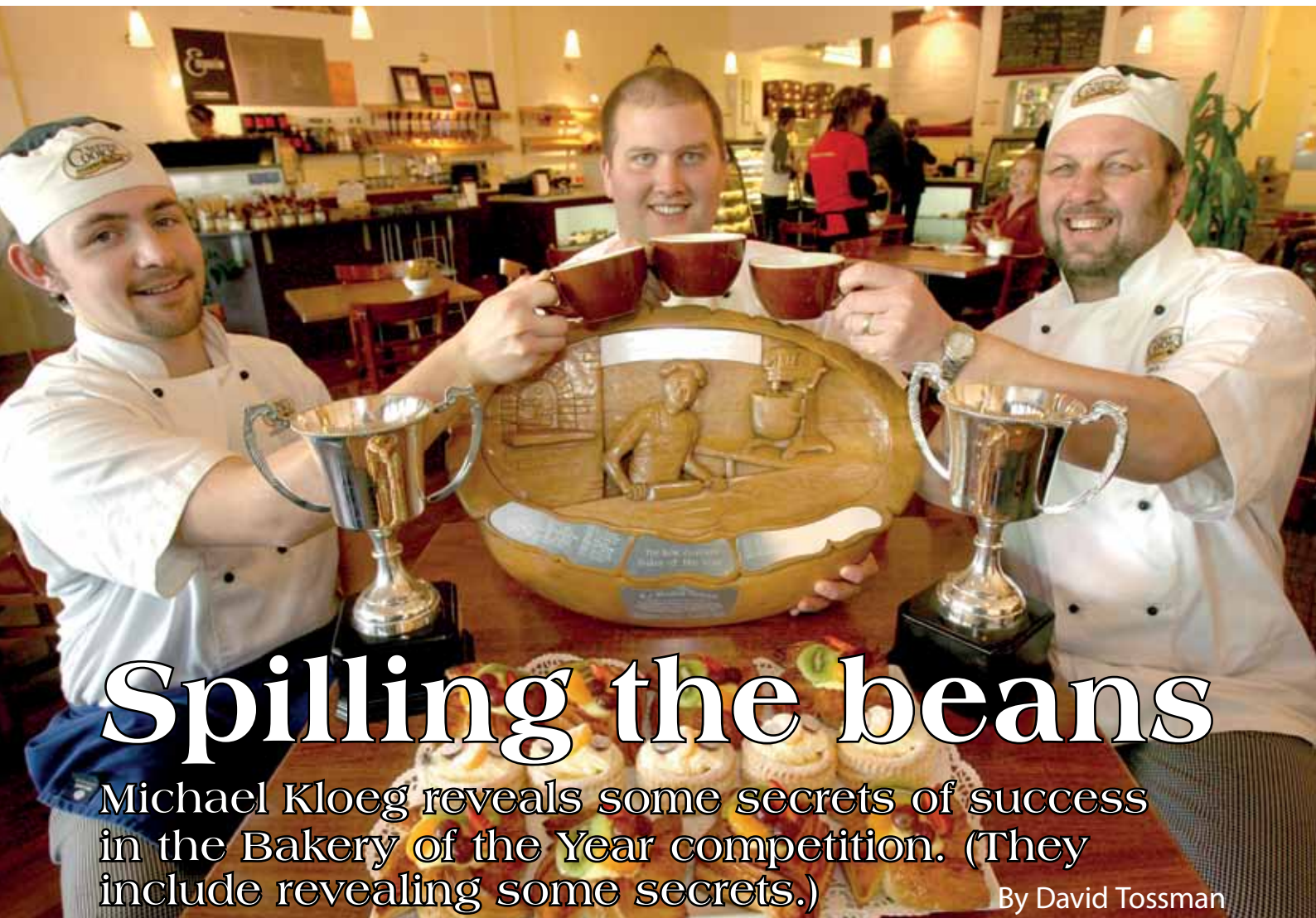
Gold	Ten O'clock Cookie Bakery Café
Silver	Heaven's Bakery
Bronze	Vic's Bakehouse
Highly Commended	Oslers Bakery Wairoa

Danish

Gold	Ten O'clock Cookie Bakery Café
Silver	Copenhagen Bakery
Bronze	Hillmorton Bakery
Highly Commended	Nada Bakery

Sweet pastry

Gold	Arobake
Silver	Hillmorton Bakery
Bronze	Oslers Bakery Wairoa
Highly Commended	Copenhagen Bakery



Spilling the beans

Michael Kloeg reveals some secrets of success in the Bakery of the Year competition. (They include revealing some secrets.)

By David Tossman

Bakers Chris Martin, Michael Kloeg and John Kloeg celebrate their achievement.

Photo courtesy of Wairarapa Times-Age

The name of their shop isn't snappy, but it certainly leaves nothing to chance in telling you what it is: The Ten O'Clock Cookie Company Bakery Cafe. John Kloeg and his son Michael are clearly not the sort of people to leave details unattended, and the effort is rewarded.

Winning the Bakery of the Year competition for the first time didn't come as a huge surprise to Michael Kloeg, who runs the shop now.

As the section winners are announced at the awards dinner, it soon becomes obvious which bakers are making their way to the rostrum most often, and Michael Kloeg was wearing a groove in the carpet, cheered on each time by his entire staff, all there for the occasion. He knew he'd attained the crown when the MC blocked his ears before announcing the winner.

So what's the secret? "It's five or six years since we started entering," he says. "The secret is, practice makes perfect. We won runner up in the competition three years ago."

It hasn't been a story of steady progress, however. "Last year was a bit of a wake

up call," he confesses. "I expected at least seven medals and I got one silver so that certainly made us refocus on the job at hand."

Huge rewards

The rewards for winning this competition are enormous.

There's a generous cash prize, but the publicity and long-term public acclaim the award brings are far more valuable. The winner becomes a local hero and the bakery a local mecca. Saatchi & Saatchi couldn't do better. The same goes to a great extent for every other section winner. A trophy in the window soon builds word-of-mouth advertising for whatever product has won and for the bakery as a whole.

So really, practice making perfect aside, how do you go about scoring this treasure?

Confidence in the shop

Clearly skill and ability are essential but there must be more to it when some bakers in years past have so consistently

won prize after prize, year after year. They have all done so despite all entries being anonymous and with a changing line-up of judges from year to year.

Confidence, faith in your own products is one factor Michael Kloeg points to. "This year we concentrated on things we put in the shop already. In previous years we've changed things but this year we put faith in what we sell normally. Just put your best products forward."

The prize goes not to the baker but to the bakery, and all the regular winners and placegetters run a good team. The Kloegs certainly do. "When we first entered we had quite a few new staff and two new apprentices. I suppose a big benefit this year was that they've come through their time now so we've now got four bakers at work."

Internal competition

The combination of teamwork and internal competition within the bakery does a lot of the work.

"All the bakers entered something," Michael says. "Rather than one or two bak-



The team all there at the BIA Awards Dinner.

Inset left: the 6x3 metre billboard that came with as part of the prize.

Photograph by Woolf

Photograph by Chris Martin

ers doing all the work it was spread over. If anyone thinks they can do a product better than they can have a go as well. And everyone pitched in with advice and ideas: 'how about this – how about that?'"

The skills and rewards are well distributed. "Everyone that entered something won something as well. That was really good for team morale."

All the staff

"Every now and then you'll get a team that just clicks together," he told the local paper. "It definitely wasn't an individual effort. The apprentice bakers have even got to the point where they'll criticise my work – they'll pull me aside and say I don't think that looks that flash, try this. They're really developing their own styles."

It wasn't just the bakers that got involved. "The girls at the front were coming up with tips and pointers as well so it was very open with advice from everyone."

While they expected a good result, the degree of success was even greater. "We won two golds – the best cake section and best pastry – four silvers and two bronzes,

so we won in eight of the twelve total sections, and overall. And we only entered 11 of the 12 sections – we didn't enter the gluten free."

More advice

So does Michael Kloeg have any more advice for ambitious bakers?

"My advice is to get to the conference and actually look at the product. You see some really high-end stuff and you also see, to be brutally honest, some rubbish, but that's where you learn what the standard is to win. The biggest thing is to get there and view. Even if the competition is in Christchurch or Auckland [well away from Masterton] it's only a few hundred bucks and it's well worth it."

"Going to the conference and seeing the entries also improves the quality in the shop," Michael points out. "Our quality and our turnover have both improved dramatically from seeing what's around in the competition over the years."

Being rude helps?

"We've learnt also vast amounts from the

experience that's available at conferences to talk to, be it reps or other bakers – everyone's very keen to help out. But on that note," says Michael, "you have to be willing to ask and to talk – you have to be brave – rude – and ask people for their recipes. 'Hey you make a good pie – how do you make good puff pastry?' And you find people are more than happy to tell you."

Michael isn't afraid himself to give away a few "secrets".

"You give someone your recipe and you'll still get a different product. There are different baking temperatures, different mixing times, different ovens – it won't be the same."

So years of attending conferences and looking at the competition (in every sense) has paid off handsomely.

"This year the prize that was given out – the five thousand dollars cash – was very generous and also the billboard that we got – it's six metres across and three metres high – was absolutely brilliant. A great prize. It's certainly a good incentive."



Brent Kersel

a love story

Passionate is a word often used by bakers to describe their devotion to the craft.

"Love" covers much the same territory and that is the word Brent Kersel used recently to describe his relationship with baking.

It is a relationship that has worked very well.

by David Tossman

Sales manager at NZ Bakels is one of the top jobs in the New Zealand bakery and food services industry. Brent Kersel, in the job for two years now, brings to the position a great breadth of experience having worked in a variety of baking and management jobs in New Zealand and beyond.

Like most Auckland residents, Brent came originally from beyond the Bombay Hills, in his case Palmerston North. He trained there at Ernest Adams, putting in nine years before going off to Europe for the obligatory OE.

In the UK he worked in a variety of craft bakeries, gaining a great deal of knowledge, particularly about Danish pastries and croissants, that would eventually serve him very well back in New Zealand.

He went back first to the hometown, Palmerston North, but found it "a bit small and a bit slow" so he moved to Auckland to work with Peter Smith at Pierre's Bakery in Karangahape Road. "I worked there for 12 months," he recalls, "and then I applied for a job as the test baker at Defiance Flour Mills which, with deregulation of the flour industry, had not long been into New Zealand."

"The biggest step in my career, I'd say, was coming back from the UK. In those years there wasn't anybody doing Danish and croissants in New Zealand so

with Defiance in Auckland I was working with bakeries helping them set up equipment and formulations on a fairly large scale."

He ended up working nine years with Defiance,

"I had four years in Auckland and then they asked me to move to Christchurch, and look after the technical side of things." That meant looking after the formulations of premixes for supermarkets and sales in general in the South Island.

In 1998 Brent received an offer of a job back in Auckland, working on bakery development for Woolworths. Two years later, as Woolworths were being taken over by Progressive, Brent took the opportunity to move to Bakels, incidentally, as he says, working on Bakels' Woolworths account, amongst other things.

On the move

Two years later, Brent was on the move again. "I went to Fiji for three-and-a-half years with my family and looked after the Bakels operation there.

"I came back to do business development with Bakels in Auckland for two years and for the past two years I've been looking after the National Sales Manager role."

Brent and wife Katherine have two school-aged kids, Sam and Lucy.

Keen on rugby and still a Palmerston Northite at heart, Brent remains a loyal Manawatu and Hurricanes supporter.

Hands on

Brent Kersel also remains a hands-on baker at heart. "Our vision with Bakels is one of getting back to basics, and getting in, working with bakeries hands-on, doing demonstrations, trying to improve the industry and help where we can."

"We are very committed to training at Bakels," he says.

"We deliver the training side of things for Plant and Food so we have our tutors in Auckland, Palmerston North and Christchurch doing the apprenticeship training and we're very committed to making that training work."

It is a love story. "I love the industry," says Brent Kersel, and, reflecting on the recent Bakels Pie Awards and the Bakery of the Year competition, added "It's good to see standards are coming up, particularly with in-store bakeries."

Many bakers might add that it's good to see standards in New Zealand being maintained and cared for by people like Brent Kersel.



The Tokyo Twist

Traditional French pastries are very popular in Tokyo but are made there with a distinctively Japanese twist.

Now the Tokyo twist has come to Christchurch in the person of Eri Yahagi.

by Amanda Cropp

Christchurch's tiny Church Corner Mall seems an unlikely place for an up-market patisserie, but owner Eri Yahagi had a hunch the surrounding Asian businesses would attract customers keen to buy her Japanese-style cakes and desserts.

She was right and one look in the Patisserie Yahagi display cabinet shows why the business has quickly attracted a loyal following for delicacies like its green tea gateaux: layers of sponge cake and cream delicately coloured and flavoured with green tea powder.

The beautifully decorated chocolate mousse cakes on a lower shelf are top sellers, and a feast for the eyes as well as the palate, however Yahagi is not about to give away the trick to achieving the high shine on the Belgian chocolate coating. "That's my secret."

Yahagi holidayed in New Zealand with her husband and daughter, and they were so impressed with the lifestyle, they immigrated four years ago.

Yahagi had trained as a patissier in Tokyo, a city with a large number of patisseries selling traditional French pastries made with a Japanese twist. In New Zealand she found the range of baked goods on sale limited to the likes of slices, carrot cakes, muffins and scones, and the sugar content was too high for her liking.

"The taste is good but they are a bit sweet for us, and they all look the same. In Japan pastry chefs use lots of fresh fruit and cream, not icing."

Keen to learn about the New Zealand baking scene, Yahagi enrolled in a year-long pastry chef course at the Christchurch

Polytechnic Institute of Technology where she topped her class and picked up a silver medal for her fruit tart in CPIT's annual Salon Culinaire competition.

After graduating Yahagi opened her own shop because she could not find a bakery making the kinds of products she liked.



Her CPIT training was invaluable because basic ingredients like flour and butter proved very different to those she used back home, and she has had to adjust her recipes to suit.

Japanese butter is much whiter and softer and in Japan chefs can order cream with three different fat levels. Yahagi is a fan of 32 per cent fat cream which is lighter and healthier, and has a slightly different flavour, so she compromises by adding milk to achieve a similar product.

She also refuses to use pre-mixes and says that is why her cakes are lighter and softer than those generally available in New Zealand. Food colouring and food additives are another no no. "I don't like strong colours; I like natural fruit and soft colours." (She has adjusted to New Zealand ingredients very well. This year, as a first-time entrant, Eri Yahagi won a highly commended for her Café Cake entry in the BIANZ's New Zealand Bakery of the Year competition.)



In Japan berry fruit is imported year round. "Here I have to wait for summer." So over winter instead of garnishing her chocolate mousses with single raspberries, Yahagi substitutes green grapes painstakingly cut into water lilies.

Her spectacular Mont Blanc cakes, which are named after the mountain in France, are very popular in Japan, but New Zealanders are nonplussed by the unusual squiggly brown topping made by passing chestnut paste through a sieve. "They ask if it's noodles."

Yahagi mostly uses chestnut paste imported from France, but when fresh edible chestnuts are in season here, she cooks up her own version. "I boiled the chestnuts in water, peeled every single one and made a paste myself."

Yahagi's product range includes traditional French favourites such as madeleines, a shell-shaped sponge cake, and sable, shortbread-style biscuit.

She makes the latter with green tea powder which turns the dough distinctive green and adds a subtle flavour. "It's a little bit bitter."

Although green tea powder is available here, one Japanese ingredient that is unobtainable is Yuzu rind which comes from a Japanese citrus fruit that is a little like a cross between a grapefruit and a mandarin.

But that has not hindered Yahagi in achieving her goal of making "guilt free" Japanese-style cakes and desserts which are "sweet but not too sweet". A growing number of non-Asian customers are making their way to Church Corner to sample the products at Patisserie Yahagi.



Lisa Nowlan

food industry specialist



Lisa Nowlan recently joined the BIA Buying Group. She knows a lot about baking and business, and how to develop new products.

Lisa Nowlan is an independent food industry consultant based in Christchurch. She has 14 years' experience in food manufacturing, mostly in the baking industry, but she is a relative newcomer to "this beautiful part of the world," as she puts it.

Lisa and her family fell in love with New Zealand, and the South Island in particular, following two family holidays there. The family decided it was time to act on their dreams, and relocated from Sydney in 2008. They have not looked back.

Lisa took the opportunity of this change in location to change her lifestyle too, leaving formal employment to start her own consultancy business.

Varied roles

Lisa had built a successful career based on her degree qualification in food science, with varied roles working for large multinationals as well as helping small independent plant bakeries.

Her focus has been on product development and the related business processes needed to facilitate innovation. However, her past roles have also seen her managing and implementing quality assurance systems. Immediately prior to relocating from Sydney she was the plant manager of a multinational foodservice bakery plant, manufacturing frozen croissant, and Danish and puff pastry products.

Unique skills

This wide exposure has given Lisa a unique set of skills that she applies in

her consulting engagements, making her highly valued for her commercial understanding and ability to apply relevant science and technology in a practical way, to meet business and consumer needs.

Lisa's product experience in the baking industry spans cakes, cookies, slices, croissant and Danish pastries, puff pastry, pizza doughs, and flat breads such as tortillas, wraps and naan breads. But, being passionate about innovation, she is always looking for something new to try her hand at.

As an independent consultant, Lisa has found application for her skills assisting plant bakeries with the development of new products, the scale-up of "kitchen recipes", reviewing recipes and processes to identify cost savings and waste reduction opportunities, trouble-shooting to reduce customer complaints or write-off due to poor performing products, and streamlining recipes and processes to simplify their businesses.

Compliance matters

She is also well-versed in the Food Standards Code, and can advise on ingredient declarations and packaging information compliance.

Lisa applies her plant management and quality assurance experience in assisting businesses to close out audit corrective actions, improving the practical implementation of food safety programmes, and implementing improved quality assurance systems.

She has also had recent experience in applying the VITAL (Voluntary Incidental Trace Allergen Labelling) risk-management tool, in a bakery context.

Using her leadership and team development skills, Lisa can partner with your baker or product development technologists to facilitate better new product development practices, and improve innovation and speed to market.

Coaching

Lisa has been part of a formal mentoring program, has received training in being a mentor, and can coach your teams to achieve better business and personal results.

Lisa has also completed training in project management and can apply these skills to lead projects across your business, whether they be new product introductions, waste reduction initiatives, efficiency improvement initiatives, or quality system implementation projects.

If you'd like to learn more about Lisa's educational qualifications and past positions, please visit her Linked-in profile at www.linkedin.com/in/lisnowlan

Whether your business is small or large, Lisa would be delighted to meet with you to discuss how she could be of assistance to your business.

You can contact Lisa by phone on (03) 337 3210 or 021 029 84882, or by email at lisa.nowlan@gmail.com





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Belinda Jeursen visits the winners of the 2009 Peoples Choice Award

With over 700 customers using VIP Swipe cards on a regular basis, it's not hard to see why The Naked Baker of Christchurch won the Peoples Choice Award this year. I visited Managing Directors Darren Carlow and Andrew Snee at their bakery café in North Brighton following their win and the Gingerbreadman Trophy was standing tall on the counter above an impressive array of pies, slices and biscuits.

I was struck by the friendliness of the staff and the relaxed enjoyment of customers who feel at home in their local cafe. "Some people are in here three times day!" says Darren. This is the third time they have entered the competition. Darren believes the main factor in their win was staff wanting to take part in the competition and actively promoting it, and regular customers who love coming to the café and really want to see The Naked Baker get the credit it deserves. An email newsletter is sent out every two weeks letting customers know about special offers and their website testimonials show the kind of loyalty the Andrew and Darren are building with their customers.

Darren is a baker by trade and started up a small bakery in North Beach, Christchurch

in 2002. Within a year, the business grew so fast that Andrew came on board at the tender age of 16 as a business partner. Andrew worked before that as a baker for Baker Boys specialising in cake decorating. In 2003 they took on the empty premises next door and became The Naked Baker Bakehouse Café.

In January 2010 they will be expanding once again into a vacant space on the other side. "We've got a new theme and concept and we'll be closed for just two weeks while everything is fitted," says Darren.

The Naked Baker is not only a bakery and café, but a roastery too, producing 100kgs of Orgazmik Coffee a week for use in the café and for wholesale to other cafes and offices. Their theme is reinforced with blend names like Hanky Panky and Spank Special, all thought up by Darren who not only sources the beans and roasts the coffee but obviously delights in making things a little bit edgy.

Darren also takes their specially fitted van out three mornings a week and sells their coffee and baked products to the public who can txt their orders directly to the van or email to the bakery in advance.



There are five full time staff, including Darren and Andrew, and two more about the start, one of them a qualified baker. Currently Darren works with head baker Dane Anderson to produce a wide range of cakes, pastries, slices, biscuits, gourmet pies and breads, all made from scratch on the premises.

The main challenges in their business, they say, are staffing and having time to implement ideas. But one thing these two won't have a problem with is their relationship with their customers. "We sent out an email after we won the Peoples Choice Award and we got so many replies from customers congratulating us."

Andrew says having business coach Martin Barnes work with them has made a huge difference to the way they do things. "He looks at our business from a different perspective. We can take our ideas to him and he helps us to take them further. We've put systems in place and are documenting everything. It's hard work and we've got a long way to go but it really is worth it."

The real star of Christmas

Belinda Jeursen thinks good mince pies make Christmas worth all the madness.

Mince pies, like shortbread, make fantastic gifts at Christmas time, travel well (by post and car) and are great to put out when guests come over unexpectedly or otherwise. They are an absolute delight with a lovely piece of Wensleydale cheese, something I learned when I was the baker at a cheese shop that also produced bread and pastries. My mouth positively waters at the thought of it and I can't wait for Christmas time when I can make and eat them daily.

They're an absolute must at every bakery and café in December and are well worth doing because once you get into a routine of making them you can pump them out at a cracking pace. A mince pie with a cup of coffee, a dozen to be taken home and savoured there, or pretty packaging that makes them into a gift – you won't need to convince customers to buy them.

In the course of researching this article I found out that someone once put whale meat into his mince pies and they were strangely popular. I prefer to use a mixture of bought fruitmince and my own special concoction of dried fruit, spices, grated apple, brandy, almonds, mixed peel and fresh lemon and orange rind. I always add a little suet for the mouthfeel and the flavour.

I make this mixture a few weeks before it is required and leave it in the fridge to build up flavour and intensity, adding more brandy and giving it a good stir every now and then. It can keep for up to three months in this way. Making your own mixture from scratch or adding to a commercial one will give your mince pies a point of difference and is really no trouble at all. You will just need to keep replenishing it as you use it.

The pastry is as important as the filling. There's nothing worse than a hard or stodgy mince pie. I always make shortcrust pastry and don't put a star on top, preferring to seal my pies with a full lid. This I eggwash, dust very liberally with castor sugar and then snip with a pair of sharp scissors before baking to a light golden brown, although most people seem to make and prefer very pale mince pies.

Christmas mince pies have been part of the British tradition since medieval times when they actually did contain minced meat, and are now eaten around the world at Christmas as a result of British colonisation.

About three inches in diameter, traditionally with a star shaped top, these little pies can be made with sweet shortcrust or puff

pastry. They were originally fried or baked and, while they didn't start out as a Christmas treat, they had become a seasonal speciality by the 16th century.

The pastry case was originally cradle shaped, not round, and was seen as representing Jesus' manger, (although a pastry case was also called a "coffin" at that time). Since the crusaders came back from the East with spices, they deemed it appropriate to add cinnamon, cloves and nutmeg to the pies as these were given to Jesus by the Magi.

In medieval times mincing was a way of using of leftover meat, incorporating it into other dishes and making the supply of protein go further. Originally called a chewette, a mince pie contained chopped meat or liver, boiled eggs, dried fruit, ginger and spices. The dried fruit was to make the filling go further but the meat content steadily diminished over the years and all that remains of it now is the beef suet used by some, but not all, mince pie makers.

By about 1850 minced meat was referred to simply as mince, while fruit mince became known as mincemeat, what we refer to as fruitmince. In North America mince pies are made as large tarts and cut to serve. For those people who don't eat fruit mince, you could make an alternative mix using apples, spices and citrus flavours.

Make a wish

There's a lot of superstition around the Christmas mince pie

- **Only stir the mixture in a clockwise direction or you'll have bad luck in the coming year.**
- **Make a wish when you eat the first one of the season and eat it in silence.**
- **Leave some out for the man in red.**
- **Eat one every day on the twelve days of Christmas or you'll invite more bad luck.**



Recipes

Four from Holger Schinz

of Sunbeam Cakes in Melbourne, Victoria.

Old Fashioned Crumble Cake

Caster sugar	1000 g	Cream moderately light
Cake Margarine	900 g	
Bakers Flour	1500 g	Sieve and add, mix to a smooth dough then force through a coarse seive (10mm x 10mm)
Baking powder	30 g	

1. Fill a sponge tin 1/3 with crumble, press down lightly.
2. Pipe 1/3 of filling (eg apple, apple-custard or apricot) into base.
3. Fill tin to the top with crumble (do not press down) .



Best : use a party pie pallet. Tip a bucket of crumble over it – shake it – use a small ice cream scoop to press indent – fill with apples – pour more crumble on top – shake and bake!

Fast and cheap – will not break apart!

Bake at 190° C for 25–30 minutes – until light brown.

Banana Royal

Slice or small tins

Mix and Clear

Mashed bananas	4800 g
Sugar	4000 g

Add

Eggs	1000 g
Vanilla	20 g
Glycerine	30 g
Salt	30 g

Add

Flour	3000 g
-------	--------

Add

Milk	750 ml
Sodium Bicarb	150 g

Add

Veg oil	750 g
Total	14.530 kg

Scale



Petite Tins

– Meat Pie Scoop 2 x Net28 g



Holger Schinz, recently inducted as a master baker in Australia, is well known to many New Zealanders as a visitor and judge at conferences and competitions here, as a former president of the Baking Industry Association of Victoria, and a man always ready to share his knowledge and experience..

Savoury Brot Torte

1. Bake a light rye bread in a sponge cake tin.
2. When cold, slice like a sponge cake.
3. Mix creamed cheese with liverwurst or any other paté or similar. (You may have to soften the mix with some fresh cream.)
4. Fill layers with savoury cream & pickled gherkin.
5. Decorate like a cake.
6. Finish the cake with pretzels and stuffed olives.



Olie Bollen

(Dutch Doughnuts)

A Dutch treat traditionally eaten on New Year's Eve

80 Units Pasty Scoop

Flour	3000 g
-------	--------

Salt	30 g
Milk Powder	230 g
Yeast	300 g
Lemon essence	15 g
Cake margarine	250 g
Baking Powder	30 g
Cinnamon	20 g

Dry Mix Well With Beater

Add

Warm water	3 l
------------	-----

Mix with beater, 10 minutes on 2 Nd speed

Add

Currants	600 g
Sultanas	400 g
Apples	500 g

Total 8375 g

Rest Well

Fry and roll In vanilla sugar.



Banketstaaf (Dutch Christmas Log)

Recipe idea from Malcolm Cook courtesy of NZ Bakels.



Banketstaaf is a very old traditional Dutch Christmas pastry.

It is very simple to make and consists of a tube of puff pastry filled with an almond paste filling. Traditionally it is long and thin in shape but it can also be done in a circle or other shapes. Some people shape the tubes into letters – into “Merry Christmas” – for example.

Your banketstaaf can be decorated with toasted almonds, candied zest or glace cherries. The choice is yours.

Puff Pastry (50% Scottish Method)

Flour	1000 g
Salt	10 g
Pastry Margarine	500 g
Chilled Water	550 g

Method

1. Place chilled water, salt and flour into the mixing bowl.
2. Mix with a hook until the dough starts to bind together.

3. Add the pastry margarine in medium even size pieces.
4. Mix on slow speed until a dough forms but the pastry pieces are still clearly visible. Do not overmix.
5. Allow the pastry to rest before turning, preferably covered in the cooler.
6. Give the pastry three full turns before sheeting out, rest between turns.

Almond Paste

Ground almonds	1000 g
Icing Sugar	600 g
Whole Egg	× 6 (approx)
Zest and juice from 2 lemons	

Method

1. Mix almonds, icing sugar, zest and lemon juice together.
2. Mix slowly adding egg until a smooth, pastry like consistency. The amount of egg is variable.
3. Cover with plastic wrap until ready to use.

Assembly

1. Sheet out the puff pastry approximately 3 mm thick.
2. Roll out the almond paste into logs approximately 3 cm diameter.
3. Place the almond log onto the pastry and roll over like a sausage roll.
4. Wet the pastry seam to make it stick and trim the pastry.
5. Make sure the seam is in the middle on the bottom of the roll.
6. Cut the logs to length and seal the ends.
7. Brush with egg wash and rest before baking.
8. Bake in a pre-heated oven at 210–220° C for approximately 25 minutes or until golden brown.
9. While still warm glaze with apricot jam.
10. Decorate with toasted almonds, candied zest or glace cherries.

 **BAKELS**

SUPERIOR FRUIT LOAF

from 1908

Sales of 'healthy' fruit loaves are rising. Here's a good old one. This first rate recipe comes from *The Modern Baker, Confectioner and Caterer*, edited by John Kirkland and printed in 1908.

The book was aimed at the baking trade and gave this advice: "It is often useful to make a speciality of a fruit loaf and this should be done by making it of a superior quality and different in shape from the ordinary, but when the quality and shape are determined, no effort should be spared to keep it always alike. A very superior loaf may be made thus."

Makes 10 large loaves

For the sponge

Warm water	2 pints	1.2 litres
Dried active yeast	2 oz	60 g
or fresh yeast	2 oz	120 g
Sugar	2 oz	60 g
Strong white flour	2 lb	900 g

For the rest of the dough

Warm milk	3 pints	1.7 litres
Water	1 pint	550 ml
Strong flour	2 lb	900 g
Plain flour	3 lb	1400 g
Butter	8 oz	225 g
Raisins	3 lb	1400 g
Salt:	1½oz	35 g
Sugar	2 oz	60 g
Icing sugar to dust.		



Method

1. Mix the sponge ingredients together and leave in a warm place for 30 minutes.
2. Combine the sponge with all the other ingredients and knead into soft dough.
3. Leave it to rise for 1½ hours.
4. Shape the dough and put it in large (1.5 litre/2½-pint) loaf tins. Leave it to prove for 30 minutes.
5. Bake for around 45 minutes at 400° F/205° C
6. Remove from the tin as soon as you take it out of the oven. Sprinkle with icing sugar and leave to cool.

The Food Nerd

- Answers**
1. DOC (Denominazione di Origine Controllata)
 2. Rosemary
 3. Kampai
 4. Pacific Rose
 5. Silverbeet
 6. Matzo
 7. Kretek cigarettes: 2 parts tobacco 1 part clove
 8. Joanne Harris
 9. A pointed stick for stirring porridge
 10. Cockles and mussels



Danish style pastries with fruit at IBA.

Photo by Mike Meaclem

Summer breakfast treats

by Mike Meaclem

Croissant/Danish

Croissants and Danish have been around for many years and have become to a favourite of many Kiwis for Christmas breakfast/ brunch.

Let your mind go crazy with flavours for the Danish. Cardamom is often used to enhance the dough's flavour, but I can recommend the addition of almond cream, chocolate, pastry cream and, of course, my favourite: fresh fruit.

Fruit can be cut and served fresh or made earlier in the day and glazed to bring out the natural colours and to stop it from drying out. I must confess that using fresh glazed fruit is very much a Kiwi thing as you do not see this style of Danish much overseas. (I can just hear John Thomsen from Copenhagen Bakery here in Christchurch saying "that's not a Danish!")

Of course the golden rule when deciding on anything for production in your bakery is *will it sell?*

Bakers' tips

- Plan ahead when making Danish. Pre-chill the flour and water to achieve the best results.
- Danish and croissants freeze well. Some master bakers prefer to freeze finished Danish, saying that this controls the lift, stopping them from bursting open too much.

The basic recipe

Pastry flour (chilled)	2500 g
Gluten	75 g
Cardamom (Danish only)	5 g
Salt	30 g
Oxidising agent	10 g
(Lemon juice can be used instead of an oxidising agent, approx 10 ml)	
Sugar	150 g
Instant yeast	50 g
(or 150 g fresh yeast)	
Egg	120 g
Water – chilled	1250 ml
Butter (ambient temp)	1000 g

1. Add all ingredients and mix until developed – 10 to 12 minutes.
2. Rest in freezer for 10 minutes.
3. Roll out into a rectangle shape.
4. Cut butter and place over 2/3 of the pastry, fold as in the English method.
5. Give 3 single folds, resting 15 minutes between each one.
6. Rest again for 15 minutes then roll to 4mm and cut into triangles 10 by 10 for croissants and 10 by 10 for Danish.



Recipes

Blooming

by David Tossman

Both the leaves and petals of nasturtiums have the slightly peppery tang of cress, perfect on an open sandwich with cheese. I acquired a liking for the vegetable back in the 1970s and used to pluck the leaves and flowers from a demolition site near where I lived in downtown Auckland.

Nasturtiums (which are indeed related to watercress) are not the only pleasantly edible flowers but, as they are garden-escape weeds in many urban areas (they grow prolifically and are a self-seeding annual) they must be the cheapest.

As both ingredients and garnishes, edible flowers are quick, easy, really classy and naturally appealing – to us, butterflies and bees alike.

In addition to their use as a garnish, flowers can be an ingredient in pastries, breads, appetisers, main meals, salads and egg dishes. Whole flowers can be frozen into ice cubes and they can be crystallised for decorating cakes.

Getting them

Of course it's fairly easy to grow most flowers yourself but if you don't, make sure you buy them from someone who grows them for eating. Some edible flowers are being sold now through supermarkets so they are fairly readily available. A local nursery or garden centre may also have information about this, you can ask at the library, or simply Google edible flowers on the internet.

Don't go to florists. Their flowers are often chemically treated, as (for different reasons) are "weed" wildflowers.

Using them

In general the petals are the edible part of flowers, not the centre, so with many you should detach the petals and cut off the white 'heel' at their bases as this tends to be bitter. The pistil and stamen should also be removed, especially from larger flowers.

Fresh is best but they will last a day or two under refrigeration. Store them carefully in a closed plastic bag. When they are needed, dip the petals quickly into a bowl of ice-cold water to pep them up.

Flowers are fragile and it's important to treat them gently. Wash them thoroughly in cold water and pat dry on absorbent paper. Use scissors to remove the pistils and small leaves.

So which flowers can you use?

The flowers of most culinary herbs can be used. They generally taste the same as the leaves or a little milder. The flavours can vary somewhat depending where they were grown, soil conditions and the season. The following are some of the less obvious.

Alliums (leeks, chives, garlic, garlic chives): Good in salads. All parts are edible. The flowers tend to be stronger flavoured than the leaves. Garlic flowers have a milder flavour than garlic cloves.

good food



Angelica: Celery/liquorice flavour.

Bergamot: Milder than the leaves. Savoury/fruity flavour.

Calendula: Also known as **Marigolds**. Flavour similar to saffron but more pungent and sometimes bitter or peppery.

Carnations/Dianthus: Sweetish spice flavour.

Chrysanthemums: Slightly bitter, peppery flavour. Suitable for salads. Blanch petals before use.

Hibiscus: Citrus flavour.

Lavender (flowers only): Sweet flavour.

Rocket flowers: Taste similar to the leaves so can be used in the same way.

Rose: Flavour depends on type, colour and soil, but generally reminiscent of strawberries and green apples. All roses are edible.

Sunflower: Bitter-sweet flavour. Use like chrysanthemums. Can be picked before the flower bud opens and steamed when they taste a bit like artichokes.

Violets, violas, pansies: Sweet, fragrant flavour. Suitable for use whole in salads.

More information

[http://www.recipes4us.co.uk/Edible Flowers.htm](http://www.recipes4us.co.uk/Edible%20Flowers.htm)
<http://tinyurl.com/dc36d8> (Garden NZ)





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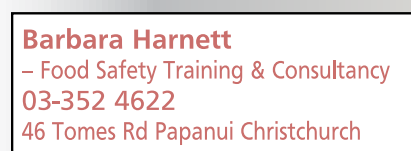
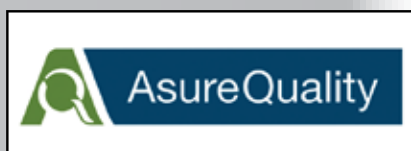
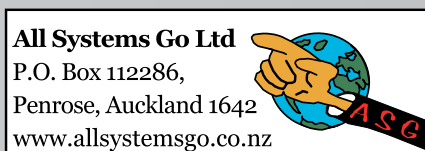
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