

slice

from the Baking Industry Association
for cafés, caterers and bakeries



Pie time

Competition time & Pie Day declared

Georgie returns

is that a mistake?

Toxic flowers

wedding cake worries

How they do it

Five bakery businesses profiled

10 new recipes

plus some wild pie ideas



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Reasonable care is taken to ensure that Slice magazine articles are up-to-date and as accurate as possible at the time of publication, but no responsibility can be taken by BIANZ or Slice for any errors or omissions contained herein.



From the Office

BIANZ EXECUTIVE OFFICER BELINDA JEURSEN REPORTS

Meeting members and potential members of BIANZ is part of my role that I particularly enjoy.

While you are all involved in activities geared towards baking product for retail or wholesale, bakeries and cafés are still very individual. They are defined not just by their product and their customers but also by the people who own, manage and work in them: the people who decide what and how and when, based on years of experience and accumulated knowledge.

I regularly meet people who have been in the baking or food industry for most of their lives, and, while there is sometimes a bit of grumbling, they are still there, baking every day. Either they have nowhere else to go or they still have that passion for their craft. From what I hear and see, it's the latter.

Bakers' eyes never fail to light up when they are talking about their product, how to improve it, new ideas they've had, or simply telling why what they are already doing works so well. Their enthusiasm remains and keeps them going, and makes the difference between a job and a vocation very clear.



Stella's in Bluff

In late February I visited bakeries in the Southland region with Peter McGregor from NZ Bakels, including **Golds Bakery** in Balclutha, **Oven Fresh** in Gore, **Bakers Beyond**, **Kaye's**, **Quality Foods Southland**, **Make 'n' Bake**, **Colonial Bakery** and **Bell's Bakery** in Invercargill, **The Bakery** in Winton, **Stella's** in Bluff and **The Beachhouse Café** in Riverton.



Oven Fresh Bakery, Gore

In early May on a trip to Central Otago I visited the Central Otago region and saw **Jimmy's Pies**, **Cromwell Bakery**, **The Bakery Queenstown**, **Skyline Gondola Restaurant**, **Ferg Bakery**, **Alexandra Bakery**, **Avenue Bakery** and **Hammer And Nail Café**. I also visited two of our Dunedin members and their stories are in this issue of *Slice* (See page 24 and page 27).



The Colonial Bakery, Invercargill

At most of the bakeries and cafes I visited I had the chance to meet the owner or manager of the business and find out more about what they do and how they are responding to the challenges of our industry in the current economic climate.

Some are happy to continue as they always have and simply make the best of it. Others are constantly looking for new opportunities and ideas. But whether it's a small country bakery or a large wholesale operation, they are all quality-focused and determined to deliver good looking and tasting pies, breads, pastries and cakes that keep their regular customers coming back and attract new customers. And that's what keeps them in business.

My thanks to NZ Bakels and **Peter McGregor** for their hospitality on these two trips.

I'm aiming to be in Auckland next but before then we will be hosting the BIANZ AGM in Wellington on 18 June, followed by a Regional Event at Weltec where NZ Bakels will be doing pie demonstrations ahead of the Annual Pie Awards.

If you're entering this year and want the low down on what it is the judges are looking for, come along to this event.

I also encourage as many members as possible to attend our AGM. It's your association, so make sure you have a say in our plans and ideas for the coming year.



New Members

Avarua Bakery Ltd
Hillyers of Lincoln
Piefection Foods Ltd

Raratonga
Christchurch
Christchurch

From the President

BRENDAN WILLIAMS KEEPS IN TOUCH



In the engine-room of the BIANZ we have been working hard to make it easier for members to access our services. To this end, we have been revamping our website with particular focus on the members-only section.

We will be adding online resources over the next 12 months to do our bit to make business a little easier for the New Zealand artisan baking community. We'd love to hear from you if you have any ideas on services or issues you'd like to see us cover.

Thanks to the efforts of Thomas Thomas, we have managed to secure Weltec as a venue for our AGM and Regional Event coming up on 18 June.

We are grateful to Weltec for hosting us as we are actively fostering relations with training organisation and invite our members to join us there for an opportunity to take a look around and meet the Weltec staff.

NZ Bakels will be conducting pie pastry and filling demonstrations at our regional event in the run-up to the Supreme Pie Award competition.

If you are entering the Awards and want to hear first-hand what is required to make the perfect pie, then make sure you come along to our AGM as it will be followed by this demonstration. Details of the venue are in the ad on page 9 of this issue of *Slice*.

For those of you who haven't entered the Bakels Supreme Pie Awards before, it's a great way to involve your whole team in a common purpose and give them the opportunity to unleash their creativity and get away from the routine of everyday production.

The trick for me is to focus on a few categories only because when the day comes to bake your competition entries, if there are too many, your average quality tends to suffer.

I love winter as selling a pie becomes that much easier. So here's to a long cold one.

Yours in baking.

Brendan.

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Supermarket domination

In every small town centre and suburb, new supermarkets are popping up everywhere, sometimes several on the same street. How does the small bakery compete?

With two new supermarkets opening on our backdoor step lately I have been pondering this question a lot. Within a 10 kilometre radius of our stores there are 10 supermarkets, giving total saturation of the market. How do I compete with ruthless international companies compete harshly with each other for dominance?

More often than not the prices in the bakery departments are cheaper than what we as small craft bakeries can produce for, and this makes it difficult to compete for a start.

While our quality can often be superior, it isn't always so. Some supermarkets can rival smaller craft bakeries. But the biggest problem to deal with is the consumer's one-stop-shop mentality.

So how can we compete? Firstly, offering exceptional customer service. That means educating our team members about the 'competition' and how they must all play their part in maintaining our customers' goodwill. That begins with the friendly smile greeting them and continues with order accuracy, product knowledge, and delivering on your promise.

I believe you can't and shouldn't try to compete on price. Stick to your guns and produce a quality product.

A good old saying is "The quality will be remembered long after the price is forgotten!" You will seldom win a price war so why wear your team out thrashing out cheap product for little return. Put your energy instead into buying good quality raw materials at the best price.

Expand the offering to your customer. Look at selling milk, newspapers, eggs or other items that will be of convenience to your customer. Complimentary items such as these will make your customer feel as if their trip has been of more value and saved them time.

Provide a loyalty system. Creating the sensation of reward can be very successful as people love something for free. Whether it's a discount on their next purchase, a bonus item or even a prize draw, customer loyalty needs to be shown as valued and appreciated.

We only need to look overseas at organisations such as Walmart to see how saturated a market can become. It's not just our industry being effected. It's the chemist, the butcher, the greengrocer, even hairdressers.

We all need to remain on the top of our game providing the best experience we can for our customers because if we don't look after our customers somebody else will.

I am pleased to see (see "Bakeries keeping their corner" on page 8) that apparently plenty of retail bakers are looking after their customers. It's battle but it's not one small bakeries are in danger of losing at present.

Events calendar

What	When	Where
Foodshow Auckland	1-4 August	ASB Showgrounds
South Island Hospitality Show	4-5 September	CBS Canterbury Arena
Foodshow Christchurch	13-15 September	CBS (Canterbury Arena)
Anuga Bread Bakery & Hot Beverages	5-9 October	Cologne, Germany
IBIE - International Baking Industry Association Exposition	6-9 October	Los Vegas, Nevada
Bakels NZ Supreme Pie Awards		
 Entries close	30 June	Auckland
Awards dinner	23 July	
Pie Day Friday	26 July	
Europain	8-12 March 2014	Paris

Health claims under control

The Government recently announced new legal regulations for claims made about the health properties of food on labels.

Food Safety Minister Nikki Kaye announced the standard in April when it was signed. It applies in New Zealand and Australia.

The new regulations covers claims on food labels ranging from 'Low In Fat' to more specific ones such as saying that diets high in calcium may reduce the risk of osteoporosis in people 65 years and over.

The minister said consumers can now be confident that claims about health on New Zealand food labels are true and accurate.

There will be strict requirements to ensure claims made are evidence-based.

The standard took effect on 9 May and food companies will have three years to fully comply.

Training

by **THOMAS THOMAS**



How to get keen young people for your bakery

Do you have trouble getting keen young people to train in your business? I know I do.

I often get people coming through the doors who only want a pay cheque at the end of the week. They struggle with the hours and don't really care about the product they help make or the equipment they use.

Well, there are a couple of options out there. One is to talk to the careers department at local colleges to see if they have anybody keen on baking, and give that person a chance through Gateway.

Gateway is a school programme whereby students are released for one day a week to experience work in their chosen field and see if they like it. Often it is for a school term only, but sometimes they stay the full year.

There is no requirement to pay the student.

Another way

Another possible way to recruit keen young people is to join our database. The BIANZ are contacted from time to time by keen would-be bakers looking for suitable bakeries to take them in on a work-experience basis.

We would love you to join our database so that when we do get called we have possible positions to offer in towns throughout the country.

Again, this would be a work experience scheme where you have the flexibility to choose to pay them or not. What we are looking for is getting more young people keen on baking as a career.

There is no obligation to employ them. It is just a way of introducing them to the industry we all love. So please contact Belinda with your details and we will add you to our database.

Phone 0800 NZBAKE or email belinda@bianz.co.nz

A Fresh Approach to Hospitality

The South Island Hospitality Show, to be held on the 4 and 5 September 2013, is a dedicated hospitality event providing catering, restaurant and accommodation industries with the latest products, services and equipment available in New Zealand.

Over 125 exhibitors will demonstrate and meet more than 2600 of New Zealand's key decision makers and buyers at the South Island Hospitality Show 2013.

See page 18 for details.

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news and views

Pie celebrations extended

The coming of winter signals for many pie makers the lead up to the Bakels New Zealand Supreme Pie Awards.

This year, pies will be in even hotter demand with NZ Bakels Ltd announcing it has declared Friday, July 26, as Pie Day Friday.

Tony Marshall, NZ Bakels Ltd national sales manager, says for the last 16 years the best pies in New Zealand have been recognised by the awards and people definitely go out of their way to try the winning pie or those made by category winners in the awards.

With pie consumption above average around the time of the awards it seemed an appropriate time to combine that consumption with fundraising for NZ Bakels chosen charity, Duffy Books In Homes.

"We want people to celebrate the Pie Awards by enjoying a pie on Pie Day Friday and for every pie sold we'll donate 20 cents to Books In Homes," says Tony.

Pie Day Friday is open to all retail pie sellers. Information on how the fundraiser will work is being sent out to pie outlets soon and Tony is quick to point out that the fundraiser won't cost the retailers anything. NZ Bakels will reimburse the outlets for validated donations.

Information on how to enter the 17th Bakels New Zealand Supreme Pie Awards has been sent out and pie makers have until June 27 to get their entry in. After entries close the pie boxes will be sent to competitors and judging this year will take place on July 18.

Last year, a new category, Café Boutique, was added to encourage cafés and restaurants to enter the awards. While this category does not qualify for the Supreme Award, it does give the winner recognition and, with the publicity, ultimately increased sales.

Whoopie woos Newmarket

Whoopie, the whoopie pie bakery profiled in *Slice* issue 14 in May last year, has opened a second outlet less than a year after the first.

Whoopie pies originated in the US in the 1920s. They consist of two round cakes stuck together with a generous dollop of cream or similarly gooey stuff. Pastry chef Lucy Stuart opened New Zealand's first and only whoopie pie specialist bakery in May 2012.

The new store is in trendy Nuffield St in Newmarket.

Lucy Stuart and her partner Nick Maddren opened the Newmarket store in April. "Nick and I are thrilled to have achieved so much in a short space of time," she told *National Business Review*. "We still feel we are at the beginning of our Whoopie journey."

The Newmarket store will be supplied by the Grey Lynn flagship store, where the pies are baked. Whoopie has partnered with Atomic roasters to serve organic coffee at both locations.

Slimmer chocolate on offer

Chemists have found a new way to halve the fat of chocolate using liquids that does not change the "mouthfeel".

Low-fat preparations of chocolate are well known but their textures tend not to match the real thing.

A report by British University of Warwick researchers at an American Chemical Society meeting describes a method using the popular gelling agent agar to make tiny "sponges" that displace fat. Along with the tiny blobs of agar, water, fruit juice or even alcohol could replace up to half the fat.

When used with alcohol, researcher Dr Stefan Bon says they are like "tiny vodka jellies". What has held up such chemistry is making the emulsion – a blend of

materials that do not tend to mix, such as oil and water.

Normal chocolate gets much of its velvety feel from an emulsion of fat globules suspended within the solid. Replacing those is tricky. Substitutes have to remain dispersed throughout the chocolate as it is heated and cooled to a solid, and they have to remain small.

Dr Bon said that the smooth texture of chocolate requires that the globules be smaller than about 30 millionths of a metre across – about half the width of a human hair.

The Warwick team's first formulation reported in 2012 made "armoured" spheres of liquid, using two materials – fumed silica, a form of the same material from which sand is made, and chitosan, a compound derived from shellfish.

That solution required that the liquid be slightly acidic, so the team used fruit juices.

"That was exciting because it had the combination of fruit juice and chocolate, and everybody went wild on it," Dr Bon says. "Then some people – especially in the UK – said: 'but can we do alcohol?'"

"We've been working very hard in the lab to make a system that can do that. Instead of these armoured systems we then thought we could make tiny little vodka jellies."

The new approach is simpler to carry out and more versatile in the replacements it can employ. It also avoids any concerns consumers may have with the nano-structured fumed silica, or dietary restrictions on eating shellfish products.

Dr Bon says using the method with other liquids could also lead to significantly reduced sugar content.

"It opens the route to different types of confectionery that can be placed on the shelf next to everything else that's out there already," he says.

We eat with our eyes – proven

An informal taste test with two dozen students in the US underlines how strongly our perceptions of flavour are influenced by colour.

Colour expert DD Williamson gave the students, aged 16–18, fizzy drinks in three different hues – clear, brown and pink – and asked them to describe the tastes.

The students were not told that the three drinks were in fact all flavoured with exactly the same lemon-lime flavouring.

A third of the students described the caramel-brown coloured drink as sweet or fruity, while 15% identified a cola flavour.

Pink was the favourite and felt to be the most flavourful and visually appealing with words such as “fruity”, “sweet” and “berry” predominating. Some students nevertheless said they tasted cola, ginger ale, or nothing at all.

The clear drink was accurately described as having a lemon-lime or citrus flavour by 81% of the tasters, although a few said it was flavourless.

‘Organic’ label adds flavour

Consumers perceive foods labelled as organic as tastier and healthier than those without organic labels, even if the foods are exactly the same, according to a study published in the journal *Food Quality and Preference*.

Researchers from Cornell University in the United States asked 115 shoppers to evaluate three pairs of products: two yoghurts, two cookies and two portions of crisps. One of each was labelled organic. In fact all the products were identical and organic.

The shoppers reckoned the organics had fewer calories and tasted as if they had less fat. The organic yoghurt and crisps were perceived as better tasting though the opposite was true of the cookies. The researchers suggested that consumers

often believe healthier foods are less flavoursome.

On average, participants were willing to pay 23.4% more for products with organic labels.

People who regularly read nutrition labels were less influenced by the effects in this study.

Gourmet cupcakes crashing

The Wall Street Journal reported in April that the icing is coming off America’s cupcake craze.

The little cakes became a cultural and economic phenomenon over the last decade, with gourmet cupcake shops proliferating across the US, selling increasingly elaborate and expensive concoctions.

The craze hit a high mark in June 2011 when Crumbs Bake Shop Inc., a New York-based chain, debuted on the Nasdaq Stock Market.

After trading at more than \$13 a share in mid-2011, Crumbs had sunk to \$1.70 by April 2013.

Crumbs in part blamed store closures on Hurricane Sandy, but others say the chain is suffering from a larger problem: cupcake burnout.

“The novelty has worn off,” says Kevin Burke, managing partner of Trinity Capital

LLC, a Los Angeles investment banking firm that often works in the restaurant industry.

Crumbs now has 67 locations, nearly double the number it had less than two years ago. “These are singularly focused concepts,” says Darren Tristano, executive vice president at Technomic Inc., a Chicago research and consulting firm that specializes in the food industry. “You’re not going to Crumbs every day.”

Husband-and-wife team Jason and Mia Bauer opened the first Crumbs bakery in 2003 in Manhattan. Today, the company is one of the largest players in the gourmet-cupcake industry, with locations in 10 states.

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Mrs Higgins goes to China

Auckland-based cookie-maker and BIANZ member Mrs Higgins Oven Fresh Cookies is finding success in China after opening three stores in Shanghai.

Mrs Higgins director Wendy Brackenridge told the *National Business Review* that the potential for her products in China is "massive" and the company is planning on more stores there soon.

"As the emerging middle class continues to grow, so too does the potential for the freshly baked cookie concept," she says, adding that the stores are proving a success with both expat and Chinese customers.

"Shanghai is just the beginning. Mrs Higgins potentially will be baking daily and spreading the aroma in many more Chinese cities."

The first three stores are operated under licence by expat Kiwi Greg Harvey and his business partner Jenny Zheng. Mr Harvey spent four years in China as flight service manager for Air New Zealand, while Ms Zheng is a former business development manager for US tech company Telegent.

Raw materials, including the cookie dough, are still prepared in Auckland and shipped over in container loads for in-store baking.

The end product is then retailed, marketed and wholesaled in China as Kiwi Cookies to better promote the New Zealand connection, given the country's reputation for food quality and safety.

Mr Harvey says he always thought the cookie concept had potential in China.

"While there are plenty of donut shops in Shanghai there were no gourmet cookie stores. What was being served tended to be small, hard biscuits, so we both saw a great opportunity to introduce larger sized, freshly baked, soft-centred gourmet cookies.

"As we were introducing a new product to the Chinese consumer, we chose a high expat location to help support the

initial pilot store. However, we were delighted to find that 60% to 70% of our customers were Chinese right off the bat."

Ms Brackenridge says she also offers shelf-space to other New Zealand food companies wanting to test-market their products in Shanghai. These include honey and Whittaker's chocolate.

NZ choc munchers trading up

Consumers in New Zealand are spending more on healthier and ethical chocolate variants – a move that has aided growth in the burgeoning sector, an analyst says.

UK-based Leatherhead Food Research said in a report released in April that the chocolate sector has experienced a rise of 16.1% in value terms since 2008, with people going for more expensive products such as dark chocolate and Fairtrade, despite the global economic downturn.

Solid health claims for New Zealand blackcurrants

A study by Plant & Food Research has shown that an extract of New Zealand blackcurrants enriched in anthocyanins can help people stay more alert, reduce mental fatigue, and work better while under what they called "significant mental stress."

The blackcurrant anthocyanin components are already well known for alleviating and preventing several different illnesses. Another study by Plant & Food Research found that New Zealand blackcurrants had higher concentrations of these compounds than those grown elsewhere.

The randomised double-blind study tested 35 healthy young participants with computerised concentration exercises.

Supermarkets flood the market

Recent research by Nielsen, the market research company, show that the number of supermarkets in New Zealand is nearing its saturation point, with nine new stores opening last year.

The managing Director of Nielsen, Rob Clark, said in his 2012 review that new supermarkets have not expanded the category. "Despite opening nine new stores, Foodstuffs and Progressive Enterprises have failed to stimulate overall supermarket sales." He noted static population growth and a decline in average sales per store. Mr Clark said that, as they do overseas, supermarkets have to enter other areas such as pharmacy and clothing to expand their businesses.

Bakeries keeping their corner

Despite intense competition from supermarkets, specialist bakeries are maintaining respectable market share compared with other smaller food retailers, according to figures released by Nielsen.

Store type visits in past four weeks	
Supermarkets	100%
Convenience stores	69%
Service stations	52%
Bakeries	47%
Fruit & Veg shops	46%
Liquour stores	33%
Butcheries	27%
Farmers Markets	20%

Source: Nielsen Shopper Trends, December 2012

Supermarket shoppers were asked what other consumable goods retailers they had patronised in the previous four weeks.

While all of these shoppers buy from a supermarket in a four-week period, almost half also buy from bakeries.

Eat Cake

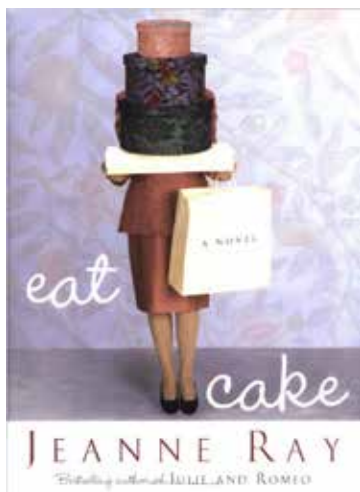
by Jeanne Ray

(ISBN: 0-609-61004-X)

Review by Evelyne Baumgartner

This book had captured my attention by the second page.

Any author who describes the person at the table who refuses to eat cake for dessert, who pats her flat stomach and says she really cannot cope with any more food (so spoiling it for all the others who were just ready to dig into their cake and now feel guilty) as "a person who has lost touch with joy" clearly has a great understanding of how cakes make people feel good.



This was preceded by the description of the main character who chooses to visualise her place of peace and utter happiness as being inside a cake!

After this grand entry it takes a little while before the story gets back to cake baking. The story is of Ruth and her 'divorced' parents who can't stand each other yet finish up living under her roof. The mother is too scared to live by herself since she was burgled and her father – a pianist – has broken both his wrists. Ruth's husband is made redundant after a career entirely in hospital administration and now takes stock of his life. The teenage daughter is in a world of her own and prefers that world to be without her mother's baking. It all makes a very entertaining read.

In the second half of the book we get into some serious cake baking. I loved the paragraph where Ruth couldn't sleep and went into the kitchen to cream butter and sugar, finding peace in the routine of baking.

The description of how the cakes are made in Ruth's kitchen speak of a love for baking, and when she starts her own business to get her family out of financial trouble it makes a believable story.

There is lots of humour in this book too, not laugh-out-loud humour but sometimes nicely and very cheekily hidden. Florence, a no-nonsense occupational therapist, puts her little bit of wisdom in just when it is needed.

All in all this is a book to take on a holiday or to enjoy if you want to get away from the daily grind of baking.

At the end of the book are some recipes. I am planning to try some once I have managed to read through the somewhat (too) long work methods. But after all, this is a novel to be read for entertainment so short descriptions on how to make Ruth's marvellous cakes wouldn't quite fit the atmosphere.



BAKING INDUSTRY
ASSOCIATION OF NEW ZEALAND

AGM

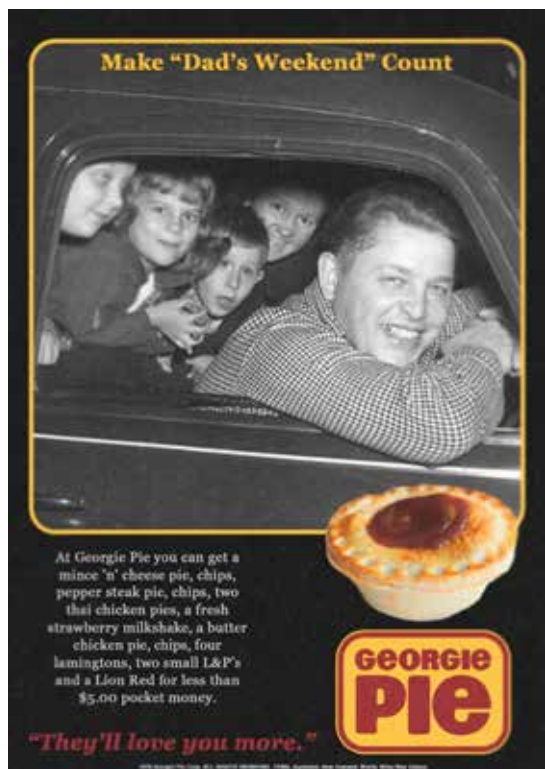
Where: Wellington, at the
Weltec School of
Hospitality, 48–54 Cuba
St (just up from the
Michael Fowler Centre).

When: 5pm, 18 June.

What: The AGM. Have
your say, elect your
committee.

Then: A regional event where
NZ Bakels will be doing
pie demonstrations.

This will be great for
those keen to enter
the Bakels Supreme
Pie Award competition
or simply learn what
it takes to meet the
expected standards.



Georgie returns

by David Tossman

Queen St. Stores in Albany (Coliseum Drive), Kelston, St Lukes mall, Ti Rakau Drive and Mangere will begin selling the pies soon. They will also be sold in Hamilton's Frankton, 5 Cross Roads and The Base, plus the McDonald's store in Te Awamutu.

The company says the pie may become available nationwide and additional Georgie Pie flavours might be added.

Last year McDonald's managing director Patrick Wilson told the *New Zealand*

Herald that the company was putting more resources into evaluating what it could do with Georgie Pie, but was wary of being accused of "bastardising" one of the country's best-loved brands.

He said bringing back a product after 15 years was a complex process and the pilot rollout will help test the product operationally, while providing valuable business and consumer insights.

"Our research suggests that Kiwis still have a big appetite for their favourite pie brand ... From firsthand experience I can confirm the Steak Mince 'N' Cheese pie tastes as good as I remember. We believe Georgie Pie holds its own in 2013 and we're confident the pilot will be a success," Wilson said.

Die-hard former customers have accused McDonald's of killing the Georgie Pie brand and a "Bring Back Georgie Pie" Facebook page has more than 54,000 members.

Pie expert puzzled

Eddie Grooten, whose Dad's Pies makes a wide range and large number of pies on contract as well as its own brand, expressed puzzlement at McDonald's move.

"I'm surprised how a company like McDonald's, that has its own unique sell-

ing proposal, got sucked into nostalgic decision making. Georgie Pie goes back to a different era. He reckons the pies "weren't that great."

The product's success, he thinks, was based on other factors.

"I remember because when our kids were little they were one of the first fast food outlets with a playground. It was a family restaurant. They had pies, they had chips, they had combos of all kinds. They were the direct opposition to McDonald's.

"And they had the prime positions. That's why McDonald's bought them."

"To bring back that pie is a mistake, because that's not what McDonald's is known for. If it was a pie that's outstanding, I would give it a chance. But because it's a very run-of-the-mill product, I wonder 'what are you guys thinking?'"

"For McDonald's to be driven by social media, by Facebook – because that's what it's driven by – to make a commercial decision like this? Flabbergasting!"

“To bring back that pie is a mistake.”

Eddie Grooten suspects part of McDonald's decision has been prompted by KFC's pie launch last year, an exercise he believes is soon to be repeated. Nevertheless Eddie has seen pie outlets succeed at first then fail.

Novelty wears off

Eddie recalls how an entrepreneur in West Auckland set up a drive-through outlet branded "GP Pies", using design elements in his signage and packing reminiscent of Georgie Pie.

"You wouldn't believe how many people went there thinking they were going to buy a Georgie Pie. He would sell up to 1200 pies a day." The business lasted 14 months. Eddie Grooten thinks the novelty wore off.

He thinks McDonald's will face a similar challenge. People happily go out of their way for a McDonald's burger, but Eddie Grooten doesn't think they will drive out of their way for an ordinary pie.

McDonald's has begun selling a single Georgie Pie product at 11 of its restaurants in Auckland and Waikato. And New Zealand's biggest fast food operator isn't ruling out a return of standalone Georgie Pie stores.

The Georgie Pie chain was run for most of its history by Progressive Enterprises and later bought then shut down by McDonald's in the late 1990s.

McDonald's head of communications Simon Kenny said the introduction of the pies was a pilot project, but a return of Georgie Pie stores was possible.

"To set up a McDonald's restaurant costs typically between four and five million dollars and a standalone Georgie Pie restaurant would be a similar cost," Kenny said. "So to jump in and build a standalone restaurant in a trial wouldn't make sense, but you never say never."

Announcing the relaunch in May, McDonald's said the pies would be produced to the original recipe. The only significant change was the removal of MSG, a controversial additive.

The pies will be made at the former Georgie Pie production facility in Manukau by Goodman Fielder, whose own main brand is Irvines. Goodman Fielder bought the pie plant from Progressive Enterprises who owned Georgie Pie before McDonald's.

The pies are first being sold at McDonald's in Auckland's Greenlane and



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Inspiring the next generation of bakers

Graham Heaven is so dedicated to passing on the skills and enjoyment of baking that twice a year he opens the doors of the Napier-based Plant & Food Research bakery to senior high school students.

Graham, who works as a tutor and assessor for training provider Plant & Food Research, funds the open days himself, providing ingredients and bringing over 40 years' worth of baking knowledge to the table.

Most recently, seventeen Year 11 students from Wairoa College in Hawkes Bay were invited for a day of hands-on baking experience, giving them an opportunity to see inside a commercial kitchen for the first time and be exposed to what a career in baking is really like.



Graham Heaven (left) checks out his grandson Sam Heaven's work during the Rising Young Baker competition last year.

"The students loved having the baked items to take home and they really got a lot of learning out of the day," says Shelley Murphy, the accompanying teacher from Wairoa College.

Baking Specialist Peter Rood and Account Manager Wayne Carpendale from the baking industry training organisation Competenz supported Graham on the day, with Peter running a cake making tutorial where each student crafted their very own black forest gâteau.

Graham opened the first of what are now six Heavens' Bakeries in Hawkes Bay with his wife Denise in the 1970s. Their sons have since gone into the business, and the baking spirit encompasses three generations of the Heaven family, including grandson Sam Heaven who last year won the Rising Young Baker competition at the Fine Food New Zealand show.

With Graham's enthusiasm and ability to provide opportunities like these baking open days, and with the support of Competenz, it is hoped more young students will consider the baking industry as a viable career option.



A Wairoa College student works on his black forest gâteau during the baking experience day at the Plant & Food Research bakery in Napier.

Cupcakes to chocolatier?



Jess Wallace competing in the Rising Young Baker competition at Fine Food NZ.

Jess Wallace has always spent time in the kitchen and her love of baking started as a small girl in her grandparents' kitchen. That family-based environment of good food and good company meant that Jess' interest in food was always going to lead her into a food based future.

Her enthusiasm for a baking career became a reality when she began a part time job at Café 1874 in Gisborne. Jess started developing her skills on cupcakes and slices while working in the café's commercial kitchen. Her cooking tutor at Lytton High School identified Jess's ability and interest in baking and put her forward as a contestant in the Rising Young Baker competition at Fine Food New Zealand in June 2012.

"I pretty much didn't go to any classes for the month before the competition. I just constantly kept repeating and re-baking all the things we had to do, so I had it down to a fine art pretty much." There were three key products to bake in the theme of the Olympics. "I designed my puff pastry in the shape of the Olympic torch with a shot glass of alcohol so it was flaming, cupcakes with chocolate medals and I branded the ciabatta bread with the Olympic rings," says Jess.

The Rising Young Baker competition was set up by Competenz (the Industry Training Organisation for Baking) along with BIANZ (Baking Industry Association of New Zealand) to promote baking as a career. The competition offered the chance to bake in a professional environment. It was a chance for Jess to showcase her abilities and positive attitude while gaining confidence and experience. Jess showed that she could work under pressure, be focused and step up to the challenge to deliver excellence. Those attributes put the spotlight on Jess and led to the offer of a baking apprenticeship.

Jess started her Competenz baking apprenticeship in March 2013 and she loves it. "The best thing about baking is the creativity as I'm quite arty and I like making something look nice and presenting it so it looks good to eat." In her first kitchen assignment she scored 90% by producing shortbread, chocolate éclairs, chicken pie and a fruit flan all in a mere 6½ hours.

The future looks bright for Jess. Even though she has only just started a Competenz baking apprenticeship, she is already looking forward. Perhaps a move to Australia or refining her skills as a chocolatier may be on the cards.

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Regional networking in Christchurch



Talking shop is an excellent way to keep your enthusiasm up, and so it was for a gathering of Christchurch bakers in April.

The BIANZ regional networking event took place in the CPIT Training Restaurant. It began with refreshments and a chance to catch up with that essential shop talk before a demonstration by top pastry chef Marcus Braun and a talk on business insurance by Shona and Andy Pope. They dealt with shareholder/partnership protection, debt, and long term income protection issues.

Marcus Braun lectures in baking and patisserie at CPIT. Marcus has worked in some of New Zealand's top bakeries and hotels, including owning his own bakery business for seven years.

Marcus has been awarded gold medals nationally and internationally in numerous baking, cookery and patisserie competitions.

He participates as a manager and coach to chef and bakery student teams entering international competitions, including the Junior New Zealand Pastry Team. He has helped various teams achieve great success, including winning the coveted Toque d'Or and ANZBAKE titles.

Marcus Braun shared his expertise and flare for the perfect finish with a one hour demonstration of macaroons and a modern version of choux pastry.



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Operation Sugar

by Sue Fea

Cake bakers and decorators sweeten hard lives

There's a sweet new movement sweeping the country bringing birthday dreams alive for seriously ill Kiwi kids and touching the hearts of their families.

Operation Sugar was launched in September last year by South Otago cake decorator and mother of three Rachel Jenkinson. The movement is dedicated to creating free tailor-made birthday cakes for critically ill kids.

In just seven months Jenkinson's movement has attracted more than 400 willing volunteer bakers, pastry chefs and cake decorators, all keen to be chosen to create a sick child's birthday dream.

So far they've turned out about 50 intricately designed, hand-made masterpieces. Bakers go all out to meet individual children's wishes, matching to the letter requests for Superman, the Wiggles, Rapunzel in her tower, a Playstation, Angelina Ballerina, Pepper Pig and Elmo, all stars of the show.

Josh Coleman, 13, couldn't believe his eyes when his massive Shrek Donkey, painstakingly created by Rotorua baker Jo Orr, of Ciccio Cakes, appeared. Jenkinson says a cake like that would retail for about \$1000.

"When Josh saw his cake, he was walking around the table in shock. He thought he was just picking a cake out of the cabinet," laughs Orr.



Maddie Collins and her fairytale cake.

Kiwi Cakes is always on hand to throw in any supplies and trimmings as Operation Sugar's main sponsor and enthusiastic volunteers have been known to work through the night to get every detail just right.

Orr's massive Shrek weighed in at more than 23 kgs, used more than 6 kg of chocolate ganache and a tray of eggs.

She used Dolly Varden pans to shape the neck, front and back. The legs and head were Rice Crispie Treats covered with Satin Ice fondant. Everything was edible and it took 20 hours to complete.

The grey icing was a challenge. Orr used Americolor ivory and avocado colourings, adding a hint of black mixed with some Bakels chocolate and white Satin Ice to obtain the exact taupe colour of the donkey.

Josh, who has been receiving treatment for a brain tumour, has already ordered next year's cake. "To me it's about taking their mind off what's going on and making it a fantastic day," says Orr. "We're all competing and striving to do better against each other and we're making kids happy – that's the best bit about it."

Orr has been called in at short notice to prepare a stunning Fairytale Castle: "Luckily I had a dehydrator to dry my turrets." She opts for fondant with tylose added for a firm set and Chocolate Earth's modelling chocolate worked a treat for a recent 'My Little Pony Unicorn' cake.



Christchurch baker Saphire MacManus's heart melted when she heard about little Maddie Collins, 9, who suffers from a serious kidney disease and whose mum was diagnosed with breast cancer a few days before Christmas last year. "I just knew I had to do it. If I could make a child that happy, it was worth the endless hours it would take," she says.

Her two-tiered pony and butterfly creation, complete with white fence, took seven hours to create and made a little horse-lover's dreams come true.

MacManus was as excited as Maddie just to be chosen: "It was my first one and I was jumping up and down with excitement when I found out – I was at the supermarket," she says, laughing.

Maddie's close family friend Diana Wylie says MacManus's pony cake would have cost about \$400 to buy and was "just fantastic".

"Maddie's parents just weren't in a position to throw a birthday party last year and Maddie couldn't believe it. She thought it was so cool," says Wylie.

Sondra Vicelich, of Auckland's Sweet Bites Cakes, touched the heart of one mum with her 'Guess How Much I Love You'-themed cake, based on a very sick little 1-year-old boy's favourite storybook.

Graesyn was undergoing a liver transplant on his birthday so his mum, Kylie, froze the top tier and shared the bottom with grateful ward nurses.

It was touch and go but Graesyn pulled through and at Christmas enjoyed his first taste of birthday cake, complete with hanging moon and grass sprinkled with colourful rainbow dust.

Operation Sugar has more than 3000 followers on Facebook and a delighted Jenkinson says she's got so many volunteers she's hoping to expand the criteria to other very-deserving sick children.

"At this stage most of our applications are coming in from the North Island so our South Island volunteers are really keen to get cracking on some well deserved birthday cakes."



Josh Coleman and the Shrek Donkey cake.

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Employment laws changing

Changes and proposed changes to employment legislation

From Carey Poulter **M G Z** | mcphail gibson & zwart ltd

● **Minimum Wage (Starting-Out Wage) Amendment Act 2013**

From 1 May 2013 the starting-out wage will replace the new entrants wage and training minimum wage for under 20's. Three groups will be eligible for the starting-out wage. These are:

- 16 and 17-year-olds in their first six months of work with a new employer (or until they are training or supervising others).
- 18 and 19 year olds who have been paid a benefit for six months or longer, and who have not completed six months of continuous work with any employer since starting on benefit (or until they are training or supervising others)
- 16 to 19 year old workers in a recognised industry training course involving at least 40 credits a year.

Under the starting-out wage, eligible 16–19 year olds can be paid 80% of the adult minimum wage for six months OR for as long as they are undertaking recognised industry training of at least 40 credits per year.

The new entrants wage will no longer be an option for employers, however those paying their employees on this rate can continue to do so until their employees have completed the lesser of 200 hours or 3 months continuous employment.

16 to 19 year old trainees who were on the training minimum wage before 1 May 2013 continue on the same wage rate.

● **The Holidays (Full Recognition of Waitangi Day and ANZAC Day) Amendment Act 2013**

This legislation was passed on 19 April 2013, however does not come into force until 1 January 2014.

The purpose of this Act is to "Mondayise" Waitangi and Anzac Day where these days fall on a Saturday or Sunday as follows:

If Waitangi Day or ANZAC Day –

- (a) falls on a Saturday or a Sunday, and the day would otherwise be a working day for the employee, the public holiday must be treated as falling on that day;
- (b) falls on a Saturday or a Sunday, and the day would not otherwise be a working day for the employee, the public holiday must be treated as falling on the following Monday.

● **Proposed Changes to the Employment Relations Act**

The Employment Relations Amendment Bill was introduced into Parliament on 26 April 2013 and proposed a number of changes including the following:

● **Collective Bargaining**

There will no longer be a good faith obligation to conclude a collective agreement.

Parties involved in collective agreement bargaining may apply to the Employment Relations Authority for a declaration that collective agreement bargaining has concluded.

Repealing the 30 Day Rule for New Employees Who Are Not Union Members – there will be no obligation to offer new employees, who are not union members, the same terms and conditions as the collective agreement.

When Bargaining May be Initiated – The purpose of this amendment is to enable employers and unions to initiate bargaining at the same time, no earlier than 60 days before the expiry of the collective agreement. Currently unions may initiate bargaining 20 days before employers are able to do so.

Continuation of Collective Agreement After Specified Date – This change allows a collective agreement to continue in force for up to 12 months after it has expired, regardless of whether it is the union or the employer who initiated bargaining. The current provision only applies to bargaining initiated by the union.

Employer May Opt Out of Bargaining For a Multi-Employer Collective Agreement – An employer will be able to provide written notice, within 10 calendar days of receipt of the notice of initiation of bargaining, to the other parties that they do not wish to be a party to multi-employer bargaining, in which case that employer will have no further obligation to participate in the bargaining.

Partial Pay Deductions for Partial Strikes – In response to a partial strike employers will have the additional option of either reducing an employee's pay by a proportionate amount or deducting a fixed percentage of wages as specified in the Bill.

Advanced Written Notice of Intention to Strike or Lockout will be required – It is proposed that advance written notice will need to be given prior to a strike or lockout commencing. Withdrawal of the notice will also be required to be in writing.

- **Flexible Working Arrangements**

It is proposed that the Act be amended to make it easier for employees to request flexible working arrangements by removing some of the current limitations.

- **Continuity of Employment – Part 6A**

The Bill provides clarification of the law relating to the transfer of vulnerable employees if there is a sale or transfer of the employer's business and/or a change in the contractors (including contracting out work). It is also proposed that employers employing less than 19 employees will be exempt from certain parts of Part 6A.

- **Good Faith**

In light of the requirements of a recent Employment Court judgement the Bill proposes amending section 4 of the Employment Relations Act which requires employers to provide information to employees when they are proposing to reach a decision that could have an adverse effect on the continuation of an employee's employment. The Bill provides that an employer is not required to provide access to information if that information:

- relates to an identifiable individual other than the affected employee;
- is evaluative or opinion material compiled for the purpose of making a decision that may affect an employee's continued employment;
- concerns the identity of the person who applied the evaluative or opinion material;
- is subject to a statutory requirement to maintain confidentiality.

- **Rest Break and Meal Break Provisions**

The Bill provides increased flexibility in respect to the taking of and timing of rest and meal breaks.

- **The Employment Relations Authority**

Due to delays in the provision of Employment Relations Authority determinations it is proposed that at the conclusion of an investigation meeting the Authority member will be required to provide an oral determination or an oral preliminary indication of the Authority's finding.

Toxic flowers



Why fresh flowers do not belong on cakes

by Amelia Carbine, www.cakefu.com

Most cake decorators are ecstatic when a client actually asks for sugar flowers. It is a fairly rare occasion for most decorators. More common is the client who says they plan to use fresh flowers provided by their florist.

As a cake decorator whose specialty is sugar flowers, I tend to cringe when a bride says she wants to use fresh flowers. That's not just because I think that gum paste flowers are an art and so much better on a cake, but because there are several things wrong with placing fresh flowers on a cake.

First, and probably most importantly is that a lot of the most popular wedding flowers are toxic. They contain poisons that can seep from the flowers and into the cake. Symptoms of ingesting poisonous flowers are not pleasant. They include pain in the mouth, upset stomach, diarrhoea, vomiting, and possibly even a trip to the hospital emergency room.

It can turn out to be bad news for a cake decorator if someone gets sick from the cake. See the list on this page of some popular wedding flowers that are considered toxic. For a more complete list of poisonous flowers, you can find it on Wikipedia.

Second, flowers are not grown with the intention of being eaten or placed on edible things. Therefore, growers are allowed to spray very strong pesticides on their flowers. So even if a specific flower is not toxic, it still runs the risk of making people sick due to pesticides.

There is of course an exception for organically grown flowers, but they are probably going to be hard to find, will be limited to non-toxic flowers, and will most likely be in the same price range as sugar flowers anyway.

Lastly, we work hard to keep a clean work environment to make our cakes. We practice safe food handling and take pride in creating better than the average products. Floral shops do not have the need or desire to wash every flower that comes through their doors. They don't need to make sure every flower is dirt free or even bug free.

Jennifer Bratko owner of Beyond Buttercream in San Francisco wrote a really great story about a florist who brought bug and dirt infested flowers to put on one of her cakes. This is not the way we want our customers to experience our works of edible art.

I think it is time for a revolution where we as decorators refuse to allow fresh flowers to be placed on our cakes unless they are certified organic and are non-toxic. Let's teach our brides and other customers that sugar flowers are superior. They are made to be food safe and are a work of art. And they are a part of the wedding or event that will be talked about for years to come.

Poisonous flowers



Anemone	Hydrangea
Calla lily	Iris
Clematis	Ivy
Daffodils	Ranunculus
Delphinium	Poppy
Frangipani	Sweet pea
Gloriosa lily	Wisteria

A finder, a minder and a grinder

Belinda Jeursen visits BIANZ member

Jon Jon Bakeries, a Christchurch wholesale bakery punching well above its weight in the Australian market.

"We've got a finder, a minder and a grinder," says David Macalister.

The Finder is David Macalister himself, formerly of the garment industry, now the "dog with a bone" general manager and co-owner of Jon Jon Bakeries. He won't let go of a deal until it's safe and secure in the hands of The Minder to make it all happen.

The Minder is Lyn Eyles, New Zealand sales and operations manager, who talks at an impossibly fast rate about all aspects of the business and makes my hand ache as I try to write it all down. She knows she can rely on The Grinder.

The Grinder is Daz Luhetoa, bakery manager, who along with co-owner Tony Lavery, makes sure that 200 000 ginger kisses, among other products, make it off the production line at the end of every ten hour shift.

About 70% of Jon Jon Bakeries' products make their way into major Australian chain stores, with ginger kisses their biggest seller. They also make brandy snaps, fruit bites, tart shells, ginger crunch, Christmas mince pies, Christmas puddings and cookies.

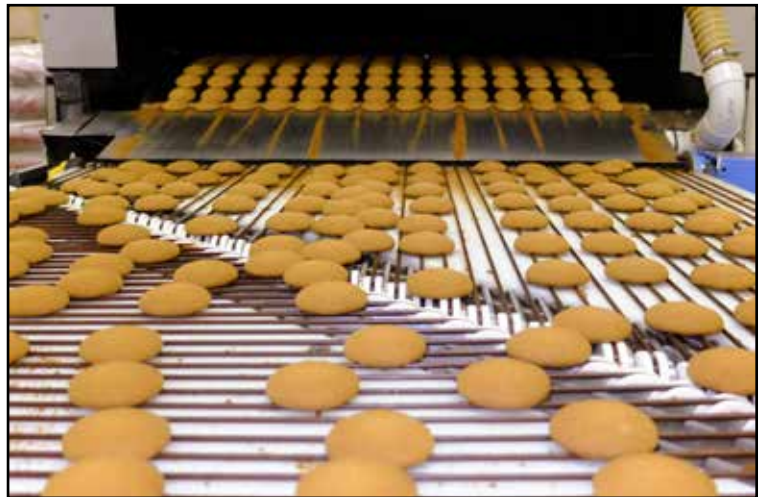
Sacrificing identity

Gluten free products make up about 25% of their sales, an offshoot started five years ago and one that is continuing to grow. Contract baking is yet another very successful arm of the business so while some of their products are sold under the Jon Jon brand, others are marketed under private labels and house brands, a concession David is willing to make: "Sometimes you have to sacrifice identity for volume."

The logistics behind getting this much stock to that many places all at the same time for a simultaneous rollout through all stores, especially when there are promotions going on, are mind boggling. To aid in this, stock is stored in a chilled storage facility in Sydney, then trucked out of Sydney most nights. "Sometimes the logistics are so huge you almost forget about the product," says David, but he has Lyn The Minder to worry about that.

The other major challenge is the paperwork around food safety audits required by the companies Jon Jon supplies. Some require audits twice a year, others just once, but there are at least seven a year and Daz keeps a keen eye on it all.

"We came into this at the right time," Lyn says, "because it was all so simple – no bar codes, no ingredients labelling. It's slowly



become more and more complex. It would be overwhelming for someone starting from scratch now."

Jon Jon Bakeries started life as Auntie Edna's Bakeries. The Auntie Edna label was gradually phased out as the Jon Jon label became more established and eventually in 1999 the company name was changed.

In 2008 they moved premises as they had outgrown the old Edmonds site and wanted to incorporate a dedicated gluten free area. They were lucky enough to find the former premises of Mighty Bakery who took their pies north.

Growing the export side of the business has been a learning curve and a welcome challenge. David says that when he got his first order from an Australian company for \$150 000 back in 1999 he thought a mistake had been made. Now they hardly blink an eye when they are asked to provide four forty foot containers of product for one promotional run. "The promos are really good," he says. We usually sell through about 80% of the stock in the first two weeks."

The burning question

The burning question I had for David and Lyn was why Australia would want to buy New Zealand made products when they could just source them locally? The short answer is wage rates, which are far lower here. An increasing number of products and services are being moved to New Zealand to combat high wage rates in Australia.

David also believes that companies there like dealing with smaller businesses here because the quality and delivery is better and there is a quicker turnaround. "You just have to make it happen," David says. "They think we're a huge company, we're actually pretty small, but once all your systems are in place it's quite easy to export.

There's another very good reason: ginger kisses aren't made in Australia. David thinks it has something to do with the quality of the grass cows eat in New Zealand and the beautiful butter they produce. Well, that's his theory and he's sticking to it.

*Jon Jon Bakeries Ltd, 32 Curries Road, Christchurch.
www.jonjonbakeries.co.nz*



Wild pie ideas in Central

by Sue Fea

They like rugged, enterprising individualists in Central Otago. Combine that with the area's profusion of wild and woolly creatures and the abundant fruit, then add a love of pies, and you've got a perfect recipe for new and different concoctions.

It's not surprising then that two different Central Otago pie makers are fast becoming legendary for their unique combinations of local flavours and produce.

Otago chef Ben Devlin, who was head chef at Jonesy's Cafe and Bar in Arrowtown for five years, just likes to be known as "the chef who people remember for making strange things".

Further out in winegrowing Gibbston Valley country at Waitiri Creek Winery, ex-navy-chef Jason Moss just can't resist turning out tasty treats from the amazing produce springing up around him.

A bit of a gimmick

Ben Devlin's fetish for pies began as "a bit of a gimmick" and a means of feeding hungry Otago University students while working at Robbie's Bar and Bistro in Dunedin.

After his move to Arrowtown, Devlin got chatting to a "local down at the pub", who shot him some great wallaby and goat meat to order. He also lined up a good supplier of locally-shot game meats in Alexandra. The possibilities were endless – goat and blueberry, wallaby and venison bacon, lamb, rosemary and pinenut, and seafood chowder pies. Since then he's turned out a delicious rabbit pie and a venison and red wine pie.

The secret with game meat, he says, is slow cooking. Carrot, celery, onions, tomato paste, beef stock and a little red wine are added to the goat shoulder, which is reduced until it's nice and tender when fresh blueberries and tomatoes are added.

Rabbit is a stronger flavour and is best left to speak for itself. Smoked



Waitiri Creek chef Jason Moss prepares for a tasting of one of his latest innovations.



Otago chef Ben Devlin appears to take it seriously even when he's at home on holiday in his mother's kitchen.

eel pie is now on the radar for this culinary innovator.

For now Devlin has just begun a new job as head chef at The Baa Bar in Dunedin where he'll be opting for cheaper cuts of lamb, beef and maybe some chicken curry pies to keep prices down for the students.

He's planning to head back to Arrowtown though to cook up a storm at a Wild Food Night, likely to feature spicy alligator broth, smoked rabbit and venison pie, and wild thar and wild mushroom risotto, topped with fried quail egg, topped off by wild gooseberry and elderflower cheesecake.

Can't resist

At Waitiri Creek, navy man Moss, well used to turning out 600 pies in a run to feed 300 hungry sailors, also has punters queuing for his pies: Cardrona merino with Central Otago apricots, wild thyme and Gibbston Chardonnay, wild venison with Central Otago pinot noir, juniper berries and wild rosemary, or wild mushroom pie – Moss can't resist the fresh produce on hand.

He's even delved into wild hare combined with wild thyme and locally-grown tomatoes: "It was just beautiful – nice and tender. Most people write it off, but it's a beautiful lean meat."

He sautéed the meat off then braised it, cooled and deboned it before whipping it into a delicious best seller.

Moss forages for his own mushrooms in the Central Otago hills with help from friend Hunter Dickson.

He'd love to delve into dessert pies with such an abundance of fresh stone-fruit available all around him, but southern pie lovers just won't bite at that.

"They'll eat a tart or a flan but they just won't go for dessert pies," says Moss.

The long view



Tony Marshall, National Sales Manager at NZ Bakels, talks to David Tossman.

"I love the industry, love cake, love bread." That's a good part of the answer to my question.

The entire sales force at NZ Bakels consists of highly capable, experienced and qualified craftspeople. Their work is as much advisory as strictly sales oriented, so they've got to be good.

So what does it take to gain the top sales job there? I asked Tony Marshall, who took that hotseat in January. His CV gave much of the answer: an enormous breadth and depth of experience in just about every aspect of baking. It's been a remarkable journey.

Beyond baking, Tony's leading interest is softball. He still plays regularly, captaining his team, and also coaches a junior team which includes his son, Zane, 12. He follows rugby and league and "I follow the old geezers as well," he says.

Tony was born and raised in the Hutt Valley. His first job was in bakery at Foodtown Lower Hutt. He secured an apprenticeship after just three months and did 4000 hours of his time there. "Once I'd learnt the bread and a little bit of cake, which was all I could learn in that bakery, I went out to a little private bakery – Artcraft Cake Shop [in Wellington], and finished off my last 4000 hours there."

Tony was now qualified on paper but felt the need to learn more. "I'd completed cake, pastry, bread but I hadn't really done anything with sourdough," he recalls. He did that at a Lower Hutt bakery which, unfortunately, went into receivership after he had done 18 months there.

He went back into supermarkets and managed the bakery at Foodtown Porirua at the age of 21. The bakery was closed a few

years later and Tony was promoted to a bakery within Foodtown Central in Hamilton. "I helped clean it up a little bit and put some good practices in place and training, and recruited the right people."

From there Tony was promoted to what was a flagship store in the Foodtown chain, in Meadowbank Auckland. Tony got the bakery there "back on its feet" after some major revamps. "I did some good things there with the people," he says.

He must have done something good with the people because the next step was to become the bakery trainer for Progressive Enterprises' Foodtown chain, working under Alan Oliver.

Over the following years Tony worked mainly in various supermarket bakeries. This was a time when New Zealand supermarkets were consolidating and changing, so there were also several changes of location for Tony. He also spent four years as a business consultant with Baker's Delight, doing on-site training, helping franchisees with their businesses.

From there he moved into an entirely different aspect of the bakery trade, selling equipment for Burns and Ferrall. Three years later he moved on to Global Food Equipment. They went into liquidation 18 months later. Then NZ Bakels called.

He had had his eyes on NZ Bakels for some time and got the call to send in his CV almost four years ago, replacing someone who had gone to Australia. Amongst his qualifications is a diploma in frontline management from Baker's Delight "and that taught you a lot about situational management and leadership."

Pure baking still played a part at Bakels though when he assisted the head tutor with some of the Richemont courses. He was promoted last year to look after Bakels' pastry customers before taking up the sales manager role.

Tony is keen to outline the Bakels approach to the baking industry as a whole. "It's not about Bakels, it's about lifting the standard of making pastry."

He points out that, unlike some other suppliers' competitions, there is no requirement on entrants in the Pie Award competition to use Bakels ingredients. "We just want to raise the bar."

Likewise, he says, they don't sell any product at the Bakels Richemont advanced baking courses. "It's there as another avenue for people to upskill themselves."

Clearly Bakels is engaged in doing well by doing good, a long term strategy for widespread improvement. Tony Marshall likewise appears to have taken a long view, using the chances offered throughout his career to improve his understanding of the many arts and the hard business of baking.

And behind that there is Tony Marshall's love of the industry – "love cake, love bread." That is what has sustained him and driven him to where he is.



Two market leaders combine for one singular goal.

Moffat and Tagliavini have joined together to create an exciting new offer for New Zealand bakeries. Each has a reputation backed by decades of past experience and innovative approaches to future solutions.

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For Moffat, it's another way to enhance their already stellar range of commercial bakery equipment. Their celebrated support and servicing strengths have been the backbone for the continued success in this country.

Recognising the importance of research and development, they too understand that quality baking technology must also deliver ongoing convenience – and effective and economical energy consumption. The size, power and efficiency of their bakery range deliver these capabilities with a new dynamic approach.

Which is why Moffat are so pleased to welcome Tagliavini on board. The two companies are faced with an ever-evolving marketplace, new demands from the modern bakery and accordingly exciting technological developments. With this exciting new partnership they will continue to rise to the challenge.



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Baking and beyond

Belinda Jeursen visits Gilbert's Fine Food for a taste of what baking and cheffing can do together.

"I like to know the people I'm doing business with," says Kevin Gilbert, referring to both his suppliers and his customers.

People like to know Kevin Gilbert too, judging from his previous and on-going business success.

Gilbert's Fine Food on Otaki Street is the latest venture from this popular Dunedin baker/chef. He has been best known lately for his offerings at the Dunedin Farmers Market and, judging by online comments, regulars who know him from the market are thrilled to be able to buy his European-style artisan baking from Monday to Friday too.

A large, light-filled retail space fronts the new custom-fitted bakery where an impressive range of sweet and savoury treats come to life under the capable hands of Kevin and his team. Custom-built wood and glass cabinetry and shelving in the shop create the perfect background for a visual feast of breads, bagels, Danish pastries, croissants, pies and cookies. Classic Café provides the Allpress coffee to complete the experience.

While Kevin focuses on sourcing his ingredients and products locally, he is not averse to bringing something in from further afield, provided he knows where it comes from and that it meets his criteria: absolutely fresh and a little bit unusual. His pies, breads, pastries and biscuits are exactly that: his version of tradition, made fresh every day, using local ingredients as far as possible.

This approach fits with his market experience, where he has a devoted following of keen customers who turn up rain or shine because they want his bread and his pastries, and because they love talking to the person who made it all. Kevin has noticed that, while his regulars are mostly women, more men are starting to shop at markets.

He also sees far more young people coming to the market these days because they are genuinely interested in where their food comes from and how it's made, particularly sourdough bread.



To this end, he has started offering baking classes and has enthusiastic would-be bakers signed up for the rest of the year.

Kevin says he got into baking because he wanted to leave school but was only allowed to do so if he had a course or a job to go to. "I didn't want a job immediately and baking appealed to me so I ended up at CPIT doing a baking course. That really gelled for me – I learned things easily and didn't even have to try to remember information because I was so interested.

"Dave Stuart, a tutor there at the time, really influenced me and made it fun. He liked to tell us the history of the product, not just how it's made but why it's made like it is." Kevin uses the same approach in his bakery now, with both staff and those who attend his courses.

After 18 weeks at CPIT, Kevin got a job at an in-store supermarket bakery in Christchurch and did his apprenticeship there. He soon realised that the style of baking there was not his style. He had been to Europe and seen the kinds of bakery products he wanted to make and, while he had learned the techniques required at CPIT, the reality of baking for the mainstream was very different.





While on his OE Kevin took a job in Scotland as a cook at a pizza and pasta restaurant. Cooking shows were becoming popular in the UK at the time and he was inspired by these to train as a chef, so back he went to CPIT.

He then worked at Thornley's in Christchurch and Te Papa in Wellington, mostly in the pastry section. Then it was into hotels doing reception, something that suited his outgoing personality, a step away from food that was to last six years.

A bit of food and beverage management and a return to Europe were followed by a move to Dunedin when a run-down bakery came up for sale in George Street.

Kevin and wife Esther decided to do something they knew and bought the old bakery in 2006, creating Charlotte's French Bakery, with gluten free specialist bakery Lievito established alongside it a year later. They then sold Charlotte's



and stuck with Lievito, an option which meant less stress, fewer hours and more money.

But Kevin is not one to stand still and a desire to expand his range has seen Gilbert's Fine Food make its welcome appearance and afford Kevin the chance to bring his baking and cheffing skills into one arena, much to the delight of old and new customers alike.

Gilbert's Fine Food, 47 Otaki Street, Dunedin



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I/we would like to be enrolled as a member of the Baking Industry Association of New Zealand (BIANZ) and gain the rights and privileges of membership accorded to my membership type, and in doing so acknowledge the following:

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“If we don’t make it, we don’t sell it”

Belinda Jeursen meets a BIANZ member making their mark on the Dunedin bakery scene.

Two treats in one: a sunny day in Dunedin and visiting Spelt Bakery on Highgate for a slow roasted pork belly pie. This small bakery is fast becoming a local landmark.

James Musk and his wife Felicity bought the lease on the building in 2012 after returning from Te Anau, where James had been executive chef at Fiordland Lodge. There was a bakery in the building beforehand, but there was no equipment left behind, so they had to start from scratch. The bakery has been open for just over year.

James learned to bake bread when he was working as a chef. He had tired of not being able to get his hands on the kind of bread he wanted to serve in the restaurant. That began his

gradual move into the world of baking that has now resulted in opening Spelt Bakery.



As well as hand-crafted pies, filled rolls, pastries and mini cakes, James sells an outstanding range of artisan breads, including the 100% wholemeal spelt flour loaf for which the bakery is named.



James’s chef training is most obvious in the care and attention he pays to the pie fillings. Lamb, wild goat, venison and pork belly are teamed with wine, garlic and herbs. They are slow-cooked overnight to produce melt-in-your-mouth fillings with an enviable depth of flavour.



Spelt’s mini-cakes also reveal a great understanding and appreciation of flavour. His offerings include a carrot, orange and almond combination and a banana, caramel and chocolate.



Felicity does most of the sweet baking while James focuses on the savoury products.



Photos Belinda Jeursen

They also make pestos, chutneys, jams and other toppings to complement their breads, all made from scratch on site. “If we don’t make it, we don’t sell it,” says James.

“People are desperate for food that’s real. They want pies with a decent amount of meat in them, bread with texture and firmness. It’s worth paying more because you are getting more value.”

While it has been a steep learning curve for James and Felicity, they have refined their methods and range of products to suit their customer base and are keeping up with the rapid growth of the business.

For James, the main challenge was going from making things on a small scale for diners to doing large production runs to meet weekly demand.

And then there were the hidden costs of compliance and the ongoing paperwork. Felicity handles the accounts and finances and works in the shop while James puts in the hours in the bakery, now with the help of a trainee baker.

Their goal is to be able to consistently offer a full product range to customers. They currently bake a lot to order, especially family pies and quiches, but would like to have these available in the shop on a regular basis. This is easier said than done when sales patterns aren’t consistent.

Spelt is open from Tuesday to Saturday but James says what sells varies from day to day, making it difficult to get it right.

Their customers are local residents, those working in the neighbourhood, passers-by, and tradesmen, all with their own favourites, but sure in the knowledge they are onto a good thing.

Spelt Bakery on Highgate, 481 Highgate, Maori Hill, Dunedin
<http://www.speltbakery.com>

Vaniyé

– creating a destination



by David Tossman

Vaniyé is in a characterless building on a tiny side street with very little parking. The location does not, at first sight, attract or inspire. To succeed, any shop here has to be a destination. Vaniyé is certainly that.

Modest it may be but the location is strategic, just off upmarket Parnell Road, a favoured location for "ladies who lunch" and other residents of Auckland's old-money suburbs. For a discreet, carefully made coffee and macaron or two, or a stunning dessert to take home, this little boutique could hardly be better.

The interior of the shop, like the exterior, is understated, almost stark: dark wood fittings, white walls, just a few paintings. It leaves the products to shine, and shine they do. The visual appeal of the products is paramount, in the shop and on the net.

Vaniyé's advertising describes it as "a luxury Parisian-style patisserie." Fans – a more appropriate word here than customers – use words like dainty, exquisite, detailed and divine to describe the delicious delights on offer.

"We're passionate," proclaims the Vaniyé website, "about the refined art of delicate desserts, bringing you a new sensory experience starting from visual presentation through to the intense aromas and flavours from our quality ingredients. [...] We welcome you to our boutique where our hôte/hôtesse will personally guide you through our many culinary delights. Vaniyé is the sweet side of fine dining."

Sonia and Laurent Haumonte set up the shop last year but before doing so they tested the Auckland appetite for these treats at farmer markets in Grey Lynn and Howick. "We saw it did work pretty well, so with caution – we know that the risk is still high – we just jumped in," says Sonia.

The choice of location was merely a matter of realism. "The main road is not affordable, and since we do unique specialised products, we chose a destination place," Sonia says.

Cosmopolitan

Laurent is French, with a passion for fine food typical of his nation. Sonia is cosmopolitan (as she says) in both background and experience. Born in New Zealand of Thai and German parents, brought up partly in Thailand, she trained in patisserie in France. It was a thorough grounding. She did a Cordon Bleu in Paris "more than 10 years ago," she tells me, and then did an apprenticeship in a well established boulangerie/patisserie "so

we covered all areas of bread, of Danish pastries and dessert," she tells me.

She then moved on to work in "a couple of Michelin-starred restaurants and luxury hotels, as well as smaller establishments like boutiques." Sonia worked for seven years altogether in Paris.

Today that diverse training still serves here as they produce a small line of "basic baguette and croissant" while concentrating mainly on those exquisite delicacies and desserts.

Laurent is a management consultant by day but dons an apron in the mornings and evenings to hand roll the baguettes and croissants he so likes.

Out the back

Out the back when I visited, two young patissiers were hard at work. The place is simply set up. "We don't do a lot of bread," says Sonia, "so our oven is a really small, compact, convection oven."

The rest is basic: a dough sheeter, a mixer, and a prover for croissant, "The rest is all hand-crafted," says Sonia. "The same with chocolate, we do our own tempering, we don't have a tempering machine or anything like it. So it's just learning technique by hand really."

“The hard part is getting people to come this way to discover us ...”

"If you can master by hand, you can always use the machine – we can always buy new machines afterwards. But we like to get it right by hand first."

Training

Like any bakery, Vaniyé has difficulty recruiting staff suitable for training, but more so given the nature of their patisserie. Sonia points to New Zealand's less refined, less decorative and more homely style of baking making familiarity with even the basics of patisserie rare. "We do struggle to find the talents."

"We get a lot of CVs from kids who did some culinary schools, but just looking at the photos of what they do or having them on trial, sometimes the level is not quite as high as we were hoping for, compared to Europe or Asia. If they can't pick it up fast, then it's a waste of our time as well. So that's the one side of the business which has been a challenge ... we want someone who knows the basic things like a crème pâtissière, genoise, ganache, just very simple basic. And then later we can teach them to elaborate on it."



Sonia Haumonte – cosmopolitan

Lessons

Vaniye offers object lessons not only in patisserie but also in small business marketing and promotion. High and consistent quality and service are clearly the first essentials – they will give you word-of-mouth advertising – and that has worked well for Vaniye.

“The hard part,” says Sonia, “is getting people to come this way, to discover us basically. But once they do they’re sort of hooked and they come back. So 90% of our customers are actually regular customers, and then we keep adding new customers who found out about us through their family or friends.

“We get new customers every day.”

Facebook “wonderful”

The Haumontes have also pursued publicity. “We had a couple of nice people who wrote up about us in the newspaper a few times, and magazines, so that helps,” says Sonia.

Beyond word-of-mouth, Facebook has been central to their efforts and, according to Sonia, it has been wonderful for them.

“As soon as we have a new product – because I get bored I change my creations all the time – we put up a photo on Facebook and straight away we get people coming in on the same day to buy them, so it really works for us very very well – probably because we have a lot of images.

“A lot of customers are very attracted as soon as we put up a photo of a cake. Then we just see an immediate response.

“We do a bit of Twitter, but just through our Facebook. It automatically goes into Twitter. People repost what we post.

“Apart from that it’s just our own little website and our Facebook. We do Instagram as well, that’s just with photos. That works as well.”

The location may not inspire but for anyone aspiring to make it at the quality end of the food business, Vaniyé has plenty to think about and aspire to.

“As soon as we have a new product ... we put up a photo on Facebook and straight away we get people coming in”



Prenzel partners BIANZ



Prenzel, the Marlborough-based fruit distilling company, has joined with the Baking Industry Association as a partner, offering an attractive discount to members buying their concentrates and gels.

An International award winning distillery, Prenzel has specialised in combining European tradition with the lively flavours of New Zealand

produce to create unique food and beverage products.

Prenzel's wide range of products encompasses fruit brandies, limited edition liqueurs, schnapps, infused rice bran oils and sea salts, gourmet vinegars and much more. Prenzel also has a food service department producing Australasia's largest range of natural culinary concentrates and gels.

The company began as Alsace New Zealand Distilling Company Ltd in 1992. It was New Zealand's first commercial fruit brandy distillery.

In 1997 they established Prenzel Direct, using the party plan concept to sell its consumer products, which also include food items such as infused olive oils.

Traditionally in Europe, fruit distilleries have two distinct product lines. They are best known for their fruit brandies and liqueurs but commercial products are their main interest.

Concentrates and gels in baking

Since its early days, Prenzel has been producing an expanding range of natural, alcohol-based concentrates and gels for the baking industry.

Ice cream makers, chocolatiers, butchers, caterers and executive chefs make use of these European style specialised products.

However, it is bakers and patisseurs who were the original target market for the French fruit brandy distilleries when they first started developing this type of specialised alcoholic flavour product.

Though the initial range of flavours offered by Prenzel was relatively limited, as the years have gone by, the range has expanded considerably. This is due to the company's policy of always being prepared to develop a new natural flavour product, whenever approached by a baker or chef with a yearning for the unobtainable.

The secret of success has been the company's early commitment to distilling fruit brandies in exact accordance with the artisanal traditions of Alsace.

Though New Zealanders, in common with all Anglo-Saxon cultures, have no tradition of drinking these fiery but subtly flavoured, spirits, which now represent less than 2% of the company's sales, their production teaches endless lessons about the derivation and manipulation of natural flavours.

Several of the most popular of the fifty or so different spirituous flavours available in concentrate form (they contain about four times the flavour of a standard beverage) are also available as gels.

Prenzel's Alcohol based gels are based on a traditional French technology. The addition of a plant-derived, gelling agent to a culinary alcohol concentrate results in a valuable new resource for bakers.

As the baking mix is heated, the gelling agent hardens the cell walls of aerated products such as sponges. As the cell walls become less permeable, more of the flavour of the alcoholic concentrate is retained. At the same time any volume

shrinkage at the end of the baking process is reduced. The result is an item with more flavour, a firmer mouth-feel and increased moisture retention.

Furthermore, this is all achieved without any significant modifications to existing recipes and procedures.

These gels are available in six of the most popular of Prenzel's standard culinary alcohol flavours: Brandy; Clear Orange; Grand Orange; Gin; Kirsch; and Rum.

On client request, the distiller will make up gels based on any of the forty and more other culinary alcohol products in the Prenzel range.

On the Riverlands Estate, on the outskirts of Blenheim, Prenzel maintains a telephone sales team, one of whom is a qualified chef. They and Hayden Johnstone, distiller and alchemist, are able to deal with all queries and requests.



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Chili Chocolate Cake

Ingredients

Flour	225 g
Sugar	350 g
Cocoa powder	85 g
Baking powder	7 g
Baking soda	7 g
Eggs	2
Milk	250 mL
Prenzel Chilli Rice Bran Oil	125 mL
Vanilla	10 mL
Boiling water	250 mL

Method

1. Preheat the oven to 180° C. Grease and line two 20 cm sandwich tins.
2. For the cake, place the boiling water, Chilli Rice Bran Oil, milk and vanilla into a large mixing bowl and whisk together. Sift all the dry ingredients into the wet ingredients, whisk the eggs and add to the bowl. Using a whisk, beat the mixture until smooth and well combined. (The mixture will be very runny. Do not use a springform cake tin as it will leak out the bottom.)
3. Divide the cake batter between the sandwich tins and bake in the oven for 25-35 minutes, or until the top is firm to the touch and a skewer inserted into the centre of the cake comes out clean.
4. Remove the cakes from the oven and allow to cool completely, still in their tins, before icing.



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Prenzel

Mushroom & potato soup

Serves 20

Ingredients

Meadow Mushrooms Swiss Brown & Portabello's, sliced

	2 kg
Olive oil	240 mL
Onion, finely chopped	4
Garlic clove, crushed	4
Fresh thyme	40 g
Medium potatoes (floury) peeled & chopped	12
Vegetable stock	5 L
Cups cream	475 mL
Salt & pepper	

Method

1. Heat oil in a large soup pot over medium heat. Add the onion, garlic and thyme, cook, stirring for 5 minutes until the onion is soft. Add the potatoes and cook for 5 minutes until the potato starts to soften.
2. Increase the heat to high, add the mushrooms and cook for 5 minutes.
3. Add stock and bring to the boil. Reduce the heat to medium and boil gently, stirring occasionally for 10 minutes.
4. Blend or process to the desired consistency.
5. Stir in the cream. Season with salt and pepper.



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Fresh yeast	15 g
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Strong flour	500 g
Gluten flour	8 g
Egg	320 g
Butter	300 g
Caster sugar	30 g
Salt	15 g

Method

1. Dissolve the yeast with the warm milk.
2. Add the warmed milk and yeast to the flour and the eggs. Develop the dough for 8 minutes.
3. Once the dough has fully developed add the sugar and salt. Then add the butter gradually and continue mixing until you have developed a smooth, clear elastic dough.
4. Place the dough in a lightly oiled bowl and cover with cling film. Allow the dough to prove for 2 hours in a warm place.
5. Knock back the dough.
6. Place the dough back into the bowl and cover with cling film. Place it in the refrigerator for 2 hours.
7. Remove the dough from the bowl and roll out into a rectangle shape to a thickness of 5 mm.
8. Cut the rolled dough into 12 even squares. Pipe some **Barker's Lemon & Passionfruit Fruit Silk** and the Lemon & Passionfruit Cream Cheese Filling mixture into the centre of each square.
9. Fold up the corners and place into muffin tins.
10. Place into the prover to allow the dough to rise for approximately 30 minutes.
11. Bake at 180° C for approximately 15 minutes.
12. Remove from the tins and place on a cooling rack. Either dust the tops with icing sugar or glaze with an icing.

Lemon & Passionfruit Cream Cheese Filling

Cream cheese	180 g
Barker's Lemon & Passionfruit Fruit Silk	35 g

Method

1. Soften the cream cheese and whisk until smooth.
2. Then whisk in the **Barker's Lemon & Passionfruit Fruit Silk** until smooth.



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XL plum and almond cake



Makes 5 × 20 cm tins

Group	Ingredients	
1	XL Cake mix	1250 g
1	Almond Meal	750 g
1	Water	500 g
1	Egg	750 g
1	Lemon zest from	5 Lemons
2	Plums	40 halves

Method

1. Place all Group 1 into a bowl fitted with a paddle.
2. Mix on slow speed for 1 minute, scrape down.
3. Mix on speed 2 for 3 minutes.
4. Scale off and decorate with Group 2 as desired.
5. Bake at approx. 160° C for 55 minutes or until baked through.



Healthy date and walnut loaf



FOOD
SERVICE



PER SERVE: 587kJ, protein 4.2g, total fat 3.3g (sat. fat 0.5g), cholesterol 31.4mg, carbs 23g, fibre 3.3g, sodium 330.2mg. Carb exchanges: 1½. GI estimate: medium.

Perfect for diabetics and health conscious consumers wanting to reduce their sugar intake.

Healthy Date and Walnut Loaf

Preparation time: 10 mins (+ 15 mins standing)

Cooking time: 45 mins

Serves 10 (as a snack)

Cooking spray (to stick paper)	
Dried dates, finely chopped	150 g
Bicarbonate of soda	2 tsp
Boiling water	125 ml
Wholemeal self-raising flour	125 g
Self-raising flour	66 g
Equal Stevia Spoon for Spoon	45 g
Mixed spice	2 tsp
Walnuts, finely chopped	38 g
2 × 50 g eggs, lightly whisked	
Skim milk	80 ml

1. Preheat oven to 180° C (fan-forced). Spray a 5½ cm deep, 9cm × 19½ cm (base measurement) loaf pan with cooking spray. Line base and side with baking paper, allowing the paper to overhang the side.
2. Put the dates in a medium bowl and sprinkle over the bicarbonate of soda. Pour over the boiling water. Set aside for 15 minutes to soften.
3. Put the flours, Equal Stevia, mixed spice and walnuts in a large bowl. Stir well. Add the egg and milk to the date mixture and mix until well combined.
4. Add the date mixture to the flour mixture and mix until just combined. Pour into the lined pan and smooth the surface with a spoon. Bake for 30 minutes or until a skewer inserted into the centre comes out clean. Set aside in the pan for 5 minutes. Turn out onto a wire rack to cool completely.

Cook's tip: Keep in an airtight container for up to 3 days. Alternatively, wrap slices individually in freezer wrap and place in a resealable freezer bag. Freeze for up to 3 months.

Fruitful foods

by Mike Meaclem



With so many apples and pears in season I thought it would be appropriate to produce at least one apple based item and one classic dish. Maybe it is my age showing but I do love the classics.

Vlaai is a Dutch yeasted pastry dough used for making pies and tarts originating mainly from the southern region of Holland. This tart has a

wonderful texture and mouth feel, which lends itself to many varieties of filling including apricot, cherry, raspberry and of course apples. I have supplied a pastry cream recipe with this Vlaai and used Calvados (apple brandy) to enhance the flavour of your preferred dried fruit. This is of course optional and will depend on your customer base and their spend.



Apple Vlaai

Ingredients – 1 portion

Plain flour	500 g
Table salt	10 g
Caster sugar	20 g
Whole milk powder	20 g
Ground cinnamon	4 g
Butter	125 g
Fresh compressed yeast	25 g
3 Eggs @ 55 g each	165 g
Tap water, lukewarm	100 ml

Method

1. Sieve dry ingredients and rub in butter.
2. Add yeast, eggs and warm water and develop dough for 5 minutes. Rest for 15 minutes.
3. Pin out to 2 mm and lay into a 23 cm flan tin or smaller tin for individual serves with a 2 cm edge around the side to hold in the filling.
4. Place apple filling on base and use the remaining pastry for a trellis top.
5. Prove 25 minutes, bake at 210° C for 25 minutes +/- and glaze with apricot glaze after baking.



Pastry Cream for Apple Vlaai

Ingredients – 1 portion

Cornflour	40 g
White sugar	60 g
4 Egg yolks no. 6 x 18 g each	72 g
Natural vanilla essence	10 ml
Family milk	600 ml

Method

1. Combine cornflour, sugar and yolks to form a paste.
2. Bring the milk and vanilla to the boil (vanilla bean would produce a superior flavour).
3. Add boiled milk to the paste, stirring to avoid lumps.
4. Transfer custard back to the pot and bring back to the boil.
5. Pour onto a thin tray to cool, cover and reserve for apple filling.

Apple filling for Vlaai

Try and use fresh apples as this will make a point of difference and superior flavour to your competitors.

Apple slices or fresh cooked	500 g
Sugar	20 g
Cinnamon	1 g
Dried fruit soaked in Calvados (apple brandy – optional)	100 g

Method

Combine all above; add a portion of the prepared cooled pastry cream to hold the apple mixture together, being careful not to make it too wet.



Bakewell Tart

Sweet Paste

Ingredients – 1 portion

Pastry flour	200 g
Butter	80 g
Caster sugar	120 g
Egg	50 g
Natural vanilla essence	5 ml

Method

1. Rub butter into the flour.
2. Combine sugar egg and vanilla.
3. Mix into dry ingredients until a clear dough is formed.
4. Roll paste to 2 to 3 mm thickness and line (12) tartlet tins. I used 90 mm tins for this recipe.
5. Chill tarts to firm, this will help when piping filling.
6. Pipe a portion of raspberry preserve in each tart (use the finest quality preserve).
7. Pipe the Bakewell tart filling and bake @ 200° C for approx. 15 to 20 minutes or until golden brown. After 8 minutes add some almond slices to the top of each tart. (Almonds can be added at the beginning of the baking process but be careful not to overbake them as they will become bitter.)
8. Once cooled dust with icing sugar and serve.



Bakewell Tart Filling

Frangipane

Ingredients - 1 portion

Salted butter	150 g
Caster sugar	150 g
3 eggs x 55 g each	165 g
Blanched ground almonds	200 g
Plain flour	50 g
Lemons	2

Method

Sugar batter or creaming method:

1. Cream the butter and sugar and gradually add warmed egg.
2. Combine flour almond and finely chopped lemon zest and mix into the batter.
3. Pipe into prepared tart shells.

Butter chicken pies



Makes 24 pies

Ingredients

Chicken pieces	1200	g
Diced onion	400	g
Butter	80	g
MAGGI Butter Chicken Recipe Mix	110	g
Tomato Paste	240	g
MAGGI Coconut Milk Powder	320	g
Water	1.3	L
Pie thickener as required		

Method

1. Brown chicken and onion in butter
2. Add remaining ingredients and simmer until chicken is cooked, stirring occasionally.
3. Thicken with pie thickener as required
4. Let cool and spoon into pies



Wholegrain bread

Bread is a very important part of our diets in New Zealand and is a major contributor to our intakes of many vital nutrients. However because we consume it so frequently it is also one of the largest contributors of sodium in our diets.

The Heart Foundation has been working with large bread manufacturers to help them reduce the sodium content of their breads and has set a target of 450mg of sodium per 100 g of bread. This equates to a baker's percentage of 1.6% for salt. However research in the UK has shown that using a baker's percentage of 1% for salt is easily achievable, accepted by customers and doesn't affect the overall recipe.

Try this luxurious loaf full of glorious grains, fabulous flavour and a terrific texture and find out for yourself. For more information on healthy baking visit: www.heartfoundation.org.nz/hospitality



Ingredients

For 10 × 1 kg loaves

	Baker's %	
Pre-ferment		
Water	1.25 L	25%
Dry yeast	20 g	0.4%
White wheat flour	1.25 kg	25%
Soaker		
Kibbled rye	500 g	10%
Kibbled wheat	500 g	10%
Boiling water	1 L	20%
Final dough		
Whole rye flour	1.25 kg	25%
Whole wheat flour	1.25 kg	25%
White wheat flour	1.25 kg	25%
Salt	50 g	1%
Water	1.75 L	35%

Method

Pre-ferment

1. Dissolve yeast in water.
2. Mix together the flour, water and yeast.
3. Cover and leave at room temperature overnight.

Soaker

1. Mix together the kibbled wheat and kibbled rye.
2. Pour boiling water over grains.
3. Cover and leave overnight at room temperature.

Final dough

1. Mix together; rye flour, wholemeal, white flour and salt with water, pre-ferment and soaker.
2. Knead to a soft dough.
3. Cover and allow to rise until double in size.
4. Knock the dough down.
5. Divide into 1 kg portions.
6. Shape into loaves.
7. Place in greased loaf tins or on a greased baking tray.
8. Allow to rise again until nearly doubled in size again.

Baking

1. Heat oven to 180° C.
2. Steam oven when loading loaves in.
3. Bake loaves for approximately 40 minutes.
4. Remove from tins and allow to cool on a wire rack.

Winter soup bread

by Brent Hughes
courtesy of NZ Bakels



Ingredients

Water	350 g
Milk	150 g
Bakels Instant Yeast	13 g
Quantum Improver	15 g
Salt	10 g
Wholemeal flour	280 g
Rye flour	110 g
Bakers flour	330 g
Fermented dough	100 g
Total	1358 g

Fermented dough recipe

Bakers Flour	116 g
Bakels Instant Yeast	1 g
Water @ (35° C)	80 g
Salt	3 g
Total	200 g

Notes

Yield: 5 × 250 g cobs + 5 × 10 g balls of remaining dough for decoration.

Finished dough temperature 24° C.

Method

1. Mix the fermented dough. Place all fermented dough ingredients into a mixer and mix for 2 minutes on first speed and then a further 2 minutes on second speed. The fermented dough must be mixed the day before being needed and needs to be left to ferment in the cooler. The fermented dough can be left in the cooler for up to three days.

Winter Soup Bread Dough

2. Place all ingredients except the salt into a mixing bowl. Mix on first speed for 4 minutes, add the salt and mix for a further 4 minutes on second speed or until well developed dough is formed. Finished dough temperature of 24° C.



3. Bulk ferment the dough for half an hour. Divide the dough into 5 × 250 g round cobs and 5 × 10 g balls. The remaining dough will be used for decorating.



4. Egg wash the 250 g cobs and then press your thumb into the centre of the cob. Place the 10 g rounded ball into the indent you have just made. Roll the remaining dough in to long thin lengths and place over the top of the egg washed cob in a decoration style of your choice.



5. Tray up the decorated cobs and place into a medium heat and medium humidity prover until fully proved.



6. Cut proved loaves and then place proved loaves into a 250° C preheat oven. Steam well and reduce heat to 230° C and bake for 15 minutes. Turn heat down to 200° C, vent oven and bake for a further 20 minutes.
7. Once the loaves are cold, cut off the tops and hollow them out.



8. Place the hollowed loaves back into the oven @ 200° C for 10 minutes to crisp up the loaves.
9. Place the loaves onto a serving plate and pour pre-made soup into the crisply baked soup bread bowl. Cut two grooves into the lid one on either side. One is for the soup spoon and the second is for a pre-heated choritzo or cheese kransky sausage.





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