

slice

from the Baking Industry Association
for cafés, caterers and bakeries

Issue 25, March 2015



Now and beyond
– food trends for 2015

Napier's Sugar Queen

The law and the baker
New Food Act and New
Health and Safety laws

Auckland's Unbakery

Nine new recipes

Going nuts for doughnuts



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NATIONAL EXECUTIVE

President, Partners

Michael Gray 04 232 4233
michael@bianz.co.nz

Vice President, Training

Thomas Thomas 04 296 1244
thomas@bianz.co.nz

Food Safety

Brendan Williams 03 455 8375
brendan@bianz.co.nz

Competitions

Mike Meaclem 021 225 3748
mike@bianz.co.nz

Treasurer

Craig Rust 03 964 6565
craig@bianz.co.nz

Industry promotion

Kevin Gilbert 03 455 7161
kevin@bianz.co.nz

Wholesale bakeries

James Wilson 021 672 586
james@bianz.co.nz

Executive Officer

Belinda Jeursen 03 349 0663
PO Box 29 265 Fax 03 349 0664
Christchurch 8540 0800 NZBAKE
Email admin@bianz.co.nz

Members' Freeline 0800 NZBAKE
(0800 69 22 53)

Life Members

Gary Cameron Woodville
Graham Heaven Napier

Bakery Employers' Legal Helpline

McPhail Gibson & Zwart 03 365 2345

Magazine Editor

David Tossman 04 801 9942
Email davidt@bianz.co.nz
Deputy Editor Belinda Jeursen

Advertising Manager

Diane Clayton 027 858 8881
Email diane@bianz.co.nz

Website www.bianz.co.nz

Advertisers and contributors –

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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

In my role as Executive Officer I regularly visit bakeries and cafes around the country. Each of these businesses has unique features but I see many common features too. One of these is that business owners in our industry have to be Jacks-of-all-trades – not just bakers, retailers or managers.

Small business owners have to master sales, accounts, marketing, food safety, strategic planning, human resources, purchasing, occupational safety, staff training, government bureaucracy, not to mention coffee making, customer service and cleaning.

Needless to say as a business owner you are always extremely busy and while you may want to “declutter” your business – make it run more smoothly, efficiently and economically – you may not have the time to spend on these improvements.

This is where organisations like the Baking Industry Association, your local Chamber of Commerce and your bank come into play. They all offer numerous online resources to make life easier for the average business owner.

If you know where to find what you need or information about how to achieve something you are much more likely to implement it.

BIANZ has excellent resources in the Members Only section of our website. These include employment agreements and all the documentation around employing someone, business calculators, surveys of wages, pricing and costs, benchmarking reports, food safety information, staff training tools, links to useful resources offered by others, and direct contact details for experts who work with us and who can help you on the spot.

We also offer access to legal advice on employment issues, full food safety and health and safety programmes geared specifically towards bakeries and cafés.

In addition there are great rebates and discounts available from major suppliers to members.

The cost of membership is a fraction of the value of the benefits – just one call to our legal experts or the rebates from a buying partner could cover the membership cost and more.

I am always happy to discuss the benefits, and do so on my visits with potential members and existing members who sometimes don't realise just how much we offer.

Many of our members have been with us since they opened their doors years ago. Do yourself and your business a favour and contact us to become a member.

Call 0800 692 253.

Worth knowing

What are your competitors charging and paying?

BIANZ price and costs survey results

Do you know what the bakery or café around the corner is charging for a mince pie? Or paying for a tray of eggs? When was the last time you looked at the prices of your products? Or the cost of your ingredients and other supplies?

It can be difficult to know what you should be charging your customers and paying your suppliers, but knowing what others are doing can be very helpful. With this in mind, the Baking Industry Association carried out a survey at the end of 2014 to find out what our members are paying and charging for a range of 30 commonly retailed and purchased products and ingredients.

The highest, lowest and average prices and costs were recorded.

The results are available to Association members in the Members Only section of the BIANZ website – just one of the many benefits of being a member.

Call the office on 0800 692 253 for information on becoming a member, or fill in the application form on page 38 in this issue of *Slice*.



New Members

We welcome

Button Family Crumpets Ltd
Kaikoura Bakery
Confoil NZ Ltd
McColls Foods Limited
Art Sugar Limited
Pak n Save Mill Street

Christchurch
Kaikoura
Auckland
Wellington
Wellington
Hamilton

From the President

MICHAEL GRAY KEEPS IN TOUCH



What a great run of weather we had for the beginning of this year. It made pie sales a little slower but drinks sold fast. Dealing with the weather is one of those balancing acts that we all have to juggle in our businesses, along with things like food fashions.

Seasonal trends are perhaps the easiest factor to try and control with production planning, often three months out. You can keep your purchasing prices down by, for example, purchasing sultanas well before Easter when the market for them tightens up.

Unlike the seasons and holidays, weather can force us to change our production requirements almost every day. Will it be a good pie week? Do we need more sandwiches? It is vital that we remain flexible enough to accept these changes, since wastage can make the difference of profit or not at the end of the day.

Global trends also take a bit more effort. Reading *Slice* is a great way to keep abreast of trends but so is following the right businesses on Facebook, reading newsletters, talking to sales reps

and travelling within New Zealand and abroad, which brings me to talk about IBA.

IBA is in my opinion without doubt the world's best trade show for baking, café and patisserie. Not only does the sheer scale of the event blow your mind but it also offers great networking opportunities and the chance to see many different suppliers that we don't often hear about in New Zealand.

BIANZ will be running a tour to IBA this year, stopping off in Tokyo along the way for a bakery tour and a chance to see a fantastic city, then through to Munich for another tour of bakeries, and then to IBA itself to become truly inspired.

You end up with an urgent desire to get back to work and put what you have learnt to good use.

It is great value and, as an organised tour, will provide opportunities you won't get if you travel by yourself. Please register your interest for this tour as soon as possible. Call 0800 692 253.

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*Source: Nielsen, Grocery + Petro, Volume & Volume Share, MAT w/e

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From the
Vice President
by THOMAS THOMAS



Keeping up with employment law

New employment laws have come into effect this year.

Changes have been made which affect:

- The duty of good faith
- Rest and meal break rules
- The collective bargaining framework
- Flexible working arrangements.

The Baking Industry Association has amended the employment documents we supply to members to ensure they are up to date with all the changes.

These documents are available to BIANZ members in the Members Only section of the BIANZ website. Any new employees can be offered a new employment agreement now.

To access these documents you must be a member of BIANZ.

Call Belinda Jeursen today on 0800 692 253 to find out more about becoming a member or email admin@bianz.co.nz



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- * Chamber of Commerce Business Commendation
- * Tradenz Export Award
- * Business of Year Hawkes Bay Chamber of Commerce
- * Exporter of the year

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When do I have to have a label on my product? What information do I need on the label? Where can I go for help? Who can I go to that will give me all the answers?

BIANZ food quality and safety partner, Food and Health Standards, in conjunction with Wedderburn, are your one-stop-shop for all of your labelling requirements.

Food and Health Standards has specialists who will provide advice on the requirements for food labelling under the Australia New Zealand Food Standards Code (FSANZ). The specialists also offer compliance assessments on existing and new labels.

Once your label compliance has been established, Food and Health Standards can enter the data, including the nutritional panel information and ingredients, onto a specifically designed spreadsheet. From there the information is passed to Wedderburn who utilise a software package to place the label information into an actual label.

Depending on your business size or the number of labels required, there are various options available and the two companies in conjunction would tailor-make a package that would best suit your business requirements.

For smaller businesses they have a local over-print bureau that is available to print low volume labels at a very cost-efficient price.

Medium businesses might require basic software and a desktop printer while larger businesses may well require advanced software, data basing, bar-coding, scanners and multiple printers.

The necessary hardware is all available at Wedderburn who will install, train and support your team through the installation process.

Wedderburn is a major label manufacturer in New Zealand and can manufacture fully customised labels that can be used for hand application or applied by machine for a fully automated solution.

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news and views

Couplands partnership supports Farmers Mill growth into North Island

Farmers Mill, the only independent grower-owned and operated flour producer in New Zealand, is growing its national business via a new North Island distribution centre, enabling it to offer North Island bakery and ingredient customers the same products and services as those in the South Island.

Following a national tender process, the 100% New Zealand grain flour miller and ingredient supplier has secured supply to bakery giant Couplands Bakeries nationally.

Research and development

Buoyed by its recent foray into South East Asia with support from New Zealand Trade and Enterprise, the Timaru-based company has also secured funding from crown entity Callaghan Innovation to continue its programme exploring high-protein and low GI products using specific New Zealand grown grains.

This will see a continuation of its innovation into nutrition-focused flour and baking products, having been the first New Zealand-owned flour producer to receive initial funding from the Agricultural and Marketing Research and Development Trust.

Sound use of government money

Farmer's Mill CEO, Grant Bunting, said the company's growth into the North Island, coupled with its work in the scientific development area, represents not just a win for the New Zealand-owned company but for the country as a whole.

"It's a sound use of government money to be investing in companies like ours which are New Zealand owned, with a strong economic footprint. The profits stay right here – it's as simple as that."

Grant says the new, high-value nutritional products should be ready within the next six to nine months and will add to their New Zealand-made, competitive offering.

"We're excited to be working with vast resources such as Lincoln University, the Food Innovation Network and the Foundation for Arable Research to analyse what refinements and improvements can be made to our milled range of grains to produce health driven products. We're not prepared to compromise on quality and we're keen to ensure these innovative developments keep Farmers Mill products at the forefront of the industry," he says.

Last year Farmers Mill launched a range of flour-based products and premixes and announced the company's strategic relationship with French multinational yeast supplier, Lesaffre.

Original Foods scores innovation award



The name Original Foods hints at the company's unique approach to business, but the local baked foods supplier's Business Innovation award at last year's New Zealand Food Awards seals the deal. It is inarguably original.

Established in 1991 to produce doughnuts for local fish and chip shops, Original Foods has since grown and diversified, developing a range of muffins, slices and cheesecakes sold through caterers, retailers, cafés and restaurants. Yet it was a renewed focus on the – yes – original trusty doughnut which brought them the coveted Business Innovation award.

The company was looking to update its doughnut range, account manager Will Jones explains. "We got talking to our customers about how we could do that and we soon moved into a product development phase, improving our recipe and baking capabilities."

Original Foods invested heavily in capital machinery, in particular an in-line prover which allows for greater efficiency while increasing output. At the same time work on the recipe resulted in a product which is softer and has more natural ingredients with fewer additives.

Once the company was satisfied with the improved product range, the products were rolled out into updated packaging, Original Foods director Jane Mayell says.

"Original Foods started off supplying food service, but increasingly our products were finding their way into the retail space," Jane explains. "As the retail side of our business grew, so did the need to design packaging to suit our target consumers."

Innovation has always been key to the company's success and the award reflects this Jane says. "Original Foods has grown through innovation. It enables us to stay ahead of the market by adapting our product ranges to suit market trends."

The changes wouldn't have been possible without the strong support from the production team, Will adds. "They've been flexible and adaptable throughout the process."

"There were a number of changes made and without the excellent team we have it couldn't have been done. Staff truly are what makes us stand out. We have a labour pool of close to 70 staff working 24-7 using good quality ingredients, with a strong hand-made touch to our production."

Not resting on any laurels, Original Foods promise further new products to hit the market soon.

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Second clock café opens

The UK's second café that charges customers by time and not purchases has opened in Manchester.

Ziferblat is a Russian concept that first opened in the UK in east London's Shoreditch with unlimited coffee and food, Wi-Fi and games – all customers pay for is the time they spend there. On entry they are given an old-fashioned alarm clock, which they return at the end of their stay, paying 5p per minute, which equates to £3 an hour. This is an increase from the initial charge of 3p a minute in Shoreditch.

Ziferblat means 'clockface' in Russian and was first launched in Moscow in 2011 by Ivan Meetin. There are now several around Europe and there is a UK focus of opening one in every university town.

Peanut allergy researchers claim a cure

A Melbourne-based study of children given nut protein with probiotic has transformed the lives of 80% of those who took part in clinical trial.

Researchers from the Murdoch Children's Research Institute gave about 30 allergic children a daily dose of peanut protein together with a probiotic in an increasing amount over an 18-month period.

The probiotic used in the study was *Lactobacillus rhamnosus* and the dose was equivalent to eating about 20 kg of yoghurt each day. At the end of the trial 80% of the children could eat peanuts without any reaction.

"Many of the children and families believe it has changed their lives, they're very happy and they feel relieved," said the lead researcher, Mimi Tang. "These findings provide the first vital step towards developing a cure for the peanut allergy and possibly other food allergies."

Almost three in every 100 Australian children have a peanut allergy.

"We focused on peanut allergy because it is usually lifelong and it is the most common cause of death from food anaphylaxis," Tang said.

Further research is now required to confirm whether patients can still tolerate peanuts in the years to come. "We will be conducting a follow-up study where we ask children to take peanut back out of their diet for eight weeks and test them if they're tolerant after that."

Hot Cross Buns too soon?

Hot cross buns for sale in January – too soon or not soon enough?

Consumer NZ, the long-established product and service assessment organisation, asked its Facebook followers recently what they think about hot cross buns going on sale as early as January.

Most said having them for sale so early takes away from the novelty.

These were some of the comments:

"Too soon!! Why can't we just enjoy the season we are in?"

"Every year these special occasions have a longer and longer lead-up and it just takes away all the specialness."

"Too soon. They can sell them whenever, but I won't buy until Easter."

But for some, the early arrival of hot cross buns was welcome news.

"Never too early. I loooooovvvvveee hot cross buns ... just leave the chocolate sales until Easter thanks."

"Bring it on. I love 'em hot with melted butter. Should be all year round."

Countdown began selling hot cross buns nationwide on 3 January, but some stores started even earlier because of local demand. Countdown expected to sell millions of the buns in the lead-up to Easter.

Foodstuffs said its New World, Pak'n'Save and Four Square supermarkets sold some hot cross buns all year and instore bakeries started making them from mid-February.



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Mill whips up for a budding baker

When Farmers Mill CEO, Grant Bunting, learnt about the story of Harry Foster (14) recently, he knew he had to do something to help the aspiring baker achieve his dreams.

Harry was staying with his family at Ronald McDonald House South Island while undergoing treatment for cancer, which he had been battling since May. Most days

Harry strived through the effects treatment had on his body yet could often be seen in the House kitchens baking for other guest families. This naturally struck a chord with the head of the South Canterbury flour and grains manufacturer.



The wheels were quickly put into motion and within a day Farmers Mill had decided to donate a top-of-the-line baking kit to Harry, and they arranged for their Head Baker, Mat Keys, to visit Harry at the House to share his knowledge in an epic baking session.

The pair whipped up a gateau, a variety of orange cakes, muffins and banana bread amongst other goodies! Harry said "This experience has been really awesome. I've learned lots of new skills from Mat and I've had a really good time making delicious food that I know will be enjoyed by everyone at the House!"

Ronald McDonald House South Island has also benefited hugely from Farmers Mill's new association with the charity – they were given \$7,500, which will be used to support other families just like Harry's.

Asked why the company decided to support Harry and Ronald McDonald House South Island, Grant says it was a natural decision. "At Farmers Mill, we recognise that service extends beyond the Mill to our home communities and helping children is very close to our hearts. It was an honour to be able to help Harry with his love of baking and to support an organisation whose purpose is to provide families with the care and support they need during their toughest times."

Skills4Work team show community spirit

As part of the community spirit and in the lead up to Christmas the Skills4Work bakery tutors Michael Johnson and Robyn Vella, along with some of the bakery apprentices, put together a Christmas cake for the hardworking staff in the Paediatric ICU (emergency unit) at Starship Children's Hospital.



Michael, who created and led the initiative, baked the large cake in Christchurch (his home town) and then flew it to the Skills4Work head office in Auckland where it was constructed and finished in the wonderful Auckland humidity.

The cake was put together over two days. Skills4Work/AMEs staff were also invited to participate and learn how to make Christmas decorations. They enjoyed this and loved being included. The rich fruit cake was finished with royal icing and decorated with animated themed cake toppers, including Santa, his sleigh and a mob of reindeer.

It was gifted to the Starship paediatric ICU team, who were excited and grateful for the contribution, and it was delivered right on time for morning tea!

The Troubleshooters

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2015 Young Bread Baker of the Year Award



Nathan Roberts

Nathan Roberts from Goodman Fielder in Auckland was declared winner of the 2015 "Young Bread Baker of the Year" competition in February.

In winning the award, Nathan demonstrated to the judges his ability in three key areas: practical baking, theoretical knowledge of baking technology, and presentation of

research into consumer perceptions of having E-number labelled additives in bread. As winner, Nathan will have the opportunity to broaden his industry knowledge and experience through a \$10,000 research grant.

At the award presentation it was also announced that last year's winner, Bree Scott from Lyttleton Bakery, has been selected to represent New Zealand at Australia's LA Judge Competition to be held in Sydney in May.

The "Young Bread Baker of the Year" award is sponsored by the NZ Association of Bakers and is designed to promote excellence in people emerging from their training.



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Proud moment for MIT

first students from Diploma in Baking all graduate.

by Cynthia Daley



Photos by Cynthia Daley

Back: Ritesh Rugnahtji (also awarded Best Student Overall), Walesi Wara, Ralf Schmidt (lecturer), Tianqi Zhou, Ly Leang
Front: Raumati Herewini, Lisi Leoni, Paramjot Kaur, Kira Gribble, Huriata Murray

It was an intense year of learning for the first intake of students for Manukau Institute of Technology's Diploma in Baking (Level 5) and in late November 2014 they got the news they had all been hoping to hear.

Speaking to students at their final assessment presentation, Ralf Schmidt, Senior Lecturer School of Baking and Patisserie, announced that they had all passed.

This was the first time for MIT, and also New Zealand, that this qualification was taught. The lecturers admit it took a lot of planning and development to even create and write the course material for the full-time 41-week, 120-credit programme, let alone teach it.

Making a profit

Its outcome though is to qualify students at a supervisory baking industry level, moving beyond baking great products to actually learning how to make them profitable products.

Graduates of this qualification can now:

- Apply advanced baking knowledge and skills to a range of specialist bakery products in a craft or plant baking environment

- Ensure personal or team (or bakery) compliance with safe food handling, personal hygiene, and occupational health and safety practices
- Identify sub-standard products and apply a range of solutions to remediate baking processes and product quality issues
- Demonstrate team leadership skills
- Apply baking knowledge and practice to explore the application of new approaches, techniques and technologies
- Apply knowledge of baking and business principles to the design and management of a bakery.

Ralf says: "I'm proud that I could be part of this process. The programme started with a fairly low number, just 10 students. Then it was extended to 22 students in the second semester." The class for 2015 is well filled.

"The lecturers see that as an indicator that this programme fits with a need in the baking industry for more supervisory skilled bakers. For me personally it was a joy to teach this programme, as student participation and feedback has been high, of good quality and very helpful," said Ralf.

"Regular discussions were held throughout the programme where I could gather information about the appropriateness of the content, difficulty level, learning outcomes, assessment feedback etc. – some of that collected in written form."

Ralf said that during the course students learned how to identify, analyse and correct faults in specific baked products, and then evaluate the success of the corrective measures applied to the new baked products.



Raumati Herewini

They learnt also how to:

- Develop leadership skills and test them in an operational baking and retail environment; to apply an understanding of baking and business principles to the design and management of a bakery
- Understand in a commercial bakery environment the importance of food safety programme standards
- Explore in depth the concepts behind producing decorative products and a complex celebration cake based on the student's own design and research.



Ritesh Rugnathi

learning with students using their own devices was much liked and supported."

Future leaders

Ralf said Industry Placement was also a great success, as students had enough time to absorb the information and add what they learned to their Business Design course outcomes.

Detailed work portfolios were created and experiences shared with the group as a PowerPoint presentation.

The team leadership course showed how students matured in their attitude and execution of tasks.

"I believe that this programme is rather fabulous as a stepping stone from the Certificate Programme, to aid greatly to secure jobs for future leaders in the baking industry," concluded Ralf.

"Most activities were well liked and all useful," said Ralf Schmidt. "The changed teaching style of 'flipped classroom' and blended

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Obituary

John van Til

29 March 1926 – 9 November 2014

A stalwart of the New Zealand baking industry, John van Til began working as a baker in the early 1950s when he emigrated to New Zealand from the Netherlands.

He initially bought Jeanette Cake Kitchen in Rangiora with his sister Maria and her husband Joe Wolfkamp. It was rebranded Continental Bakery shortly after they took ownership. Finding there was not enough work for three partners, John left and became a lift engineer again for a time. He also married Hanny at this time.

John's sister and her husband bought another bakery – Rangiora Bakery – but when Joe died in 1965, John bought the Rangiora Bakery from Maria, and his growing family of four moved to Rangiora.

Since then Rangiora Bakery has produced four marriages, including son (present owner) Ron to wife Shannon.

John retired in the early 1990s and sons Ron and Hank, and daughter Francine, became integral to the bakery's transformation and continued success today. John was still visiting the bakery once a week until a short time before his passing.

John was instrumental in forming the New Zealand Baking Society, of which the Baking Industry Association is the modern incarnation, and was heavily involved in the Society's baking competitions.

He won Baker of the Year many times. He was a perfectionist and well known for teaching staff the correct way to do things. He was even known to conduct job interviews at an applicant's house so he could make sure they came from a "good home".

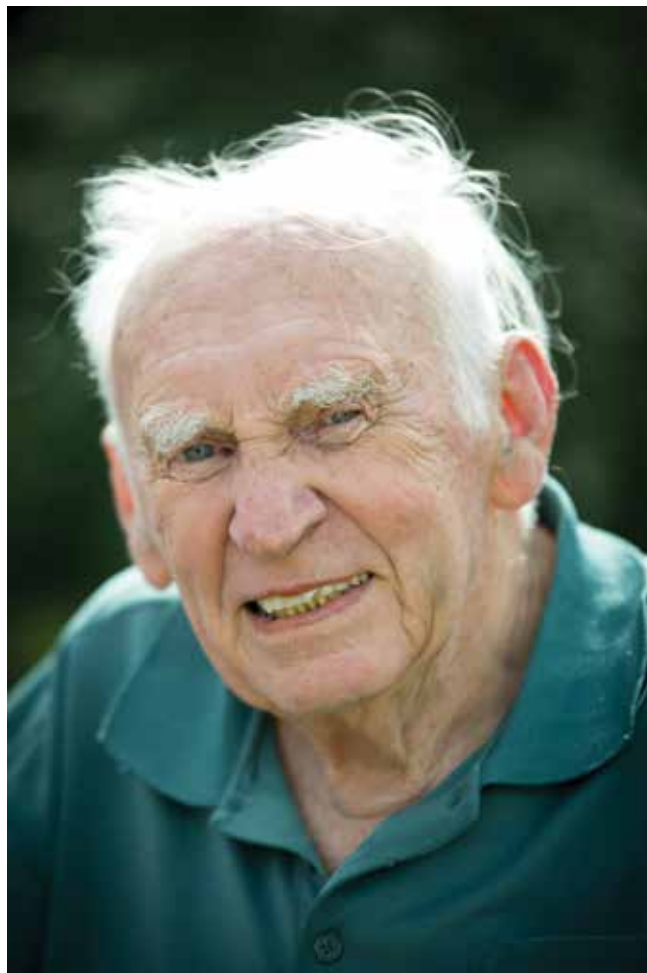
John was a keen adopter of technology and always interested in the latest bakery equipment and new "toys".

Ron van Til spoke at the funeral of his father's generosity to family, friends and the community and of the huge legacy he has left to his children, grandchildren and staff at the bakery.

Ron said attention to detail and the confidence to take risks and dream big were the hallmarks of his father's personality. His church and parish life were also an important part of his life with Hanny. Son Eddy described John as "a great father, a loving husband and a perfect example of how to live life."

Testimony to this was the large turnout to John's funeral in Rangiora in November 2014. Friends, family, colleagues, former and present staff members, and even people who didn't know him personally but wanted to pay their respects, attended the requiem mass to remember and celebrate John's life.

BIANZ President Michael Gray and Executive Officer Belinda Jeursen attended the mass on behalf of the Association.



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Gently gently for new Food Act

New food safety laws coming in this year are expected to be easy to follow.

Parliament passed a new Food Act last year but it won't come into force until 1 March next year. The old laws apply till then. Once the new Act comes into force, there will be a three-year time frame to adapt to the new rules. Each year will require specific industries to have a Food Control Plan.

The existing food safety laws still apply until March 2016. Existing businesses will have three years to adapt to the new rules.

New businesses will of course have to follow the new rules from the start.

Consultation

The new rules are to be enforced by the Ministry for Primary Industries. The ministry is currently consulting widely with food businesses about the details of the proposed regulations, tools and guidance they will be bringing out. We are heading through a period of formal public consultation right now. Businesses are encouraged to have a say via the Ministry of Primary Industries website. Use the link to Law & Policy then new Food Act 2014. This is your chance to have a say.

Making life easier

In general the new Act is expected to make life easier for most food businesses.

The Act recognises that each business is different and regulates businesses according to the level of food safety risks posed, so higher risk food businesses will face stricter requirements than lower risk ones.

This is quite different from the old laws' one-size-fits-all approach to food safety.

The BIANZ Food Safety Programme

Under the new law, Food Safety Programmes such as those provided through the BIANZ for bakeries will

become known as Customised Food Control Plans. Bakeries with a BIANZ Food Safety Programme in place now will not need to do anything.

The only change is in what the programme is officially called, not a Safety Programme anymore but a Control Plan.

Reviews

Food and Health Standards will continue to review the BIANZ Programme/Plan every year and will ensure it remains in line with any changes in laws and regulations as they appear.

The government's plans

The Ministry for Primary Industries is intending to provide "off-the-peg" Food Control Plans for wider industry sectors.

There is only one such off-the-peg plan written to date, one covering the food service industry sector, but there are more on the drawing board including "retail foods" which will cover retail bakeries, delicatessens, butcheries, fish and chips shops, etc. It is being trialled just now and is expected to be available some time this year.

Such off-the-peg Food Control Plans will be registered and audited by Territorial Local Authorities, who are co-regulators with the Ministry.

Not for everyone

Off-the-peg plans will not be suitable and available for all businesses. Many will require a Customised Food Control Plan, one written specifically for them then approved and registered by the Ministry for Primary Industries. These programmes are audited by an accredited and Ministry approved third party auditor. These auditors work under audit bodies (or agencies). This is a contestable audit system, ie., the business can choose its own auditor. There are many Ministry-registered Customised Food Safety Programmes/Control Plans throughout the country.

Wholesale bakeries

Ian Shaw, managing director of Food & Health Standards (2006) Ltd, advises that manufacturing bakeries who wholesale



Ian Shaw

outside their region should, so as to be prepared for the legislation next year, adopt the BIANZ FSP this year.

Preparing now

Bakeries who wholesale on a small scale within their region should be prepared for getting an off-the-peg Retail Foods Food Control Plan later this year or when they become available. Those bakeries that also operate cafés can either include their café in the BIANZ customised programme/plan or adopt the off-the-peg plan for Food Service (available through their local council environmental health officers and the Ministry for Primary Industries).

This Food Control Plan is on the Ministry of Primary Industry website and the manual and records diary is free.

Ian Shaw advises that Food and Health Standards can assist anyone who is deciding what programme they should tailor and implement. "We are well-versed in developing and implementing both customised and off-the-peg Food Control Plans," he says. "We do not charge for imminent phone calls. Our consultation would be chargeable at the point when tailoring, implementation and staff training starts. We also offer food labelling consultancy in partnership with Wedderburn."

Ian Shaw warns that the Ministry for Primary Industries is introducing fines for incorrect food labels. This forms part of the new Food Act 2014.

Farmers Mill Opens Auckland Office/Warehouse



Farmers Mill, the outstanding South Canterbury Milling success story, is now servicing their Northern Bakery customers from their brand new distribution centre in Auckland.

National Sales Manager Mat Keys confirmed the South Island millers move north saying that the decision to establish a presence in Auckland was logical given the growing customer base from Taupo north.

New Zealand wheat's have traditionally suffered in reputation versus that of their Australian counterparts with North Island mills having tended to import grain from across the Tasman. Mat believes that Farmers Mills investment in technology and direct relationship with growers has meant that they have been

able to tailor flours to better suit specific bakery requirements thus making the historical debate around Australian and New Zealand grain less relevant.

Chief Executive Officer, Grant Bunting was also pleased to confirm the company's North Island expansion highlighting the relationship with French multi-national Lesaffre and the wider product range to be offered including fresh, compressed and liquid yeast. "I'm still relatively new to the industry" say's Grant and "I suspect history has seen flour mills established in both islands due in part to freight constraints. Having established a means by which we can now cost effectively move flour from the South Island to the North Island

we look forward to offering a broader customer base a quality alternative both in terms of products and service. I've never understood the premium paid for flour in the North Island versus that of the South Island" he adds.

The new warehouse and office premises opens in March 2015 and whilst he still expects to have to travel to Auckland each month Mat is happy with the early interest shown by potential applicants to head the companies North Island sales team. "I'm being drawn more and more into product development" say's Mat. Thus, it will be good to establish a local team. "I expect it will take longer than we would like but the interest from both customers and the wider industry has been surprising. I've been around for a while now and know a lot of the people, that certainly helps" he said.



Farmers
Mill NEW ZEALAND FLOUR



Bakery Fit Out Competition

Maurianz (then as Weston Milling) ran a competition last year designed to reward customers who stayed with them throughout the year.

The customers were to buy flour products from Maurianz from December 2013 – November 2014.

The Prize was a voucher to the value of \$15,000 to be used at Southern Hospitality to buy new equipment, shop fittings, or whatever else they pleased.

The winners are:

1. Auckland – Saint Honore's Bakery & Hot Bread Birkenhead, owners for several years are Chan and Angela – who purchased Sunfield and Snowflake.
2. Canterbury – Sims' Bakery Ashburton, whose owners, Manny and Pam Sims, have had the business in their family for 51 years. Maximus and Snowflake are the products they purchased.
3. Wellington – Mr Bun Lower Hutt. New owners since October 2013 are sisters Ravin and Ravy Kom. The main products they bought were Snowflake Victory and Sponge Mix.



Helen Courtney (MAURIanz), Manny and Pam Sims, and Steve Boyles (Southern Hospitality) at Sims Bakery Ashburton.



Roy West (Southern Hospitality), Chan and Angela of Saint Honore's, and Trinity Beange (MAURIanz).



Helen Perring (MAURIanz), sisters Ravin and Ravy Kom of Mr Bun Lower Hutt, and Steve Small (Southern Hospitality).

Are you a PCBU?

If you own or manage a business or organisation of any sort, then you soon will be a PCBU. New health and safety laws will make you one, and will also bring in stronger government checking and enforcement of those laws.

You'd better get it right.

David Tossman checks out the state of play.



The new Health and Safety Reform Bill currently working its way into law is designed to improve and, it is hoped, simplify the way employers are supposed to ensure workplace safety.

The key idea is to place a duty on each employer as an individual to control risks to health and safety. It Bill calls that person the Person Conducting a Business or Undertaking – a PCBU for short. (Snappy, eh?)

The PCBU has what is called a duty of care. The primary duty of care requires all PCBUs to ensure, so far as is reasonably practicable:

1. The health and safety of employees or workers engaged by the PCBU or workers who are directed by the PCBU (for example workers and contractors)
2. The duty of care also applies to the health and safety of non-employees such as visitors and customers.

The new law also imposes a duty of care on what are called upstream PCBUs. These are, for example, designers, manufacturers and suppliers of machinery or substances.

The Bill also imposes a duty of care for health and safety on individual workers and even customers and visitors. Everyone has a share of responsibility.

Management of companies and organisations, people often remote from the workplace such as directors, board members, partners, and other officers, also have specific requirements placed on them to apply what is called due diligence to ensure that the PCBU complies with his, her or its duties.

Enforcement

Worksafe New Zealand and the Ministry of Business Innovation and Employment both employ inspectors with various powers and duties under the existing and proposed new laws.

Beyond the inspectors, district courts will be ultimately in charge of enforcement. Penalties have been greatly stiffened up from those applying at present.

Under the Bill, at the most extreme level, people who expose others to a risk of death or serious injury might be liable for imprisonment for up to five years and fines up to \$600,000 or, for a company, \$3 million.

The Bill is expected to become law this year.

Why?

It does seem that the high degree of self-regulation of business brought in with the reforms of the 1980s are being at least partly reversed here. You might be right to point to Pike River and the notable lack of safety enforcement there for helping to bring this about.

Also the government has noticed that while work-related deaths in New Zealand remain at a horrible rate (actual figures are hard to come by), Australia has seen a 16 per cent reduction in them since 2012. The new health and safety law is based on Australia's.

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Food trends

Slice March 2015

Revent.

REVENT OVEN IMPROVES EFFICIENCY AT LA NONNA ITALIAN BAKERY

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In July 2014, Ilia Petro of La Nonna Italian Bakery bought the Revent 726 Single Electric oven through Roy West at Southern Hospitality. He thought the installation would be a complex process and would likely interrupt business. In his own words, he was "proven very wrong". The Revent oven was assembled onsite by Southern Hospitality's Revent Technician and Roy. The unit was up and running in about five hours. There was no loss of trading or production time.

According to Ilia, since installing the Revent it has made baking the daily production much more efficient. This makes the staff happier and happy staff means a good working environment.

In fact every bakery close to needing a rack oven should invest in one, it is well worth it.

Ilia said, "We have found the Revent oven bakes all of our products evenly, from cakes and muffins through to breads like Ciabatta, Turkish Pide, Focaccia and standard breads as well as our pies and pastries."

Call in and see Ilia and the team at La Nonna Italian Bakery on your way North at Kaiwaka. They have plenty of parking, friendly service, great coffee and of course delicious food. According to the many travellers and locals it is not only fantastic food but reasonably priced.



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Talk to Southern Hospitality's bakery consultants.

Roy West M: 021 812 202 | E: rwest@southernhospitality.co.nz
Greg Round M: 021 684 390 | E: ground@southernhospitality.co.nz

Natural and organic: Still going, becoming more available, not necessarily more affordable. But if the trend of “less is more” continues we should become more akin to eating smaller but more satisfying portions of better quality food. Am I dreaming here?

Mini me: Mini versions of larger food – think sliders, mini cakes, bite sized snacks and savouries. Make it smaller, charge a fraction less and Bob’s your uncle.

Sharing and grazing: We like to have it all now so we each get a small plate and help ourselves off a large plate in the middle of the table. It’s very sociable. It sometimes ends up in sulking when there were uneven numbers of items.

We’re also snacking at all times of the day and night as meal times become less defined, but we want small, healthy snacks tailored for different times of the day and specific occasions.

2015 and beyond

Retail trends

The bottom line: Better, safer, faster, enjoyable, convenient. From niche to mainstream in the blink of an eye.

Boomer and millennials: Older people, younger people, forget about the people in the middle they’re too busy paying tax. The focus is on making the retail experience safer, faster, more convenient.

Social shopping: Social networks like Facebook, Twitter and Instagram are being used not only to market products but to CONNECT with customers. It’s all about the customer experience.

Make customers’ experience unique and memorable: Point of difference. They want customised options and perks not mass produced goods and blanket discounts, because they are all special. Retailers are being told to observe HOW people are shopping, not just what they are purchasing.

Reward loyalty in new ways: Find new ways to reward their loyalty. Reward engagement, not just purchases. Apps are replacing clunky wallet cards no-one can find, and they’re geared to rewarding customers for everything from liking the business Facebook page, promoting goods on their own social networks etc. not only buying their coffee with you.

Make technology your friend: POS technology is accelerating at break-neck speed. Cloud-based POS technology, mobile ordering and payment, and online click and collect retailing are all here, now. And have you heard about

“front-facing” technology? It’s oriented to customers to create a direct interface – they can order and pay with their phone or a tablet provided by the retailer. This accelerating and dehumanising process is influenced by higher labour costs, people’s desire for customisation, and speed of service. Let’s see where it goes. This one could backfire.

On the go retail: food trucks, express stores, self-service, pop-up’s. Reach more customers by being in two places at once, but on a smaller scale. There are more entrepreneurs and “start-up’s” than you can throw a stick at but only the savvy survive. Think outside the square. Then think some more.

Crossover retail: It’s an old trick but a good one and now high end fashion houses are collaborating with well-known food celebrities to make it even more enticing. Clothing and other merchandise stores want customers to dawdle longer so they spend more money.

Voila! Add a café, bakery or specialist food outlet to your store where people can sit down to recover in style from the

damage they’ve just done to their credit card, then get back out there and spend more when they’re feeling rested and rejuvenated.

Healthy meal kits and ready meals: We’re all busier than ever but we still need to eat, so more and more people are turning to meal kits that are set up for easy home cooking, or just straight pick up or delivery of a meal. It has to be healthy. This is not takeaway food.



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3rd Module Bread 3 Days: 16th - 18th of March & 19th - 21st October
Covers: Sponge Doughs, Sour Doughs & Enriched Fruit Doughs.

Cost: \$900.00 ex GST

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Covers: Sprouted Grain & Special Occasion Bread.

Cost: \$600.00 ex GST

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Full 10 Day Course: 4 May – 15 May \$3500 + GST

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2nd Module Confectionary 2 Days: 7th - 8th of May

Covers: Ice Cream Cakes, Parfait Cakes & Sorbets.

Cost: \$700.00 ex GST

3rd Module Confectionary 3 Days: 11th - 13th of May

Covers: Butter Cakes, Slices & Puddings.

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4th Module Confectionary 2 Days: 14th - 15th of May

Covers: Chocolates, Truffle & Ganache.

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BAKELS

The Sugar Queen

by Vivienne Haldane

Kirstyn Renall, owner of The Sugar Queen Cakery in Napier, thoroughly enjoys the creative aspect of her work.

She is equally comfortable creating character cakes for her customers. "If you want Minnie Mouse on your cake, I'll make sure it looks exactly like Minnie Mouse", or the challenge of someone saying, "just do whatever you want."

"I love what I do and am very lucky to have clients who allow me that freedom."



The Sugar Queen Cakery's Facebook page reveals a wide range of fantastical cakes, so it's no surprise to learn that before she became a caker, Kirstyn gained a degree in Visual Art and Design.

"I always enjoyed decorating birthday cakes for my family and when my nephews and nieces came along I took it to a higher level and started to get really creative!

"After a stint in retail, selling cake-decorating products, I decided to do some training at Planet Cake in Australia. I'd learned a lot on my own but I needed to know what I was doing was correct. It confirmed I was on the right track. It was an amazing opportunity."

Returning to Hawke's Bay she decided to launch The Sugar Queen Cakery because she felt there was an opening for custom-made cakes.

Her first shop was in Hastings but she's since moved to a new location near Napier's CBD. "Since opening in September 2011, business has never stopped," she says.

"We're renowned for our character and hobby cakes. We create cakes to suit a person and reflect their interests, be it golf, knitting or any other hobby they have. Everything is done by hand using fondant and modelling chocolate so it's very labour intensive.



"The weirdest cake we made was a child's fifth birthday cake. His parents wanted it to look like an electrical power box, because he loves to play with electrical components."



A favourite of Kirstyn's was a Kenworth truck cake for a little boy's birthday that looked exactly like the truck his dad drives. Even the logs were made of truffle and were all edible!

"A doctor's surgery celebrating 21 years of practice wanted a doctor's bag with all the gear in it, including a facemask and syringes. I made it all by hand – it was a beautiful piece."



Kirstyn proudly says she bakes everything herself and only uses the best ingredients. "A cake is only as good as what's underneath. What I make is treat food – you don't eat it all the time, so you need to make sure it's done well."

"I don't scrimp. In a week we go through litres of cream and kilos of chocolate, butter and sour cream. Our buttercream is purely butter and icing sugar. I am very particular. I think too many people use vegetable shortenings and cake margarine and they don't taste so good."

When asked what the latest trend in cakes is she replies "Right now it's the naked cake" then seeing my puzzled expression she explains, "That's straight cake layered with a filling and no covering icing. Its simple to look at but not so simple to reproduce!"

Because she bakes many cakes for children, Kirstyn keeps up to date with what's happening in movies and television. Currently popular are characters from the movie 'Frozen' and the Minions from 'Despicable Me.' "We've done so many Minions over the last year, it's not funny," she says.

Their signature cake is a piped rose cake. "It's a butter cream cake and its always had a big impact; I couldn't tell you how many we've produced over the past few years."

Chocolate is consistently the most popular flavour and salted caramel and white chocolate are also both strong favourites with cake lovers.

What's her favourite cake? "I don't generally eat cake but if I do, I really like a slice of lemon cake."

Cupcakes have their day

Although she thinks cupcakes "have had their day," they are still in vogue but rather making them every day "when you might only sell a few of them", The Sugar Queen Cakery has a Cupcake Thursday. This creates more demand from customers who eagerly anticipate what will be made each week.

And in any spare time Kirstyn can snaffle, she's keeps an eye on what's happening in the cake world.

"I love the internet because I can keep in touch with cakery all over the world. It's amazing to see what people do and how creative they are. I get a bit jealous because I don't have the time that a lot of them have. For me it's all about running a business. Hence when I get a customer who says 'do whatever you want', its very cool."

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The Unbakery

Sarah Beresford visits a remarkably successful Auckland café.



A newcomer in Auckland's competitive inner-city café scene is so hot that it is about to expand for the third time, despite the fact that most of the food it serves is cold, or to be precise raw. The first Little Bird Unbakery opened in Kingsland two and a half years ago to a clientele who were initially mystified by the concept of eating only raw food.

A year later, palates had been so tickled by the fare on offer that a second Unbakery was opened in Ponsonby with an expanded menu. It will soon be joined by a takeaway outlet in the trendy Britomart precinct.

The brainchild of Megan May and her architect and designer husband Jeremy Bennett, Little Bird champions the notion of an "unbakery" – most of the food on offer is served raw and dishes that are cooked have not been heated above 46°C. Little Bird's philosophy is to offer flavoursome food that ticks a wide range of nutritional boxes.

Competing on taste

"I've always had the mindset that it's important to create great food, not health food as such," says Megan. "It's got to compete on taste with all the other kinds of food being offered elsewhere.

"My background is as a chef and it's vital that the food is of a very high standard. I want people to come because they love to eat our food and then they find the bonus is that it makes them feel great as well. I've always hired chefs, not health food enthusiasts, to work at Little Bird."

The notion of eating raw food and opening the cafés has been part of a long learning curve for Megan. She grew up in a family that believed in the value of eating organic wholefoods and her parents were part of a group that started the BioGro Certification system. "In those days eating organic food was seen as a hippy kind of thing. Now it's been widely embraced and is regarded as a choice for wealthy people," she says laughing.

After studying for a degree in environmental science, Megan travelled the world as a flight attendant. "I was so inspired by the quality and variety of the organic wholefoods that I'd never been exposed to before. I love cooking and eating and I'll try just about anything."

A stint back in New Zealand training as a chef left Megan with a debilitating illness that led her to refine her diet and think seriously about how she could eat her way to wellness. "I had a lot of time on my hands because I was too sick to do much so I spent days reading and listening to the radio and learning about health and nutrition."

Out went cane sugar, gluten, dairy and anything processed from her diet. Instead ingredients such as agave juice (as a sweetener in cakes and slices), kelp noodles, aged cashew cheese and flax seed took their place.



Megan May

Bewildering?

The counters of the Little Bird Unbakeries in Kingsland and Ponsonby offer a huge range of sweet delights, all of them sugar and gluten-free and none of which have been baked. "All of our desserts and slices are raw and most of the dishes we offer are raw. People really love the raw cheesecakes and brownies.

The caramel slice has a huge fan base. Some of our savouries have been baked at low temperatures and in winter we offer a little more warm food. Not cooking food at high temperatures means produce retains enzymes and nutrients and food is easier to digest so you are getting the maximum nutritional benefits."

The theory of not baking staples such as bread in the traditional way may seem bewildering, but try some of the items on offer – the sprouted buckwheat, flax and coconut bread cooked at a low temperature, the raw tacos or the flax seed crackers, for instance – and you'll soon be a convert like the many customers who queue for a table at Little Bird.

– Cont. on page 27

The Unbakery cont. from page 26

Packaged

The cafés also stock a range of packaged goods, from macaroons through to “grawnola” and trail clusters. “Little Bird

Organics started five years ago supplying the packaged goods to health food stores and the Unbakeries followed three years later,” says Megan. “We have just taken over a factory at Mangere Bridge that will allow us to increase production and expand our range. We haven’t been able to keep up with demand and have more than 100 stores on the waiting list for our products. We’re finally going to be able to grow what we started – it’s been a long time coming.”

Megan says they have placed an emphasis on making high-quality artisan products. “It’s the same for the Unbakeries. The main thing is offering a menu of plant-based wholefoods using quality organic produce. “We work a lot with local farmers to source unique ingredients. We want to make great food but we’re also always mindful of the nutritional angle. We’re all about celebrating good produce and getting the most out of it. People come and enjoy eating our food and then find they feel great for the rest of the day. Some customers come for our smoothies every morning because they give them a lift. People get addicted to feeling good.”

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Doughnuts flying

Generous sizes make for sizzling sales at airports.

By Sue Fea

Airpresso only touched down at Queenstown Airport in July last year, but already the busy aviation-themed airport café is becoming legendary for its doughnuts, 'Southland Sushi' (cheese rolls) and huge sausage rolls.

Co-founded by colourful TV One weatherman and pilot Jim Hickey and coffee specialist and restaurateur Craig Macfarlane, the Airpresso brand has been firmly entrenched at New Plymouth Airport for some time. Both cafes are legendary for their baking, with each developing its favourites among customers.

While melt-in-the-mouth homemade doughnuts are literally flying out of the cabinet in Queenstown, Jim says, traditionally, custard squares and large chocolate lamingtons have been the firm favourites in New Plymouth.

"They were legendary fare here for a long time, because of their composition and generous servings," he says. "The pilots would call up from 20 kilometres out and we'd be taking orders for take-out coffee and lamingtons, nicknamed hay bales because they were so big."

There has also been many a story told of pilots squelching longingly into an Airpresso custard square and having it spill out over their uniforms, says Jim.

Once Airpresso Queenstown opened, a team of professional bakers and chefs from the co-owners' combined business networks got together and standardised favourite recipes from Airpresso New Plymouth.

New recipes were developed to meet the demands of a greater international and travelled market in Queenstown. The team worked really hard to ensure that recipes were tested and able to be replicated consistently across both sites.

Airpresso Queenstown's mammoth sausage rolls have become a signature dish, along with great doughnuts and, of course, 'Southland Sushi', says co-owner and general manager Justin Bird. For the sausage rolls, "We use 100 percent pork – 50 percent pork and 50 percent sausage mince. A layer of caramelised onion and spinach on top of the meat – that lifts the whole thing," says Airpresso Queenstown baker Kev Venn. "We also do the best cheese rolls in the world," he says.

People just love cheese rolls made the Southland way with tasty cheese, Maggi onion soup, a can of reduced cream and a touch of mustard," says Kev. "I thought it was too simple." "We can sell 200 a day here sometimes with our sausage rolls, home-made pies and doughnuts also big favourites."

Airpresso's focus is on serving up traditional, home-made favourites, making everything from scratch, the old-fashioned way, but doing it well, says Jim. "We're getting away from the old Railway Station food to good classic contemporary food. People tend to think the old tearooms food is a bit passé these days, but some of those old classics just don't die, especially if they're done well."



Airpresso Queenstown director and operations manager Karyn Grant says they've just rolled out a new structure so that hot favourites from north and the south will be available at Airpresso Queenstown and New Plymouth.

The doughnuts in Queenstown usually sell out. It's been great to showcase traditional favourites done really well to tourist and locals – the way our parents made them, says Karyn.

The doughnut is based on brioche dough – sweet, rich and delicious, says Kev. "You can put them in the cabinet at 7am and by 4pm, if there are any left, they're still nice and fresh," he says.

The best part is the filling, a delicious mixture of whipped cream and home-made Crème Patisserie. "Like fresh custard, it's creamy with a beautiful texture and finished with a dollop of raspberry jam," says Kev.

Karyn says there's no secret about what they do. "We like traditional recipes and we just do them well with real ingredients. We use real butter – we're about real food, not chemicals, numbers and chemical structures in foods. We source as many of our ingredients as possible locally and New Zealand-made," she says. People are conscious about what they're eating and feeding their families. "They're demanding natural ingredients," she says.



Airpresso Queenstown



Airpresso Queenstown head baker Kev Venn (right) and assistant baker Simon Gleeson.



Auckland visitor Jack Irwin approves of the doughnuts.



Chef-turned-baker Kev finds his niche



English chef-turned-baker Kev Venn has worked in kitchens and on cruise ships around the globe. Now he's working in Queenstown where the world's coming to him for a taste of traditional Kiwi baking.

He left Surrey, England, at 18 and sailed the world working ship kitchens for Princess Cruises, then in Africa, Australia, Europe and the United States.

"I got fed up with the late nights as a chef and got into baking and really enjoyed it. You can start early and you're all done for the day."

Four years ago he landed in New Zealand for 10 days and saw a baking job advertised. He never left. "I applied and I had it within 20 minutes," says Kev. He was working at Queenstown's Post Office Café last year when the job came up at the newly-opened Airpresso. Kev is passionate about baking and it's engrained in the genes. "My Nan was the best baker. Sadly, she passed away a couple of years ago, but she would be very proud of my baking achievements."



Airpresso Queenstown co-owner Justin Bird with some hot favourites.



The great bakery show is on again

Join the party – a great opportunity.



The countdown has begun: it's little more than six months till the iba. It takes place from 12 to 17 September in Munich.

It's recognised as the world's leading trade fair for bakery, confectionery and snacks. Exhibitors from around the world showcase a wide range of goods and services, from production technology and the newest resources to innovative food safety packaging solutions, shop fittings, marketing and selling concepts.

"The iba is the must-attend event for bakers and confectioners of all company sizes as well as for restaurateurs and decision-makers in the food retailing industry," says Dieter Dohr, CEO and president of the trade fair organisation GHM Gesellschaft für Handwerksmessen mbH.

"The fair offers a comprehensive market overview, shows bakers and confectioners current and future developments, and shows the entire sector the way for the upcoming three years."

Complete production lines

Numerous machines for workshops and many complete production lines will be built up in the halls. "This way, professional visitors of the iba will experience the the latest innovations live and in action," Dohr says. The spectrum of products and services presented ranges from resources and production technology to packaging solutions, IT and cashier systems, out-of-home eating products, professional clothing, and shop fittings.

Snacks and packaging

Additionally, special shows and international competitions as well as the iba forum and the iba summit will have numerous lectures and live demonstrations by well-known experts. In addition to the packaging, hygiene, and coffee, snacks will be a special subject this year.

The timing of the event is of particular appeal. Only two days after the end of the trade fair, the Oktoberfest will begin in Munich. For those who don't want to wait that long, the iba will offer a small taste from Saturday to Wednesday directly on the showground. In the iba Oktoberfest tent, exhibitors and visitors will be able to enjoy beer and roast chicken accompanied by live music, exchanging ideas with colleagues from around the world in a cosy Bavarian atmosphere.

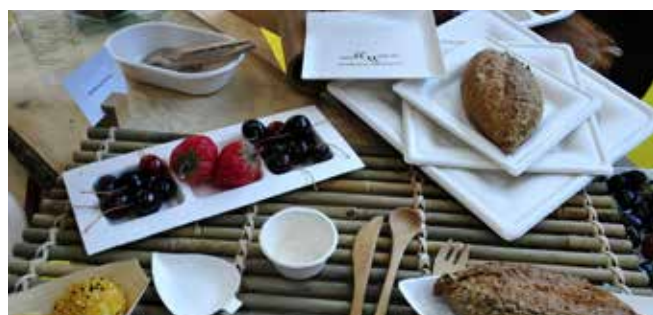
Start planning for a BIANZ special

IBA is a must do trip, offering a wide variety of machinery, ingredients, tools, ideas and networking. BIANZ is pleased to be offering a trip for members. "It's a must do," says BIANZ president Michael Gray. BIANZ has negotiated a highly competitive price, indicatively \$5999. This includes all travel and accommodation and two additional airfares within Europe.

The BIANZ party leaves Auckland early September and heads for Munich via three nights in Tokyo. "Tokyo is a vibrant city with many fantastic French and European inspired patisseries and bakeries," says Michael Gray. BIANZ is putting together a coach tour visiting some of these shops and famous sights.

Bakers who have been to previous iba shows say that the ideas and inspiration they get there makes them want to get back to work with renewed energy and enthusiasm.

Please register your interest in this tour as soon as possible. Call Belinda on 0800 692 253.



Obituary –

Shane Ross

Shane Ross, a well known and highly respected baker, died in Dunedin in December. He was 52.

Shane Ross apprenticed in the 1980s under Peter Gray at Nada Bakery in Wellington and soon showed some of the same characteristics that made his boss so successful: an uncompromising dedication to quality, and later, as a boss himself, a hard but fair attitude that won the respect of all



Shane Ross in Dunedin in July 2014. Photo by Peter McIntosh courtesy of ODT.

the bakers who worked for him.

Shane Ross's first business venture began with the purchase of Wellington's Hollandia Bakery in 1997.

He renamed it Wholefoods and by 1999, having moved to

big new premises, Wholefoods had a staff of about 50 bakers working around the clock filling enormous orders for the likes of BP, Mobil, Starbucks (in its early days here) and Air New Zealand. John Crawford, the bread foreman at Wholefoods at that time, remembers filling orders for the likes of 10,000 calzone for Air New Zealand.

Robbie Swaneveld worked as pastry foreman for Wholefoods for 10 years and has many warm memories of Shane as a team leader and team player. "If you respected him, he respected you."

"He was an icon of the industry," says Robbie Swaneveld.

Shane Ross was a keen member and generous supporter of the Baking Society. The Wholefoods premises were used for numerous workshop sessions and demonstrations for a large gathering of bakers during the Baking Society conference in Wellington in 2000.

Wholefoods' many winning entries in New Zealand Baker of the Year competitions around that time amazed many other bakers, particularly his old mentor Peter Gray, as it was unheard of (and probably unrepeatable) for such a large wholesale operation to be able to compete and win against smaller, more closely run retail bakeries.

Shane Ross leaves behind a son and daughter of whom he was enormously proud: Nick, 28, and Gemma, 25.



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From professionals for professionals

New pre-portioned cheeses a hit

Innovative New Zealand company Canary Foods is introducing a new labour- and wastage-saving product: quick frozen pre-portioned premium cheeses imported from Europe.

These are designed to cut back preparation time, reduce labour and cut back on wastage. The range includes Camembert, Brie and Mozzarella slices, Blue Cheese and Feta cubes, and Mozzarella Pearls.

With no-one else offering a similar range, Canary Director James Gray identified a great opportunity. "Until now, bakeries have had to cut portions from chilled cheese blocks and rounds, often with a short shelf life. This proves to be time-consuming, inaccurate and often very expensive," James said.

Key features and benefits include, portion control, reduced wastage and labour, convenient handling, consistent taste and texture, and a 12 month shelf life when frozen.

Recommended uses include: pies, pizzas, salads, gourmet sandwiches, paninis, wraps, gourmet burgers, cheese boards, soups, pasta, and sauces.

Feedback from customers who have trialled the frozen cheese portions has been positive with many commenting that these new portions offer opportunities such as chicken and camembert pies or mushroom and blue cheese pies previously impractical because of the limitations of block or round cheeses.

James Gray adds "We are also pleased to offer these cheeses at very competitive prices – often cheaper than existing block cheeses."



Canary Cheese Portions are distributed by well-known companies including Bidvest, Countrywide, Davis Trading, Food First and The Food Chain.

For further information contact Keith Clark from Canary (027 497 4706) or email: keith.clark@foodchefs.co.nz

See www.canaryfoods.co.nz for more technical details.

Events calendar

What	When	Where
The Great NZ Hot Cross Bun Competition 	10–16 February	National
Bakels Supreme Pie Awards 	14–21 July	National
IBA 	12–17 September	Munich
The Great New Zealand Xmas Mince Pie Competition 	6–9 November	National

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Going nuts for doughnuts

The cupcake craze has predictably passed its peak, hybrids such as the cronut hold steady but don't promise to take a huge market share, but the old doughnut, tarted up with novel variants and additions, is a rising star.

Belinda Jeursen takes a look.

London

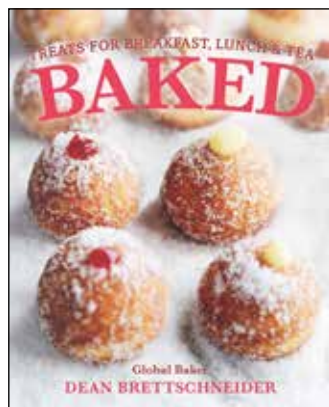
The trumpet sounds

Londoners were lucky enough in 2014 to be on the tasting end of the brainchild of a diverse, talented and ambitious group of antipodean entrepreneurs when Crosstown Doughnuts opened.

Crosstown Doughnuts was the result of months of market research, product testing and concept development. They began not, as most entrepreneurs do, with a product, but a marketing and branding concept, developing the product later: "blowing the trumpet from the other end," as Dean puts it. "Create the total concept then create the product to fill the brief."



Dean Brettschneider and (below) one of his books demonstrating, amongst other things, his expertise with doughnuts.



Branding in action for Crosstown Doughnuts.



Kiwi Dean Brettschneider was brought in to work with fellow Kiwi and celebrity chef Peter Gordon on developing the exclusive Crosstown dough.

Dean knows just about everything there is to know about making doughnuts. Having worked on them for an American brand at one stage, he also has commercial application skills. "You have to know exactly what you are doing if you're going to be putting them into large well-established stores."

Doughnuts are nothing new but, like many other popular products, the time had come for their reinvention, as many – including Dean Brettschneider – recognised. In Dean's words: "Classic products start as artisan items – they have their day and time when their artisan nature is what makes them so good. Everyone likes it and you have to scale up production to progress the business and the product becomes industrialised and loses what was special about it in the first place.

"Then someone wakes up and says there must be a better way to make the product. Doughnuts have been bastardised by the

big brands and are not so good anymore. They're commercialised and cheap."

Not so the doughnuts coming out of Crosstown. They use a hybrid of wild yeast levain (a sourdough starter but not enough to give a sour taste – just enough to give the right eating quality and a natural shelf life) and baker's yeast.

People like Dean see these doughnuts as a product that has the potential to tick all the boxes. What's on trend? Can they accommodate unusual flavour combinations?

"They are something that could be really yummy if you made it well and used uncommon flavours. Real icing and a back-to-basics

approach with dough that has some integrity – resilience, good mouthfeel, not crumbly and light as air yet a dough that has some solidity to it. When you're using a dough that doesn't absorb oil it becomes more than a doughnut, not a big sponge. A doughnut can become a dessert when it's served with ice cream."

“Doughnuts have been bastardised by the big brands and are not so good anymore.”

Going nuts for doughnuts cont. from page 35

Dean says good oil is essential for frying and it has to be changed frequently.

Crosstown's focus is on flavours, toppings, fillings, combinations. Dean works with Peter Gordon, whose specialty is the fusion of flavours and textures, to come up with new ideas and combinations. They work on "weird" combos, make them and see what happens.

Crosstown makes and sells mostly yeasted doughnuts and a few cake doughnuts in all shapes: ring and filled, round and square.

Crosstown's luxury doughnuts start at £3.50, standard ones at £2.70. They hosted one of the biggest food launches in London in 2014 and are now sold in Selfridges, served on Air New Zealand flights, and from the flagship store in Picadilly. Another store is opening in Soho.

So what's Dean's favourite flavour? A chocolate sourdough doughnut with a banana crème patisserie filling, light caramel icing with caramel and sea salt sauce and chocolate soil on top.

You can see one of Dean's doughnut recipes on page 37.

Christchurch

Fast but gentle



With elegant glass cabinets, delicate uplighting and a cool interior, The Donut Boutique in Christchurch appears not too different from a jewellery store.

The doughnuts are a visual feast: hand-made, filled with cream, custard, mousse, glazed with icing, ganache, caramel, topped with curls of chocolate, coloured stripes, sprinkles and even Turkish delight. There's not a hint of oil or heat, just pillow-soft, golden, absolutely fresh artisan perfection.

Some of the flavours on offer are unusual but The Donut Boutique also offers popular classics. So how to choose?



There's Ginger Galore, with a ginger glasse filling and ground ginger cream, topped with ginger nut crumble and icing. Or Turkish Rose. Or how about a Truffle Pop? These, popular with children and the undecided, consist of four mini-doughnuts of different flavours on a stick.

With shared love of quality doughnuts and missing them in New Zealand, Singaporeans Zainah Alsagoff, Asmah Low and Jinah Green decided to open the flagship store in the East of the city in November 2010.

Once Zainah came up with the concept of a boutique doughnut store, Jinah, a former home economics teacher, spent two months test baking until she was happy with her recipes.

The first store was followed by another in busy Riccarton Road in August 2014.

"I had made doughnuts before but hadn't gone into it seriously. We wanted the boutique to be upmarket but also to make good quality doughnuts available to the general public," says Jinah. The quality of the oil and ingredients was foremost in her mind.

"The margins are very narrow in this, but we aspire to give our customers the best ingredients and use methods that specifically prevent oil absorption."

Fast but gentle is the right combination to ensure the colour and texture are perfect. "The doughnuts are very fragile and they colour really quickly in the hot oil. If they get too dark I would rather throw them out and start again."

While Jinah prefers a plain doughnut with cinnamon, their most popular doughnut is their Chocolate Creation – a chocolate filled doughnut with salted caramel – closely followed by Apple Crumble.

There's also the Peanut Butter Platter doughnut, filled with peanut butter frosting, topped with white ganache and peanuts.

The Chef's Special changes every few weeks and often outsells the usual products.

The Donut Boutique is retail-only because of the artisan nature of the products. Jinah says they don't want to mechanise the process too much or get into mass production "because then it becomes something else." All their doughnuts are made fresh every day with any (rare) leftovers donated to charity.

Lemon Curd, Vanilla & Strawberry Compote Donut

by Dean Brettschneider



Ingredients

Makes approximately 15.

Strong bread flour	500 g
Salt	10 g
Sugar	60 g
Butter	75 g
Instant dry yeast	10 g
Eggs	2
Vanilla extract	1 tsp
Zest of 1 lemon	1
Milk	210–230 ml

PLUS

2 litres canola or sunflower oil, for frying.
Zest of 3 lemons.

Vanilla Icing

Butter	25 g
Cream	45 g
Vanilla extract with seeds	1 tsp
Icing sugar – sieved	150 g

Place all ingredients in a saucepan and gently melt together over a low heat, stirring with a wooden spoon or spatula. Use while warm.

Strawberry Compote

Good quality store-bought strawberry jam or compote	300 g
Good quality store-bought lemon curd	500 g

1. Place all the ingredients in a large mixing bowl and, using a wooden spoon, combine to form a dough mass.
2. Tip dough out onto a lightly floured surface and knead for 10–15 minutes, resting dough for 1 minute every 2–3 minutes until smooth and elastic. This will take a while;

the dough will be sticky to the touch at first, but don't be tempted to add excessive amounts of flour during the kneading process – just persevere with the softness.

3. Lightly oil a bowl large enough for the dough to double in bulk. Put dough in bowl, cover with plastic wrap and leave in a warmish place (23–25°C) for 30 minutes.
4. Gently knock back dough in the bowl by gently folding it back onto itself; it will deflate it slightly, but will develop more strength. Cover again with plastic wrap and leave for 30 minutes.
5. Line a baking sheet with baking paper, lightly sprayed with cooking spray or brushed with vegetable oil.
6. Tip dough onto a lightly floured bench. Roll the dough out to a thickness of 1.5 cm and then using a large chef's knife cut the dough into 6 cm x 6 cm squares.
7. Place doughnut squares 5 cm apart on prepared baking sheet. Loosely cover with plastic wrap and leave to rise at room temperature for about 45 minutes.
8. Heat the oil for about 15 minutes in a large saucepan until it reaches 180°C. Check the temperature with a candy thermometer and take care not to let the oil heat to over 180°C, as this will result in a doughy, uncooked donut.
9. Carefully lift donut squares, one at a time, and lower them into the hot oil. Cook 2–3 donut at one time, so that they fry evenly. Fry for 2.5 minutes on one side, turn them over with a wooden spoon and fry for a further 2.5 minutes, until golden brown. As they fry, they will increase in size.
10. Remove donuts with a large slotted spoon and drain on a paper towel to cool completely.
11. Using a sharp knife cut a hole in the edge of the donut and then place the lemon curd in a piping bag and squirt some inside the donut.
12. Using some of the vanilla icing, ice the top of the donut and then spoon some strawberry onto of the icing and then sprinkle with some lemon zest.

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COCONUT RASPBERRY MUFFINS

Recipe courtesy of Chelsea Foodservice.



FOOD
SERVICE

MAKES 12

INGREDIENTS

- 300g plain flour, sifted
- 225g **Chelsea Caster Sugar**
- 4g salt (1 tsp)
- 40g desiccated coconut, plus extra to sprinkle
- 150ml **Simply Pure Canola Oil**
- 2 no. 6 eggs
- 225ml coconut milk
- 225g frozen raspberries (do not defrost before using)

Filling

- 60g cream cheese

Icing (optional)

- 10g extra desiccated coconut
- 75g butter
- 250g **Chelsea Icing Sugar**
- 80g desiccated coconut
- 50g frozen raspberries, defrosted and drained of excess liquid



METHOD

Preheat oven to 200°C and grease a 12 hole Texas muffin tin or line with paper cases.

Mix together flour, baking powder, caster sugar, salt and desiccated coconut in a large bowl.

Mix together the oil, egg and coconut milk.

Gradually mix the wet ingredients into the dry ingredients and when smooth gently mix in the frozen raspberries.

Divide mixture evenly into prepared muffin tin, push a small piece of cream cheese into the centre of each muffin then sprinkle with extra desiccated coconut.

Bake 20-25 minutes. Allow to cool slightly in the tin, then turn onto a wire rack to cool.

Icing (optional): Heat a frying pan over medium heat and dry-toast the 10g desiccated coconut until lightly browned. Set aside to cool.

Cream the butter and icing sugar together until pale and fluffy. Beat in the 80g desiccated coconut and defrosted drained raspberries. Spread cooled muffins with icing and sprinkle with the toasted coconut.

You can make this for:

\$0.70 cost per portion

\$2.67 min. selling price (70% GP)

Costs based on average wholesale prices at February 2014.



Give your customers freshly baked goods, while maximising your profits, using fully costed Chelsea Foodservice recipes. More recipes at chelsea.co.nz/foodservice

Purple Wholemeal Loaf with Walnut, Linseed & Seville Orange & Fig Breadshot



Pre-ferment

Ingredients

Fresh yeast	3 g
Purple wholemeal flour	20 g
Strong flour	60 g
Warm water	60 g

Method

1. Mix all of the ingredients together until smooth.
2. Place into a lightly oiled container covered with plastic and allow this to ferment overnight.

Dough

Ingredients

Purple wholemeal flour	180 g
Strong flour	240 g
Gluten flour	15 g
Salt	12 g
Fresh yeast	20 g
Warm water	300 g
Pre-ferment	
Linseeds	40 g
Chopped walnuts	100 g
Kibbled rye (soaked for 24 hours)	35 g
Barker's Seville Orange & Fig Breadshot	170 g

Method

1. Mix the flours, salt, yeast, water and pre-ferment to a well-developed dough.
2. Once the dough has been developed add the **Barker's Seville Orange & Fig Breadshot**, linseeds, walnuts and kibbled rye. Mix through until clear.
3. Round the dough and place into a lightly oiled container covered with plastic to ferment for 40 minutes.
4. Knock back the dough and round back up. Give the dough 20 minutes of fermentation.
5. Turn the dough out and scale and mould the dough as required.
6. Bake at 230°C with 2 seconds steam.

How to make... **GOURMET DONUTS**



Gourmet donuts, made with Farmers Mill Brioche

INGREDIENTS

Farmers Mill Brioche Mix	1000g
Unsalted Butter	50g
Water (variable)	500ml
Fresh Yeast (or use dry at 2.5% of Brioche mix rate)	60g
Total Dough Weight	1610g

FRYING

Heat oil to 180°C.

PROCEDURE

1. Place mix, butter, water, yeast into the mixer and mix on 1st speed for 2 minutes.
2. Mix on 2nd speed for a further 6-8 minutes or until developed. Divide the dough into 20g balls for the filled round donuts or for the mini traditional style donuts roll dough to approximately 1.5cm thick and cut to the desired size, shape.
3. Prove and fry.
4. Once cool, inject with desired fillings/custards glaze and decorate as desired.



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Flourless carrot cake

by Asher Regan



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www.heartfoundation.org.nz/hospitality



Baking flourless goods has several benefits; firstly they are likely to be gluten free which will appeal to a growing number of people choosing gluten-free diets.

Another benefit of removing the flour from baked goods leaves space for more healthy ingredients such as eggs, vegetables and ground almonds, as seen in this delicious and light carrot cake. For more information on healthy baking and managing allergens in foods see the Hospitality Hub – www.heartfoundation.org.nz/hospitality

For 25 pieces:

Cake

Carrots, peeled and diced	200 g
Eggs	2
Honey	50 g
Vanilla essence	5 mL
Ground almonds	200 g
Ground ginger	½ tsp
Baking soda	1 tsp
Olive oil	65 mL

Topping

Unsweetened low fat yoghurt	500 mL
Fresh or canned fruit	250 g

Method

Cake

1. Heat oven to 160°C.
2. Boil the carrots until soft.
3. Drain and puree, either with a stick blender, mouli or mash with a fork.
4. With a whisk beat the eggs, honey and vanilla until it turns into a thick foam.
5. Sift the dry ingredients.
6. Gently fold in the dry ingredients, olive oil and pureed carrots into the egg mixture.
7. Pour batter into a lined slice tin approximately 20 cm x 25 cm.
8. Bake for approximately 25 minutes or until lightly browned on top and set.

Topping

1. Line a sieve with clean paper towels.
2. Place yoghurt in the sieve and place over a bowl.
3. Cover yoghurt and refrigerate overnight (or longer depending on how thick you like it).
4. Trim the fruit and slice thinly.

Pineapple Banana Caramel Slice

Using XL Muffin Mix



Photo by Robert Burns

Preheat the oven to 180°C.

Line a swiss roll baking tray with greaseproof paper. This recipe will make approximately a ½ slab.

Base

XL Muffin Mix	1000	g
Butter softened	300	g
Egg Yolks	5	

Par-Bake the base for 15 minutes at 180°C.

Topping 1 – Pineapple/banana

Ripe bananas	400	g
Crushed pineapple (2 × tins)	800	g
Lime juice	1	

1. Smash up the bananas, add the lime juice and stir well. This will keep the Bananas from going dark.
2. Combine the banana mixture to the crushed pineapple and thicken with a corn-starch, arrowroot or a commercial setting mixture.
3. Spread onto the prepared base.

Topping 2 – Caramel

Condensed milk	800	g
Butter	120	g
Golden Syrup	4	Tbsp

1. Melt the condensed milk, butter and Golden syrup, over a gentle heat, cook until the mixture thickens – 5–10 minutes.
2. Spread on top of the prepared base and banana/pineapple
3. Note: Take care as this mix will catch on the bottom of the pot if the heat is too high.

Topping 3 – Meringue

Egg whites	5	
Caster sugar	220	g
Desiccated coconut	120	g

1. Whisk the 5 egg whites until soft peaks form and slowly add the caster sugar until all is incorporated and the meringue is shiny and holds form. Fold in the coconut gently then spread over the caramel topping.
2. Bake the slice 180°C for 25–30 minutes, cool completely to set the caramel, then cut into slice size portions.
3. This is a slice to have for your customers during this long summer that we are enjoying. Use pineapple and fresh bananas with a topping of caramel and finished with meringue.

Recipe supplied by
New Zealand Bakes
Bakery Training School

Chocolate Almond Easter Delight



The dough

Cold milk	350 g
Egg pulp	100 g
Strong flour	900 g
Bakels Instant Dried Yeast	22 g
Caster sugar	100 g
Cardamom powder	1 g
Salt	14 g
Cold butter cut into cubes approx 2 cm squared	500 g



Mix for 4 minutes on slow speed, to form dough. There should still be big chunks of butter in the dough. Roll through the pastry sheeter to 7 mm thickness and book fold. Chill for 20 minutes. Repeat

this process two more times until you have a total of three book folds.

Leave the dough to rest for 20 minutes in the chiller before sheeting to the final thickness.

In a food processor blitz the almonds, cocoa powder and icing sugar together to form a fine crumb. Add the butter and egg white and mix to form a paste.



Add the Chockex and blitz lightly for approximately 20–30 seconds. There should still be visible signs of the Chockex in the paste.

Weigh the paste into 200 g pieces round and press flat to 160 mm in diameter.



Chocolate filling

Toasted sliced almonds	400 g
Icing sugar	100 g
Cocoa powder	50 g
Butter	100 g
Egg white	60 g
Bakels Chockex	100 g

Raspberry jam

Frozen raspberries	200 g
Caster sugar	100 g

Bring to the boil and continue to boil brushing the sides of the pot with a little water as you heat the jam to 107°C. Remove from the heat and transfer into a stainless steel bowl to cool. This should take approximately 10 minutes.

Preparation and assembly

Roll the main dough to 4.5 mm and cut out circles at 180 mm. You should get eight circles from this dough.

Place one piece into a greased 180 mm × 50 mm high baking ring.

Place one piece of chocolate paste disc filling 200 g × 160 mm on top of the first piece of dough.

Spread 75 g of raspberry jam onto the chocolate paste disc filling.



Place a second piece of the main dough 180 mm × 5 mm thick on top of the raspberry and chocolate filling. Press the sides down to seal and place into the prover at 28°C with approx. 70–75% humidity.

Baking

Once doubled in size glaze with egg wash and bake.

170°C bottom and 210°C top, with steam. After 10 minutes baking, open the vent and bake for a further 15 minutes.

Finish



Glaze while hot with Bakels Apricot Glaze. Sprinkle 30 g of roasted sliced almonds on top of the glaze. Pipe 30–40 g of **Bakels White Fondant** on top of the almonds and serve.

Additional options

You can re-sheet the scrap dough and cut it with a lattice cutter. Place the latticed dough on top of the delight before placing it into the prover.



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Creamy Mushroom & Bacon Macaroni



by Tracy Scott



Ingredients

White Button Meadow

Mushrooms – sliced 1 kg

Portabello Meadow

Mushrooms – sliced 1 kg

Bacon – chopped 1 kg

Butter or oil 100 g

Macaroni – cooked 500 g

Onion – chopped 400 g

Rocket or spinach leaves 300 g

Evaporated milk or cream 375 ml

Parmesan cheese – grated 100 g

Salt and ground black pepper

Method

1. Heat butter or oil in a large saucepan over medium heat.
2. Add in the bacon and sauté for 5 minutes.
3. Add in the onion and mushrooms and sauté a further 10 minutes until they have softened.
4. Add in the cooked macaroni and stir through.
5. Season with salt and pepper.
6. Add in the evaporated milk and parmesan cheese. Allow all ingredients to heat through stirring occasionally. Check seasoning.
7. Toss through rocket or spinach.
8. Serve with a sprinkle of parmesan.

Serves: 20



Donut Rum Baba With Crème Brûlée & Chantilly

This is my adaptation on the classic 'Rum Baba', a yeast raised cake that is usually baked and then soaked in a boozy syrup.

Donuts are recognisable by most and they have encountered a resurgence recently – I'm sure the description of a 'Donut' on a menu will entice customers who may be unsure what a 'Baba' actually is.

Donut Rum Baba dough

Fresh yeast (or 4g of dried)	12 g
Milk	40 g
Strong flour	250 g
Egg	130 g
Salt	4 g
Caster sugar	20 g
Butter	90 g

Method

1. Mix the flour, salt, sugar, yeast, milk and egg together to develop an elastic dough.
2. Once the dough has been developed, add the butter gradually to allow the dough to take up the butter and mix until smooth and elastic.
3. Place the dough into a lightly oiled bowl, cover with cling film and allow to ferment for 1 hour.
4. Knock the dough back, roll the dough out to a thickness of 10 mm, cover this with cling film and place the dough into the refrigerator until it firms up (or overnight).
5. Remove the dough from the refrigerator & cut into desired shapes.
6. Allow the dough to prove either covered at room temperature or in a prover until almost double in size.
7. Fry the dough pieces at 180°C evenly on both sides.
8. Allow the donut to cool down to room temperature before soaking in the rum syrup.

Crème Brûlée filling

Cream	250 g
Milk	250 g
Nestlé Docello Crème Brûlée Mix	65 g

Method

1. Bring the cream and milk to the boil.
2. Remove from the heat and whisk in the Crème Brûlée mix (whisk for approximately 1 minute).
3. Pour the brûlée mixture into serving glasses and place in the refrigerator to set.

Spiced Rum syrup

Water	200 g
Orange juice	50 g
Lemon juice	20 g
Granulated sugar	350 g
Rum	100 g
Cinnamon stick	1
Star anise	2
Orange zest	whole 1



Recipe by
Marcus Braun
courtesy
of Nestlé
Professional



Method

1. Bring all of the ingredients to the boil and then simmer for 2 minutes.
2. Allow the syrup to cool to approximately 50°C before soaking the cooked donuts thoroughly in the warm syrup.

Remove the soaked donuts from the syrup and drain slightly before serving.

Baked crumb

Plain flour	125 g
Ground almonds	90 g
Salt	1 g
Icing sugar	50 g
Salted butter	100 g

Method

1. Rub the butter into the dry ingredients to produce large firm crumbs.
2. Spread the crumb pieces evenly onto a baking tray and bake at 160°C until lightly coloured. (Approximately 6 minutes).
3. Once cooled store the crumb in an airtight container until required.

Assembly

1. Once the brûlée is set in the glasses, place some of the baked crumb on top and then pipe a layer of Chantilly cream on top and the place a soaked donut on the cream.
2. Decorate as desired.



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