

slice

Issue 51: Spring 2021



**BAKING
NEW ZEALAND**

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 **BAKELS**



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President's Report

At times like these we all need to ask ourselves why we are in the business of baking. Although we have a lot of freedom in what we do and how we run our businesses, there are also a lot of dramas, especially when we think about our financial wellbeing. We all need to take a look at ourselves and think about what we are dreaming of as a business owner. In most cases we can achieve that dream but it does take some effort and often a lot of sacrifices.

For many years I was a business mentor and part of that role was to encourage business owners to solve their own issues. We weren't allowed to tell them what to do. It was a good lesson for us all but one of the things I liked telling people was, "if you believe what you are doing is the right decision for you, then hang in there. You have to be committed to your goal".

For anyone who knows me and my family, they'll know our journey hasn't been easy. But as silly as it seems, we hung in there, kept going and we've achieved a lot, though I wouldn't say I've completed my dream just yet. I love what I do so I keep adding to it. Why, you may ask, did we set that family goal to be successful commercial bakers? We just knew that we had the skills and determination to make it happen and it was interesting to see how it motivated us. Maybe it wasn't my daughter's goal at the time because she was too young to make the call but she grew up to want that kind of success and look at where she is now, she has her own bakery with her husband and they are rocking their socks off.

Let's keep in touch!

Bernie Sugrue



Look, I am a pretty hard-faced sort of a guy, but I have this saying in my head, "if it's to be, it's up to me and, if your heart's not in it, get out". Well truth be known, it was Tom O'Toole, an Australian inspirational speaker, author and businessman in the bakery industry who taught me that. I just had to put it into action. It's not easy to do what we're doing, let alone during a pandemic, but if we keep sight of our goal/dream and keep working towards it, we'll get the results.

At Baking New Zealand there are so many fantastic bakers, business people and couples all working hard to keep going and if you share your experiences with others, or even contact our *Slice* editor, Cynthia, so that she can share your story, then together we can encourage and support each other. Right now we can't meet in person but we can certainly network on social media and keep in touch with each other. That's my thoughts anyway. I can say for certain I have no miracle solutions for you, but I am all ears. And I'm here if you need to talk.

From the editor

Look for the silver lining

I'm writing this in level 3 lockdown, staring out my window and longing to be free. The days progress in waves of hope and despair. I can only think what it must be like to be a bakery or café business owner at this time. For some who supply wholesale, there has been huge demand, while others are now grateful for 'click and collect' despite the challenges of operating within restrictions. It sure has been another tough year! I read recently that 1 in 500 Americans has contracted Covid and in many countries infection rates continue to spiral out of control. So in New Zealand there is a lot to be thankful for whether we believe in the decisions made by Government on our behalf or not.

When I interviewed a Christchurch baker for this issue's Spotlight On I discovered he had a powerful story of survival to tell and in doing so he made the remark that he had to look for a silver lining in the situation in order to cope.

Best of baking :)

Cynthia Daly



As we move closer to the festive season and summer holidays I'd like to encourage you to look for that silver lining.

And I hope you find some enjoyable reading in this, our final issue of *Slice* for 2021. It wouldn't be a festive season without gifts and so with the generosity of our partners and advertisers we have a wonderful hamper of goodies to giveaway. See page 3 for details. We've also been busy behind the scenes creating your new *Slice* news website

www.slicemagazine.co.nz

We're at the 'baby steps' stage but we hope you will share your news and help it grow. Simply email me your news at: cynthia@baking.org.nz

*Wishing you a happy holiday season
and a prosperous 2022
from everyone at Baking New Zealand
and Slice magazine*

Enter to win with our **slice** Festive Hamper

With the holiday season just weeks away, here at Slice, our Baking New Zealand partners and advertisers thought some festive cheer was in order. Thanks to their generosity we have now have a fantastic hamper of goodies to give away. Entry details are below.

Here's what you could win:



Win a 20kg bag of the new Goodman Fielder Premium Pastry & Noodle Flour. A very white, fine premium pastry and noodle flour for specialty pastry products. We have one bag to giveaway.

Enter the code Festive 1.



Win a 20kg bag of the new Goodman Fielder Strong Bakers Flour. A high protein, strong bakers flour milled from sound, hard wheats. We have one bag to giveaway.

Enter the code Festive 2.



Win a 20kg bag of the new Goodman Fielder Premium Bakers Flour. A general purpose white bakers flour milled from a selected blend of medium protein, semi-hard/hard wheats to give uniformity in baking. We have one bag to giveaway.

Enter the code Festive 3.



At GrainCorp we know how hard people in the baking and café-bakery sector work so we'd like to help you with some items just for you. We have: 1 Un Stress Coffee Cup, 1 Un Stainless Steel Drink Bottle, 1 Un Oven Mitt and 1 Un Notebook to giveaway.

Enter the code Festive 6.



Farmers Mill is now offering its homegrown variety of Spelt Flour. Spelt is a good source of dietary fibre, protein, and vitamins and minerals and can be used to create amazing artisan breads, muffins and a wicked pizza base! We have 1 x 20kg Spelt Flour to giveaway.

Enter the code Festive 7.

The very generous people at Farmers Mill want you to experience the quality of their flour range and see for yourself the difference.

We have 2 prizes of a 20kg Summit Bakers Flour to giveaway.

Enter the code Festive 8.

And 2 prizes of a 20kg Pioneer Spray Free Artisan Flour to giveaway.

Enter the code Festive 9.



When it comes to quality and reliable consistency of flavour you just can't go wrong with a Barker's Professional product. Try spicing up your menu with one of their delicious chutneys – Barker's Professional have 6 packs to give away to show you just how great these products are.

Enter the code Festive 10.



Who doesn't love a moist and delicious sticky date pudding? NZ Bakels is certainly onto a winner with its new Bakels Sticky Date Mix and we have a 15kg bag of it and 5kg pail of Butterscotch Sauce to accompany it.

Enter the code Festive 4.

Celebrate the holiday season in style this year with Berica's recyclable cardboard hampers that resemble real rustic wood. What better way to send festive cheer than with a clever gift box design!

If you'd like to make your food look as good as it tastes and increase its value overnight, we'd love to hear from you. berica.co.nz

We have a selection of Berica's recyclable cardboard hampers to giveaway.

Enter the code Festive 5.



How to enter:

- To enter simply choose the Festive Code of the items you want to go in the draw to win. See terms & conditions below.
- **Email your entry to: cynthia@baking.org.nz along with your name, contact phone number, the name of the business you own and the physical address of the business (so that your prize can be delivered).**
- Entries for Festive Hamper Giveaway close at 5pm on November 30, 2021 and winners will be notified by phone on December 1, 2021

T's & C's:

- Entry is open to bakery, café and catering company business owners only. Your business details make up part of the entry requirements.
- Entries are limited to one entry per item listed in the Festive Hamper Giveaway, but you can enter the draw for any of the items in the giveaway.
- Once the winners have been drawn, the company providing the prize will be given the winner's details so that they can arrange for your prize to be delivered.
- Staff members of the companies providing prizes may not enter the competition.
- Prizes are as listed in the draw and cannot be exchanged for cash or other goods.
- The judge's decision is final.

Meet your Baking New Zealand executive

President: Bernie Sugrue McGregor's Trading Group Ltd, Timaru



Food & Health and Safety

I have been in the baking industry for 35 years and still enjoy the challenge. Like business, baking is a game and you just need to know the rules and play it as good as you can.

My motivation for standing as president of Baking New Zealand's executive board is to encourage our baking

community to work together in supporting each other as we face the challenges of moving on from a pandemic. I believe that the benefits we previously had from meeting as a group of like-minded people at past baking conferences, where we would talk about our sector and plan for its future, still exists in this association. And it is my goal to encourage that.

Until we meet as a board for the first time, I will continue in my current role overseeing food, health & safety. It is an area that is going through a lot of change and I want to be on top of that and keep you up-to-date with it.

We know that this will be a challenge for all of us in the industry but it is a changed world, whether we like it or not, so I am keen to work through the process. Do you remember the song, *Hang On, Help Is On Its Way*? Well it is, and I am happy to talk to anyone about what is happening.

Treasurer: Mike Meaclem Michael's Bakery, Christchurch



I have been on the Baking NZ Executive for more than 20 years with roles as Competition Manager, and currently as Treasurer. And I have been baking since October 1979, when I started and completed a trade certificate in Cake and Pastry cooking – that's what it was called back then.

This year celebrates my 35th year as the owner, with my wife Wendy, of Michael's Bakery in Hillmorton in Christchurch, which we opened on August 8, 1986.

While the bakery has always been a busy role, I discovered some years ago that I loved to teach the art of good baking and share

my knowledge with future bakers. I have taught baking to both apprentice bakers and fulltime students for 20 years at ARA Institute of Technology, as well as for NZ Bakels Training School for the past four years. Teaching and learning are passions of mine.

I'm always trying to improve techniques in baking, while also working on how to improve and grow our family bakery business.

As part of that, it's important to put yourself to the test in what you do. Being judged against your peers in competitions helps you improve your business and it also reinforces that you are achieving a high standard when you get a good result. Michael's Bakery has competed in several national competitions over the years and continues to do so with our most recent result, placing third in the Bakels Legendary Sausage Roll competition in October 2020. We won gold in the Gourmet Meat category of the 2008 Bakels NZ Supreme Pie Awards and first place in the Great New Zealand Hot Cross Bun competition in 2019.

For me, and our team at Michael's Bakery, entering competitions helps us perfect ideas that will improve our products for our customers and it drives the passion that is needed in baking. There is nothing nice about getting up at 3 am!

I'm a strong believer in continuing to learn and upskill throughout life otherwise you can become 'stale' and your business can suffer. So for me that meant going back to school. In 2013 I completed a Bachelor in Business, majoring in Entrepreneurship and Innovation. Essentially this study was more about proving to myself that what I have learnt in business has merit; but it also felt good to prove to all those teachers at high school, who thought and said I would not achieve, that they were wrong!

Membership Growth & Engagement: Jason (Meng Heng) Hay Richoux Patisserie, Auckland



I came from Cambodia to New Zealand in 2001 and started working part-time in the bakery industry.

In 2005 I bought my first small bakery which I had for a year. Then in 2007 I took over the Richoux Patisserie bakery in Ellerslie.

As well as running the business, I also completed a Level 4 Craft Baking course and passed my Bakels/Richemont (Advanced Confectionery, Bread and Pastry) course.

I have been participating in baking competitions since 2008 where I have won many awards.

In June 2019 I became an executive member of Baking NZ. I am very happy to have the chance of sharing my ideas and knowledge with the baking industry that I have always loved.

Meet your Baking New Zealand executive

Kirsty Schmutsch Pembroke Patisserie, Wanaka



A lover of all things gastronomic, Kirsty's background is in the hospitality industry with over 20 years' experience in both front and back of house operations, working & studying in New Zealand, UK, France and Australia.

She has a Diploma in International Hotel Management from Adelaide, Australia and majored in French & Spanish at Canterbury University and completed an MA in

European Union Studies in 2011. Kirsty is a member of the Ignite Wanaka Chamber of Commerce and the Institute of Directors.

Kirsty and husband Matt own and operate Pembroke Patisserie in Wanaka. Pembroke Patisserie started out of a converted container kitchen in the backyard in 2013, supplying a small range of wholesale products and baking to sell at the local farmers market once a week. Pembroke Patisserie expanded to a purpose-built kitchen, café and bakery in 2018. Her roles within the business include planning, administration, payroll, sales and marketing and the all-important product tasting.

As a small, independent bakery owner, I am well suited to represent the views of smaller operators in the Association. There are many changes and challenges facing small business and the baking industry overall. I look forward to making a positive contribution to Baking NZ.

Farhan Sattar Creative Edge Foods Ltd, Auckland



Farhan joined the baking community after a lifestyle change from more than 20 years in corporate IT and he brings with him a vast array of technology experience and futurist views of the industry.

He spent most of his young life working in his father's pizzeria in the UK; hospitality and food was always his passion. Having taken ownership of Creative Edge Food Company, a wholesale

bakery in Auckland, he has learned a lot and is still learning about the industry bringing a fresh pair of eyes and views to our day-to-day challenges.

David Bradley Bakery Tutor ARA, Christchurch



I am very excited to be elected to the executive board of Baking New Zealand. I am looking forward to working alongside other members to grow and promote our wonderful industry.

I'm the current Bakery Tutor at ARA Institute of Canterbury and have been in that role for the past seven years now: previously I worked in a range of bakeries from small craft to large instore bakeries.

I have a huge passion for the noble art of baking and feel extremely privileged to be in the position I am in. I take great pride in teaching my students our wonderful trade and always relate my teaching to be as industry relative as possible and will continue to do that for as long as I am in this role.

I left school at 17 knowing I was always going to work with food and nearly became a chef! Luckily, I got a job as a baker's assistant and was employed by some of New Zealand's best bakers. From there my passion grew and I spent six years working in a range of bakeries in Melbourne gaining experience and honing my skills before returning home to start a family.

I have three beautiful boys aged 9, 7 and 3 and a wonderful wife who has been by my side for the last 21 years.

My other passion is the outdoors, and when not focusing on family or work I can be found roaming the hills looking for a deer or walking up a river in search for that trophy trout.

Nathan Young Divine your local bakers, Christchurch



For the past 25+ years I have been busy gaining experience and knowledge in the Hospitality and Retail sectors in New Zealand/Australia and the UK.

Over the years I have been fortunate to work alongside some great bakers, chefs, and characters, all of whom have spurred me on personally to challenge myself further.

Currently my wife Jo and I are the proud owners of Divine your local bakers in Christchurch where we are loving everything that we do. I look forward to bringing my expertise and knowledge to the Baking New Zealand society and industry.

NZ News

George Weston Foods Baking NZ proves diversity is a winner

George Weston Foods' Baking NZ (GWF) commitment to inclusivity saw it take out the top honours at the 2021 Diversity Awards NZ on September 23. The company won the Inclusive Workplace Award for the medium-to-large organisations category and then the Supreme Award.

The judges recognised GWF's commitment to fostering inclusive teams through education and initiatives and by promoting its values: safe, courageous, trusting and collaborative. Its Everyday Moments of Goodness programme was introduced to encourage employees to recognise and celebrate those moments in each other's behaviour.

"We wanted to build a strong inclusive culture that would encourage employees to act as if they were owners of the business, bringing Everyday Moments of Goodness to life every day through their language, role modelling, values and actions," says Solary Ha, People and Performance Business Partner at GWF.

"We didn't set out to become diverse. That's just the way we are, and we have been for a long time. Diversity and inclusivity are baked in, naturally.

In saying that we don't think our

company as "diverse": we think we represent what New Zealand is really all about. We're Kiwi as.

"We know people come from different cultures and they have different beliefs, experiences and expectations. The challenge is always to find ways to bring people together in ways that matter to them – and we do that around our shared sense of purpose," says Solary.

The company bases its approach on the strong belief that encouraging employees to act as though they are owners of the business encourages buy in to the company's shared purpose and values and creates a culture of inclusion.

"This is an organisation where being human and being real is the lived reality across the whole team", says Diversity Works NZ CEO Maretha Smit.

"We're lucky to be a baking business, because everyday goodness is what we produce, it's what we believe in, and it's something we try to deliver every day," says Mark Bosomworth, General Manager Baking Division. "Everyone who works in the business understands what being able to feed your family with good food means to people. Celebrating everyday moments of goodness has become a way of doing things around here."



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NZ News

Pastry manufacturer under new ownership

Golden Crust Pastries Ltd, which makes block and ready roll pastries in Palmerston North, has been sold after 34 years in operation.

The new owner, pie entrepreneur and commercial bakery owner, Bernie Sugrue, also Baking New Zealand president, says it made sense to buy Golden Crust Pastries Ltd, not only because of its product range and current production level of three tonne a day, but it also opened up the opportunity for him to have baking operations in both South and North Islands.

Former owners Guy and Margaret Fields created the business in 1988 to supply initially block pastry wholesale through distributors. When a business competitor started importing ready-rolled pastry on a roll, they bought in machinery to make their own. Today the plant is virtually fully automated with ready rolled making up about 99% of the business. It sells flakey, sweet, and base pastry, along with pastry pieces and discs and all-vegetable pastry.

Bernie says Golden Crust Pastries is the smallest of the three main pastry manufacturers in New Zealand but if you consider how many pie manufacturers there are, there is plenty of business opportunity for them all.



"There's a lot of pastry that goes out to cafes, distributors for hotels, restaurants etc, and believe it or not, there are actually a lot of manufacturing companies that make a product that goes into supermarkets which uses our pastry."

"What I like about the guy I bought it off is he is very similar to me, he's a machine fanatic. He just loves machinery. He used it to come up with all sorts of exciting products, some of which he never took to the market but I'm hoping to do so," says Bernie.

Among that machinery is a Rheon encrusting machine used for wrapping pastry around a filling.

"There are some really interesting plans I've got up my sleeve for the business; the staff that are here have been here for many years, and the business is in a purpose-built building opened in 2010. I have plans within three years to build a new factory here and bring some of the manufacturing I do in the South Island through to the North Island and have two factories so that pastry and garlic bread will be made in the South Island for the South Island and vice versa for the North Island."

Bernie says the team at Golden Crust Pastries is a good bunch and they're right behind him on his plans. "This venture is going to be fun and I'm looking forward to working with the team."





happenings

1st -30th November
(1st November is World Vegan Day)
World Vegan Month
www.vegansociety.com

25th November USA
Thanksgiving – time for pumpkin pie or blueberry pie

4th December
International Cookie Day

31st May – 2nd June, 2022
The Baking Industry Tradeshow Melbourne
The Baking Industry Trade Show is a free trade show open to all Bakers, Pastry Chefs and Cooks, Industry Supports and fans of baking!
www.bakingtradeshow.com.au





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McPhail, Gibson & Zwart Ltd, now known as MGZ Employment Law, provides a quality employment law advisory service for employers throughout New Zealand.

As many members of Baking New Zealand also appreciate, MGZ has a long-standing relationship with the organisation and provides a very special service to members: an employment helpline.

The helpline dates back to the 1980s. Two of MGZ's founding Directors worked in those days with Norman West, former secretary of the Baking Society, when Norm managed the Canterbury Employers' Association, while another Director acted as Advocate for the NZ Baking Trades Award.

When MGZ was set up in 1995, Norm, then Secretary of the Society, asked his old colleagues to help and they did.

Calls were regularly taken by Dean Kilpatrick, before he left MGZ... and then returned as a Director!

The Helpline

These days the Baking New Zealand helpline enquiries are handled by the firm's current Directors, Dean Kilpatrick and Jane Taylor, who continue to provide the same great service that members have enjoyed for over 25 years.

Most questions can be answered easily over the phone and will be free. However, if the advice takes more than 10 minutes, or if further support and advice on that matter is required, members will be sent separate terms of engagement with MGZ and will be charged for that work.

The Directors

Baking NZ
Silver
Partners

Dean Kilpatrick, LL.B

Dean studied law after working at management level in the hospitality and retail industries for several years. During his law studies, Dean also worked as a tutor in law and in personnel management. As an experienced manager of staff and with a commercial emphasis in his law degree, Dean can offer practical advice on all matters relating to employment law. He can also draft and negotiate agreements, and act as a representative at disciplinary meetings/mediations, at the Employment Relations Authority or beyond.

Jane Taylor, LL.B, B.A.

Jane studied law and after a brief stint as a tax lawyer realised that her personality was far better aligned with helping resolve problems relating to people. Since then Jane has worked solely in the area of employment and industrial relations law. Jane takes a common sense approach to problems and is focused on finding solutions. Where members need on-going support Jane can provide representation on behalf of members.

goodman fielder

INGREDIENTS



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Goodman Fielder Ingredients

are proud to announce they are a new **Platinum** sponsor for Baking New Zealand.

They are looking forward to supporting the bakery industry, for which they already play a key role as NZ's largest commercial baker.

Goodman Fielder is committed to developing talent in the industry, and some of their own apprentice bakers have gone on to be successful leaders in the baking industry.

Ultimately, Goodman Fielder Ingredients mission is to help bakers to be their very best for their own customers.



150 Years+ of Baking Excellence

The Goodman Fielder business can trace its roots back to Thomas Goodman, a young but ambitious apprentice baker, who opened his first bakery in Motueka in 1862.

Generations of the Goodman family followed in his proud tradition, and the business grew to include bakeries in both the North & South Islands to ensure the freshest possible bread can be delivered to all customers.



In fact, the delivery side of the Goodman Fielder Ingredients business is what makes them unique, with over 10,000 delivered customers purchasing the companies own brands of milk, cream, cheese, flour, rice, and oils – as well as their famous bread brands. Many of these customers get a delivery every day – some of Goodman Fielders bakeries work 24 hours per day, 364 days per year.

Goodman Fielder Baking Scale & Expertise

Each year, Goodman Fielder fresh bakes 100 million loaves of bread, and 60 million buns and rolls.

They source the baked products from 7 different bakeries between Auckland and Dunedin, and use hundreds of tonnes of top quality ingredients each and every week.

In fact, Goodman Fielder uses more flour in NZ than anyone else, so they have become experts at developing and using a variety of flour types across their extensive bakery product ranges – and these include famous brands such as Vogel's, Molenberg, and Freya's – amongst the nations favourite brands of bread.

Locations of Goodman Fielder Bakeries



777 Espresso becomes Baking New Zealand partner

It had to happen, with the growth in barista coffee sales through bakeries and cafes, Baking New Zealand needed to find a perfectly brewed partner to satisfy its members' requirements, and it has.

777 Espresso is a family-run company offering high quality coffee and great service, says owner Sam Ros.

"Our journey started over 13 years ago, when we opened our first cafe in Auckland. Over time we've been involved in opening and developing eight different cafes, so we've come to know the Auckland cafe business very well. Along with this, we've also experienced the range in quality and service of coffee wholesalers, from the world-class excellent to the nightmare-inducing bad!

"We know that as an independent bakery or cafe owner it's important that you provide your customers with the best cup of coffee possible. We are here to help."

Sam says: "We ensure a truly artisan taste experience through using only A-grade, 100% Arabica green beans sourced from around the world. Our point of difference is hand-roasting.

"When we started 777 Espresso we wanted a traditional craft roaster which would allow the human hand to be part of the roasting process. Many large roasters use impersonal, computer-operated industrial roasters, and we wanted to cultivate a more traditional process.

"We imported a brand new 15kg YÜCEL coffee roaster from Turkey. It took a bit of experimentation to get our roasting to a standard where we would be happy to use it in our own cafes but eventually we became masters of this traditional craft coffee roasting machine. We control every part of the process manually by hand - but the end result is fantastic flavoursome coffee... which now makes up our Unique Blend. We roast five times a week meaning you'll always receive the highest quality, freshest roast possible. Craft-roasting also means that we remain intimately involved in every batch, ensuring the exquisite quality of the blend you are purchasing."

In addition to providing you with superb freshly roasted coffee, 777 Espresso can also set you up with the best equipment and a Service Package to meet your needs and maintain your coffee quality.

"We do more than supply an amazing blend of coffee. With our expertise not only in coffee roasting, but in espresso training programmes and overall cafe operations, we can also provide you with operational advice and support as an optional service.

"Our Wholesale Services Team cares about great tasting coffee and espresso, and about your bakery or cafe business overall. We recognise that you need reliable equipment that performs at its best - because your coffee quality strengthens your brand and ours. That's why maintaining your coffee quality is also important to us.

Our wholesale services team can help you with:

- Equipment advice and sales
- Equipment service and maintenance
- After hours emergency response service
- Equipment training
- Barista and espresso fundamentals training.
- Professional operational advice and support



We are ready to help you build your business with our extensive café operations expertise (Premium package).

Setting up a new cafe?

If you're setting up a new café we understand all about minimising operating costs while you're building up your business. That's why we can provide you with a range of high quality Italian espresso machines and grinders to suit your business and your start-up budget. We may even be able to provide you with a machine and grinder at no cost. (Conditions apply)

As part of our service for new cafes, we can provide you with a Cafe Start-up Package, which covers:

- Equipment advice, sales and training
- Equipment service and maintenance (for equipment we provide)
- Barista and espresso fundamentals training
- After hours emergency response service for coffee supplies + technical support
- Professional operational advice and support. We are always ready to help you build your business with our extensive café operations expertise (Premium package).

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Global Watch

Baking it forward

To recently mark World Gratitude Day, Nashville, Tennessee cookie bakers, Tiff's Treats, set about creating a chain reaction of kindness across Music City by treating the community to free cookies.

The idea was that anyone sending a gift of Tiff's Treats on that day to a friend, colleague, or even complete stranger would be rewarded with a voucher for a free dozen cookies.

But, that's not all! Once those warm cookies were delivered, the gift recipient also got a special code of their own - so they could send a free dozen cookies to someone else there by Baking it Forward. <https://www.newschannel5.com/>



Third bakery opening during pandemic made sense

By Dan Malovany

English muffins are big business in the United States which is why New Horizons Baking Company chose to open its third bakery in Toledo, Ohio with a new English muffin line that produces 2,000 dozen pieces an hour during the pandemic. From the company's seven muffin lines, four others in Norwalk, Ohio, and two in Fremont, Indiana they can now crank out 20 million products a week.

Trina Bediako, chief executive officer for the Norwalk-based company, told Baking & Snack: "We didn't stop growing through it all. We were dealing with the pandemic, and we continued our plan to add to Toledo. At some point, we asked, 'Should we be doing this?' Well, heck yeah, we should be doing it."

The result is a purpose-built 61,000-square-foot facility outfitted with enough infrastructure for bulk ingredients, chilled water, electricity, packaging capacity and more to support up to three additional production lines.

Mike Porter, president and chief operating officer says: "It allows for better stability, planning and predictability. Having this line here in Toledo allows us to stabilize the workflow in those plants while allowing for proper preventive maintenance and sanitation on a weekly basis." — [Bakingbusiness.com](https://www.bakingbusiness.com)



Irish soda bread scones with blackberry jam prove huge hit in New York

When Mary O'Halloran's Manhattan bar, Mary O's had to close during the latest Covid outbreak in New York she was left struggling to pay her rent and feed her kids. That is until she came up with an idea to sell true Irish soda bread scones made from her mother's recipe from Ireland.



As a result of her incredibly honest post on Humans of New York blog, Mary, who hails from Co Mayo, ended up selling orders worth more than \$1 million to people from across America.

More than 20,000 pounds of Odlum's self-raising flour was shipped over from Dublin, while 7,000 pounds of jam had to be sourced for the baked goods.

Over the next two months, with the help of six fellow Irish mummies, the flour will be magically transformed into scones, using the 'gigantic ovens' in the basement kitchen of St Francis Xavier Church at 30-36 West 16th Street, Manhattan and then shipped to customers across the USA. <https://www.irishmirror.ie/>

"24 Bakes Till Christmas"

London-based baking box company, Britain Loves Baking has a rather innovative and truly inspired Christmas treat for its customers this year. It is about to launch "24 Bakes Till Christmas" the world's first baking and treat-making advent calendar.

According to www.journalism.co.uk Britain Loves Baking's small range of three limited edition advent calendars is hand-packed and presented in 20 small daily treat boxes and four larger boxes opened every Friday, where bakers will discover four, sharing-size, Christmas-themed bakes. The limited-edition calendars will be made by its newly acquired manufacturing and wholesale business, The Baker's Bundle, and come in deluxe (£140), ultimate (£170) and vegan (£170) versions.

Not only does each calendar come with an array of baking gadgets and silicone moulds, but its ultimate one comes with its very first Britain Loves Baking Christmas candle and room spray. Each is handmade and poured, using eco soy wax and vegan-



friendly natural and essential oils and scents, inspired by the founder's favourite Christmas bakes and exclusively made by British candle makers Wax This Way of Sheffield.

Commenting on the launch, Greg Wixted, founder of Britain Loves Baking, said. "The inspiration for our advent calendar came from our German grandmother who would always give us a traditional German advent calendar, and behind each door, you'd find a message of kindness which encouraged you to share your daily surprises."



Need a bit of help this Christmas?

By Cynthia Daly

Is your bakery the 'go-to' place for customers who want to buy beautifully decorated Christmas cakes and cookies, fruit mince tarts or baked and packaged Christmas gift solutions? Or do you just focus on the bare minimum because time doesn't allow for anything else?

Over the last few years a number of my Christmas gifts for friends have been bought in smaller-style supermarkets or department stores like Smith & Caughy, where I've been able to buy beautifully made New Zealand baking from some of this country's best bakers. It's a great way for these bakers to grow their business profile and encourage online sales outside of the festive season so it might be something worth considering for your business. And then, alternatively, being able to buy in freshly produced festive or special occasion baking at wholesale rates to take the pressure off your business is another way to go. If you buy-in then there are a range of opportunities other than just selling instore.

I've come to wholesale bakery, Creative Edge Foods Ltd, in Auckland to talk with owner Farhan Sattar about being the baking extension for your business.

Today the staff are putting the finishing touches to decorative gingerbread cookies, chocolate cakes and baking savouries for orders. As the bakery doesn't use preservatives or alcohol in its products all orders are made to order within a day or so of being required. That means when it comes to Christmas, orders can be placed very regularly as a way of topping up stock as it sells rather than needing to place a bulk order way back in October, for example.



Ginger Chai cupcake

Farhan says: "Generally the orders come in last minute. We have two types of customers, the ones who are asking in September what our Christmas range is and then we have the second lot of customers who in the first week or two of December say, 'we need 300, 400, 500 mince tarts for tomorrow please.'"

Last year, Farhan says, due to the second lockdown in August confidence in the market had diminished sales opportunity with some cafes not re-opening. Creative Edge Foods decided to take a conservative approach to Christmas sales by offering a simple range of goods rather than a full range and delaying the availability until October so that they could get a feel for where the market was heading. It was a good move.

"We went with just the mince pies, a couple of different cookies and the Christmas cakes. We tried to keep it a slim range because we weren't sure what the volumes would be. But typically we try to do 2-3 cookies, traditional individual Christmas puddings – they sell really well. People like the individual ones for gift-giving as well. They can go into a café and have one or they can give it to a friend or family. We also produce a Christmas cake slice which is an individual piece of cake iced with traditional marzipan and white icing. At this time of the year strawberry season kicks in. All year-round we do a fruit tart with custard and as soon as strawberry season starts we switch to a strawberry tart and we run that all the way through when there are good strawberries. Sometimes that will last through to Waitangi Day."

Each year they do an 'odd-ball', something a bit different to keep the range interesting.

"One year we did personalised cookies because that was



South Pole cupcake



name and merry Christmas printed on the cookies.

Farhan says the personalised cookie market has continued to grow and can be used in multiple ways. For instance a café, bakery or catering company might want a Christmas message or they might on-sell the idea to corporate customers or retail businesses and have the cookies printed to order for their customers.

"Cafés might want them printed to give as a token gesture to their regular customers and it becomes a very nice 'thank you' for them. It only costs a couple of dollars but the customer appreciation is quite valuable because that's the time of year when customers are going on holiday and they may not be back for a few weeks. So it's a good reminder about their business. But then they may also have their corporate customers who they service in their area for catering who can then get personalised branding directly through them. It just makes it easier for them to work out."

"We can personalise any cookie for you. We get requests for chocolate chip cookies, Belgium cookies, shortbread cookies; we recently did personalised brownies and put the logo on them for a real estate company, which was really good for them.

"Because it is a personalised experience we want the customers to be 100% satisfied with what we do. So the first step is to ask the customer what they want. They can send us proofs of what they want and then we work back with them and depending on the volume we can create the cookie for them to see and decide if they are happy with it and then they can place their order."

Farhan says not everyone will choose the personalised range, that doesn't mean they can't personalise what they stock for on-selling Christmas products.

For example, Creative Edge Foods makes a selection of festive gingerbread cookies from Rudolf, a snowman, through to stars, angel and Christmas trees. These come as a minimum order of 10 either individually wrapped in compostable cellophane with a one month self-life. Or loose, allowing the wholesale customer to sell them individually or package in gift-wrapping, in a decorative box or cookie jar and sell them as gift ideas.

If you look at the bigger picture, says Farhan, a lot of businesses don't have the time or the staff to work on a separate range of products on top of their normal range, especially at Christmas time, so in that case it's more cost effective to outsource them.

"The main advantage is our teams are producing the volume, you don't have to take time out of your business to think about what you are going to do and we provide you with the products ready to go. If you are buying in from us, you're only having to buy what you think is going to sell. We don't want you to order 50 of something you're not going to sell. We bake on demand; we produce to order.

"For our Christmas cakes you need to give 48-hour notice just so the fruit has time to macerate and the cake has a moist consistency when it's baked. Other products are overnight with orders placed by 3pm. We deliver daily across Auckland from Puhoi to Bombay. I like to think of us as an extension kitchen. The difference between your baker making this and us is a phone call.

You call us and we bake it for you. Even better, go on the website, click what you want, save and the next morning it is there." Generally Christmas orders start around the last two weeks of November so that the products, once delivered are not sitting for too long. If sales are going well they can simply be reordered using the online system.

Farhan says Creative Edge Foods is known for its traditional Christmas range and the feedback on it is always encouraging. The recipes they use were developed by the original owner back in the 1980s. "We are the custodians of those recipes now. They are very traditional 'old school' recipes filled with good quality ingredients resulting in lots of flavour."

So if you want to get extra sales value out of the festive season, maybe buying in completed products for ready sales or buying in and jazzing up things like mini Christmas puddings and serving them with some 'wow' factor, is worth considering.



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French and Italian festive goodies in hot demand

By Sue Hoffart



For Bridget O'Sullivan, Christmas cake is synonymous with a flattish, spiced Italian disk that hails from Italy. The former lawyer also views the festive season as a fine time to tempt customers with exotic new flavours of her French-style confectionery. The owner and co-founder of Christchurch-based macaron business J'aime Les Macarons expects to reach Christmas Day exhausted

and content, just as she has every other December 25 since walking away from the legal profession. Before embracing baking, Bridget practiced commercial law in Wellington and in London.

"When I left, I did a lot of travel in Italy, France, Africa, India," she says. "I did not think about law again but I did think a lot about food. I enjoyed law but it did not tick the creative part of my brain. It's just not me, I'm a bigger picture person."

Back home in New Zealand, Bridget enrolled in a three-month cooking course where she rediscovered a love of baking and confirmed her future did not lie inside a restaurant kitchen. Soon after, she met the woman who would be her business partner for the next seven years; creative culinary whiz Amanda Marchant worked for a catering company and sold sandwiched French meringue treats at the weekly farmer's market. Together, they launched the nation's first specialty macaron store in suburban Merivale, in 2008.

In some ways, the timing was terrible in the wake of the global financial crisis.

Yet it quickly became obvious people sought out smaller luxuries when their fortunes waned. At the same time, gourmet food was becoming increasingly fashionable. Customers flocked.

While some mystified patrons wondered if the pretty sweets might be a kind of soap, well-travelled New Zealanders recognised the product from Asian and European bakeries. Television cooking show MasterChef quickly introduced an even wider audience to the whimsical French confection.

"Food became so trendy; we caught a moment in time. We couldn't keep up. I think we just captured a new market."

Initially, an exceptionally busy week could see the two women bake, pack and sell 600 macarons over the shop counter. Then clean the kitchen themselves. Now, seven full-time employees and five part-timers produce almost six times that amount in a single day, five days a week.

From the outset, the pair invested in high quality ingredients as

well as smart packaging and photography to showcase their edibles. They ventured online early, too; J'aime Les Macarons has been selling to website customers for 12 years.

"Food wasn't really being couriered everywhere back then. We haven't had absolute disasters but every year we're ironing out the wrinkles, finding the most reliable courier."

And they have always made a point of regularly updating their offerings, producing seasonal flavours or new products to keep customers coming back. Bridget also follows overseas food trends closely.

"We've always done a Christmas range. We might have three of four Christmas-specific flavours that change from year to year. Last year we did scorched almonds. It might be cranberry and orange. Or candy cane, or gingerbread.

"Christmas is a bit manic, it's always hot, you get to Christmas



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Day and you're absolutely exhausted. It's our busiest time of year. It really starts for us in November and it involves all hands on deck with boxes and boxes and boxes going out the door. A strong part of the business is gifting, so much effort is put into packaging."

The kitchen produces other speciality confectionary for the Christmas market, like nut brittles, shortbreads and nougat.

This Christmas, for the first time, they will also offer a range of six panforte, courtesy of a new acquisition.

Earlier this year, J'aime Les Macaron bought established Christchurch business, Traditionally Tuscan, and Bridget's team will continue to make four traditional Italian versions of that company's spice and nut cake. They have also developed two new offerings under their own Tusca brand. Both utilise dark chocolate; one paired with Otago apricots, the other with port and prune.

While New Zealanders tend to view panforte as a Christmas treat, Bridget is determined to convert people to year-round consumption.

After 13 years in business – the last six as sole owner – Bridget is clearly thrilled by the possibilities Tusca opens up and is already thinking about the next range of sweet treats she might bring into the fold. But is also quick to point out the realities of business ownership are nothing like the glamour of the product imagery.

She has ridden through tough financial times, Canterbury earthquakes and Covid uncertainty. These days, Bridget employs a general manager to manage day-to-day operations while she

focusses on the overall direction of the business as well as sole care of one-year-old daughter Florence.

"It's hard work. You've got to have nerves of steel. It's hard hearing the media say it's all doom and gloom for small business but you can't start listening to that too much. You just get on with it.

"I'm really proud of this business; it's been a big part of my life. When I think back to being a lawyer, something had always gone wrong or you had to prevent something going wrong; whereas macarons are a positive thing. People come to you when they're happy."

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Demand for inventive baking so high, it can be scary!

By Sue Hoffart

In the past, Christmas has been a little terrifying for sourdough fanatic Brent Beamish.

The Tauranga business owner swears things will be different this time. This is despite embarking on a construction project to extend the premises, hopefully before the busiest season kicks in.

He shudders, remembering the year his small, inconspicuous side street Breadhead store accepted far too many advance orders. On Christmas Eve, paper bags full of loaves and pastries were lined up right around the shop and back out through the kitchen, while the customer queue snaked down the footpath.

"We looked at the amount we'd signed up to do and then thought, 'crikey,'" Brent says. "It's not about the revenue; it's about not wanting to let people down. This is kind of a community bakery, with lots of regulars, and you want to make sure you do right by people."

"I love Christmas, I love the tradition. Everyone's excited and it's really nice knowing you're part of someone's holiday, that they're making an effort to get food from you for their celebration."

Signage is minimal at Breadhead and trade has grown largely through word of mouth, starting with a couple of dozen loaves and perhaps 20 baguettes when he and wife Kate opened in 2018. Now, he can sell 300 loaves and just as many pastries on a hectic Saturday.

He is already a little nervous about inevitable demand for the company's seasonal specialty; an unusual version of the fruity European Christmas bread stollen. Brent's



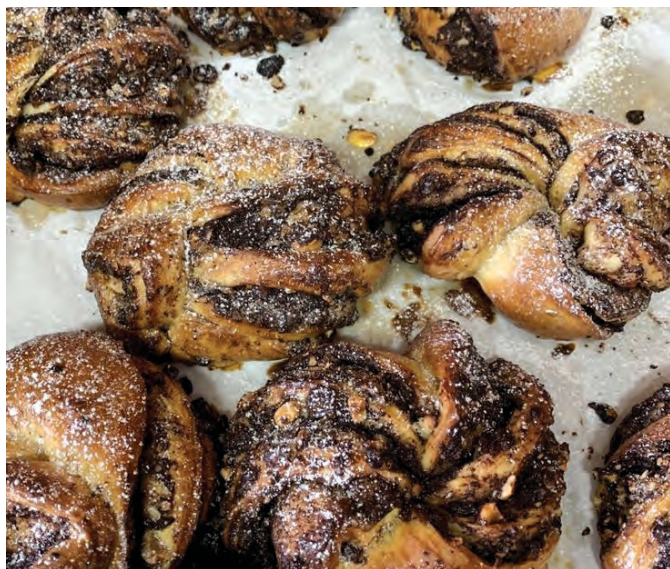
variation hails from Austria and came to him via South African baker David Hobs.

"I've never seen anything like it before. It's buttery, a strange but wonderful old, old recipe, generations old. Imagine brioche dough, lots of eggs and butter, a little bit of sugar and this really citrusy, confit orange and lemon. Then cranberries, ginger, rum, raisins, slivered almonds and toasted hazelnuts. No marzipan."

"It has a preferment – an old bit of dough added to it – as well that gives flavour. It doesn't even really look like what you think of

FESTIVE FLAVOURS

as a stollen. It's an odd shape, an odd rolling technique I won't even try and explain. When it comes out of oven, you glaze it with butter, roll it in cinnamon spice mix and it's incredible.



"We don't need to advertise because people remember it from the year before and we only make it a week before Christmas because it just goes nuts and there's too much else to do.

For Brent, Christmas is also about piling seasonal fruit such as strawberries into pastry in inventive ways. Freshly poached peaches will be teamed with cream cheese custard for flakey galettes. Plans are afoot for a pecan caramel version of pain au chocolate, and the team's latest invention is a butterscotch espresso Danish that involves a coffee-soaked sponge piped with butterscotch crème patisserie and dark chocolate encased in pastry.

"We're experimenting all the time. We like exciting people. We excite ourselves. But this is not a cakery. We're not petals and flowers here. What we do is more earthy, rustic. A lot of our stuff doesn't look super refined, it's more about the generosity and the abundance and the quality of the ingredients."

Brent has no formal bakery training, though he spent most of his

overseas experience years working in restaurant and café kitchens. Although the hours did not appeal to him, the pastry sections did.

Back in New Zealand, he tracked down French baker Moise Cerson in the Wairarapa and spent a year working, watching and learning. Stints in Auckland cafes followed and spare hours were spent scouring recipe books and baking in his home kitchen.

"I started making croissants from home, getting obsessed, making sourdough."

When he and Kate returned to his home town of Tauranga, the couple transformed a commercial building into Love Rosie café which opened in January 2013, around the corner from what is now Breadhead. They sold the cafe business earlier this year.

"My bread making skills were kind of good enough," the baker says of his early efforts in the café. "Everything was made slowly, properly, with long fermentation. And when I look at it now, the pastry was okay but people forgave a lot because the rest of the food was pretty good."

New staff brought talent and ideas to the increasingly busy, buzzing eatery, while Brent's patisserie and bread making prowess grew, alongside his obsession with naturally-leavened bread.

The couple launched Breadhead to give him more space to develop his sourdough ideas.

"When it's right – and we don't get it right all the time – the flavour and texture of it is unparalleled."

So he turns out bread laces with olives and walnuts or ancient grains or toasted seeds folded through a stone ground wholemeal and rye base. Or oats, fermented for a day or two until they emit a beer-like odour.

"There's something about the quality of it, the process, the smell of it that's really addictive," he says, admitting to waking at 3am in summer just to feed the starter. "It just gets hold of you somehow. You've just got to be so careful and mindful with it. It's really relaxing, even when you're doing a lot of it."



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THIRST QUENCHERS

Customers looking for something less ordinary in cold beverages

By Sarah Beresford

As we slide into summer, it's time to give those cold drink cabinets a bit of a refresh when stocking up so that customers are spoilt for choice when it comes to slaking their thirst. Although it's tempting to stick to tried-and-true performers — here's a shout out to Classic Coke, L&P, and bottled water — the cold beverage industry has seen some significant new trends in recent years that are fast becoming mainstream consumer choices. As the category experiences major product shake-ups, now's the time like never before to review options and cater to customers who are becoming increasingly adventurous.

Although carbonated drinks still lead the pack in sales volumes, global research reveals the fizz is starting to turn a little flat, with non-carbonated drinks set to take over sales of carbonated drinks in the next few years. FMCG Australia research highlights fizzy drinks are already flat-lining in terms of sales growth, with non-carbonated drinks once considered fringe romping into the main arena to play with the soft-drink big boys.

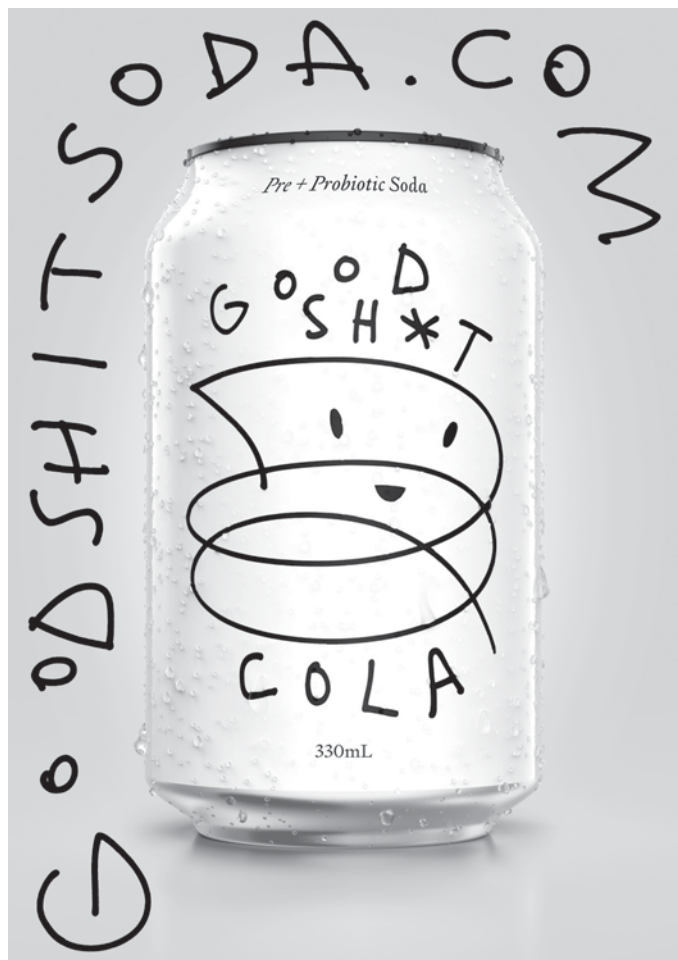
Australia Nielsen reports sales of fermented drinks like kombucha have exploded to rack up seven times sales growth in the past few years. This is no doubt helped by the fact that manufacturers have



recognised the growing demand for this fermented drink and have jumped onto the bandwagon, supplying a huge range of bottled versions to make the drink a convenient, popular alternative to the usual choices.

Where once the buzz words were 'low sugar' or 'no sugar' varieties of bottled drink, that's become a given for many thirsty customers who are now interested in 'naturals'. The desire for bottled drinks to offer health benefits is now a major market driver — think pre and pro-biotics, increased fibre and nutritional goodies, and plant-based ingredients. These all add a halo to bottled drinks that customers crave and the craze is increasingly gaining momentum. When industry giants like Lion list Good Buzz kombucha, Aroha fruit juices, Chia Sisters chia seed juices and Awaka sparkling coconut water among their offerings from their side-shoot Drinks Collective company, you know it's time to startopping some of these alternative quenchers in the cabinet to chill.

There's no denying that water is still the most popular drink in the world, but these days people who have cultivated their taste buds and are much more adventurous about what they eat also want to push the boat out when it comes to beverage flavours. Overseas, hemp is the flavour de rigueur, and although we're probably not going to see this gracing our fridges anytime soon, ginger, peach, mango and grape are the new hero flavours. Good Sh*t Soda is right on trend — their pre and probiotic sodas in cola,



THIRST QUENCHERS

citrus, ginger and berry flavours offer a third of your daily fibre intake in each can, as well as all the health benefits of those probiotics. Almighty's range of flavoured water is also on the button with Peach Ginger and Yuzu and Lime sparkling water catering to those with a taste for the exotic. The brand also champions community initiatives, with projects such as their support of school veggie growing projects from every drink sold.

Goodone also hits the spot leveraging growing interest in products with a sustainable footprint and community focus. Their range of organic coconut milk and pure and flavoured coconut water ticks all the boxes — stressing community partnerships with suppliers, organic and sustainable practices all tied up in plant-based drinks with high nutritional value. Latest FMCG surveys found more than 60 percent of consumers made purchasing decisions based on local brands and sustainable practices rather than price, with an equal emphasis on nutrient value rather than counting calories.

All these factors make the beverage industry a fast-moving, truly inventive landscape, and the corporates aren't slow in recognising this dynamic. With energy drinks being the only category showing growth in the soft drink market, global initiatives are pumping out new alternatives with natural, healthy ingredients. A case in point is Coca Cola's new energy fix AHA Mango & Black Tea, which has a 30mg caffeine wallop and no sugars or sweeteners. It recently hit the market overseas and is bound to wash up on our shores soon. Pellegrino is joining the charge with a range of sparkling mineral water coffee-inspired drinks — with flavours such as vanilla, cocoa and caramel — that pack a 30mg caffeine hit to get you humming. Who said water was boring?



There's no denying that social media platforms like TikTok are helping to familiarise new products at warp speed, and that is overflowing into a big uptake in a willingness to experiment with new products and flavours. So when stocking up the cabinet with drinks for summer, take the opportunity experiment with new products, and cater to a growing consumer desire for something less than ordinary.

Bubble up

These days the reference to anything concerning a 'bubble' has most of us thinking about lockdown blues. But on the beverage front, it's the catch word for the latest craze in cold drinks — bubble tea. Originally from Taiwan, the low-sugar, green-tea-based fruity mixtures have captured taste buds around the world, and Kiwis are no exception. The 'bubbles' come courtesy of a unique key ingredient in the tea — chewy tapioca balls. Bubble tea shops are fast becoming a destination in their own right, especially with the opening of chain outlets, such as Moodoo. The drink can be customised with a range of hundreds of different toppings, and many see a visit to a bubble tea shop as a social occasion offering a non-alcoholic alternative to bars. This popularity has led to innovation in the beverage market with many Asian convenience stores in NZ selling canned bubble teas — try Rico Bubble Milk Tea to get a taste of what it's all about — and it's just a matter of time before this drink bubbles over into the mainstream.



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Perfect timing for apprenticeships

Did you know that until December 2022 baking apprentice training fees are free?

That means if you are considering offering an apprenticeship to one of your staff, or you're thinking of taking on an apprentice as part of a new job offer, or if you are someone keen to become an apprentice, then you can start the training at any time and it will be free until the end of next year.

NZ Bakers Training School Administration Manager Yvonne Gysberts says there's never been a better time to enrol.

While there is no information yet on whether the NZ Government will extend the free training period after next year or there will be a return to charging fees, beginning your first strand (course) now will save you more than \$1000.

With a shortage of qualified bakers in New Zealand, having a recognised qualification can open many doors and is often also seen as a bonus when deciding to travel, which is starting to look hopeful again as Covid vaccination rates increase.

Bakels Training School currently has 266 students in total nationwide across all strands (topic of study), says Yvonne, and there are training centres for block courses in Auckland, Palmerston North and Christchurch.

Apprenticeship training is made up of on the job experience, theory (written modules you complete in your own time) and block courses where a tutor will teach you in a bakery classroom environment the key skills and techniques relevant for the strand you have chosen.

Level 3 programmes are a minimum of 18 months while Level 4 programmes are a minimum of three years. When you start your apprenticeship there is quite a lot of general information you will need to know and that is included in your first strand.

So what will you learn as a bakery apprentice?

Baking apprenticeships are made up of four strands – Bread, Pastry, Cake and Biscuit, and Plant Bread and you can tailor your programme to suit the role you want to pursue in baking.

For example the NZ Certificate in Trade Baking (Craft) Level 4 covers three strands – bread, pastry, cake & biscuit. However, if you are working in a plant bakery (a large commercial operation) then you would complete the NZ Certificate in Trade Baking (Plant) Level 4.

If you are on a limited work visa you can still complete the NZ Certificate in Trade Baking (Craft or Plant) Level 3 in one strand.

"For Level 4, a student must complete at least three years in training as it is an apprenticeship, so duration in on-job training is important. Also, as the programme is around 200 credits, we are restricted to entering a maximum of 75 credits per student per year. The first strand takes three years and subsequent strands are 15 – 18 months each as core subjects have been completed during the first strand," says Yvonne.

To be eligible to start an apprenticeship you will need to be a New Zealand citizen or have residency. You'll be asked to take a brief test at the first block course to assess for your numeracy and literacy skills. This helps the training provider understand whether a student requires extra support in some areas of their learning.

And if you are concerned about starting an apprenticeship that might be interrupted due to Covid level changes, Yvonne says: "The block courses are cancelled during alert levels 3 and 4, however we encourage students to keep working on distance assessments and emailing them to us for marking during lockdowns. If they are



able to work during lockdowns (essential businesses like plant bakeries or supermarket bakeries), then they can also do on job assessments. Allowances are being made for extending completion dates due to lockdowns last year and now."

Globally there have been some major changes in how we work and what people are looking for in their current job when they return to work after a period of lockdown. A recent survey in the United Kingdom found that employers were concerned about their ability to retain valued staff. Offering upskilling through training has long been recognised as an incentive to ensure good staff remains in your employment. Do you have someone who fits those criteria?



Baking NZ
Silver
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DELICIOUS

Cream Cheese & Blueberry

Babka Bread

See recipe in this issue.

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Goodman Fielder Bakery Apprenticeship Program

Today, Goodman Fielder supports the industry with developing the bakers of the future through its extensive apprenticeship program.

The main intent of the GF baking apprenticeship is to keep the baking skills knowledge thriving in the bakeries, it's a great career choice, and can open doors to many senior positions across the wider food industry.

A number of newly qualified apprentice bakers from within Goodman Fielder have gone onto win the prestigious **New Zealand Young Bread Baker of The Year** competition, with the Goodman Fielder Nelson Bakery (Quality Bakers Nelson) apprentice Matthew McMahon winning the most recent competition in 2019.



Matthew McMahon

Baking NZ
Platinum
Partners



A selection of Matthew's baking expertise

Goodman Fielder will continue to support the industry with in-house training initiatives, and that shows how strong the baking gene is in their DNA. It doesn't matter what the background of the baker is – it is simply a universal love of making amazing products for customers that in turn helps to bring those same customers back to the bakery counter time & time again.

As we head down to what will hopefully be a busy holiday period for our baking sector, suppliers to this industry have been utilising the winter months to work on availability of new and innovative products. We look at some of their ideas.

Bakels Vegan Cake Mix

Bakels Vegan Cake Mix is a versatile product that can be used as a base for a variety of different baking applications from cakes to muffins to loaves.

Bakels Vegan Cake Mix can help to create a new customer market for your bakery as Vegan food options become increasingly important for a growing number of consumers.

Quality and flavour are still keys for repeat purchase and this product delivers on these attributes. Your ability to use the mix to create your own signature baking will keep your customers coming back for more. Available in a 12.5kg bag.



Barker's Professional new antipasto range

Introducing our plant-based antipasto range – a delicious and versatile range of condiments packed full of flavour.

Use to top bruschetta and crostini, as a dip, or add flavour to pasta, rice, grain or vegetable-based dishes. Fabulous mixed through, spread or dolloped on pizza, quiche, scrolls, scones and focaccia. Use as a filling for paninis or flavour egg dishes. Available in a convenient 1kg stand-up pouch, the range includes Artichoke, Roasted Capsicum and Sundried Tomato & Caper.

Ideal as a bruschetta topper or added to a classic grilled cheese and ham sandwich, the Artichoke Antipasto can also be mixed into a potato gratin for a touch of luxury. Enjoy the Roasted Capsicum Antipasto layered into lasagne, as a fresh flavour hit when building a burger or taco or add to pumpkin soup with paprika, to create a Middle Eastern flavour.

The Sundried Tomato & Caper Antipasto is perfect added to any pasta sauce to create instant Italian-inspired flavour or use as a flavour boost to soup or pizza topping. All variants are gluten free, vegan suitable and halal suitable.



Now you can get NZ Grown Spelt!

Great news! - Our farmers have been busy growing Spelt.

It's believed that spelt flour was first used almost 8,000 years ago, making it one of the oldest cultivated crops in human history. Spelt flour is a grain or cereal that's closely related to wheat.

Spelt is a good source of dietary fibre, protein, and vitamins and minerals.

This grain is also more water-soluble than wheat, which makes it easier for the body to digest. Due to the many minerals and vitamins spelt contains, it can help regulate metabolism, increase circulation, improve the immune system, lower blood sugar, and reduce bad cholesterol levels.

Spelt can be used to create amazing Artisan breads, muffins and a wicked Pizza base!

Until now, most spelt flours have had to be imported from across the globe. But Farmers Mill is now offering the Homegrown Variety. *Contact Mat Keys 027 285 0048 for more information.*



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The oven remains at working temperature even during the stand-by phases to always be ready and heat up your dishes in seconds. **ADAPTIVE**. Cooking technology automatically adjusts the cooking process according to the actual food load.



NEW Goodman Fielder Ingredients Bakery Flour Range



Premium Pastry & Noodle Flour

174509 20kg

A very white, fine premium pastry and noodle flour for specialty pastry products. Ideal for pastry, noodles, pie tops, sauces, roux, croissants, Danishes, Chinese style noodles, wontons, and spring rolls.



Strong Bakers Flour

175110 20kg

A high protein, strong bakers flour milled from sound, hard wheats. Ideal for artisan bread, buns, thick pizza, noodles, filo pastry, Lebanese and pita breads.



Premium Bakers Flour

174911 20kg

A general purpose white bakers flour milled from a selected blend of medium protein, semi-hard/hard wheats to give uniformity in baking. Ideal for bread, buns, puffed/choux pastry, cakes, biscuits, pizza, and thickener.



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Brownie mix success from European training and heritage

By Sue Fea



The famous Lashings brownie and some of the other popular Lashings Brownie Bar treats

She honed her craft under the watchful guise of some of the UK's best pastry chefs and in just four years Jackie Lee Morrison's Lashings Brownie Bar has gained a cult following in Wellington.

Jackie just loves what she does and it shows in her passion for perfection as her customers ooze into her speciality single origin chocolate brownies. Local producers are celebrated wherever possible and Jackie trumpets Baron Hasselhoff's single-origin 70 percent chocolate as king over the mixing bowl. Wellington Chocolate Factory, Fix and Fogg peanut butter and Havana Coffeeworks are also right up there.

Lashings all started when in 2016 Jackie and her Kiwi husband moved back to New Zealand from London. It was a far cry from the five-star kitchens of Claridge's Hotel, the Chiltern Firehouse and Galvin La Chapelle where Jackie worked for five years in London as a pastry chef. While fully trained at Leith's School of Food and Wine in London as a cuisine and pastry chef, Jackie says it didn't take long for her to fall in love with pastry cookery. Renowned French chefs like Cédric Grolet, Pierre Hermé and Raymond Blanc

Jackie Press with some of her delicious famous brownies



provided some of that early inspiration, people to look up to within the industry, as well as celebrated Portuguese chef Nuno Mendes, one of Jackie's ex-bosses. "I worked with some incredible people in London, many of whom I'm lucky to call my friends now," says Jackie. Her first job was in a five-star hotel where excellence was displayed on every section and she learned her craft and work ethic from the best.

"My pastry chef at Claridge's was Ross Sneddon, who is now the executive pastry chef at The Balmoral Hotel in Edinburgh. He and my team taught me everything," she says.

That 'work ethic' translates into extremely long hours. "That's the life, but it shouldn't be. We can't keep that up. Just because we went through the fires we shouldn't keep them burning for the

Sweet



Treats

next generation,” says Jackie, who's passionate about encouraging young pastry chefs up through the ranks. “I came from a very different and tough background kitchen culture. It's up to us to change that culture.” Lashings is small enough that she can ensure her young bakers don't have to start until 7 or 8am on weekdays. “It's my dream but it doesn't mean it needs to be theirs,” she says.

The granddaughter of celebrated Hong Kong celebrity chef, Maria Lee, Jackie says she purposely didn't follow in her grandmother's footsteps. “She had a chain of hundreds of bakeries all over Hong Kong, with outlets in Taiwan and even branches in America. We are small here and we focus on quality control, customer service and a thriving team.”

During the 1980s Maria was even invited by the New Zealand Government to come here and teach Chinese cooking. “She was paraded around Wellington in a rickshaw,” says Jackie.

In a lovely twist, the landlord of Jackie's 'dream premises' in Te Aro turned out to be the lawyer representing the company that brought her grandmother out to New Zealand on that visit. About two weeks after that discovery a woman visiting Wellington from New York stopped by Lashings to meet Jackie. “She was the granddaughter of the chief executive who worked from that company that brought my grandmother over.”

While Lashings' Classic Milk Chocolate, Fix and Fogg Peanut Butter and Raspberry Jam, Vegemite, and Vegan Coconut Salted Caramel brownies are constant winners, Jackie's constantly innovating with new ideas. “We do a special brownie every weekend, as well as sourdough donuts (SoNuts), iced cinnamon rolls and pecan sticky buns. We make everything in house and ice creams too.”

Pastel de Nata, Portuguese custard tarts are another favourite, as are her house-made sausage rolls, and Jackie's own take on the famous Southland cheese roll, a nod to her husband's Dunedin roots. “I use onion soup and evaporated milk, but I also add chopped red onion and parsley dust. People from the south get upset and ask, 'what's that green stuff,’” she laughs.

Lashings' online orders are popular too, but customers can't beat that first-hand experience, lining up for a seat in the brownie bar and watching the live baking take place. “We only use real chocolate and the best butter. Real chocolate gives you that nice fudgy flavour and texture.” Her other secret is a pinch of salt. As a pastry chef she believes that balances the flavour. Lashings brownies can be warmed, or served on their own with anything from sweetened mascarpone, salted caramel, chocolate sauce and chocolate shavings, to the full ice cream brownie bar, with unlimited sauces and toppings.

Lashings' big point of difference is its homemade ice cream flavours to match the brownies. These are made from cereal milk, pretzel milk or vegan coconut milk.

Jackie occasionally collaborates with friends, such as Wooden Spoon Freezery. “We're making a strawberry cheesecake brownie to put in one of their ice creams at the moment.”



Too good to be true – the Lashings ice cream brownie bar with the full works of toppings and accompaniments



The works – no holds barred as customers indulge in the Lashings ice cream brownie bar

She also makes desserts for Vietnamese restaurant Rock Yard, working as a consultant. Pandan cheesecake and vegan crème caramel are the two most popular offerings created so far.

Come Christmas time her weekly brownie special is always a delight, themed around candy canes, gingerbread and the likes. Lashings also makes up special Christmas hampers packed with brownies, a selection of local faves from other businesses, and other delicious goodies, all made in-house by Jackie and her talented team.

An e-cookbook collaboration with 14 other local businesses borne out of last year's 2020 lockdown sold 10,000 copies last year — 2000 in one day. The Pandemic Pack, whom Jackie founded, is made up of a group of hospitality businesses, including Lashings, who banded together to offer collective collaborative delivery during Levels three and two.

All takings were distributed evenly among the eateries involved; further profits are now being donated to charity. A second book was produced by the group this year (2021), with all takings once again distributed evenly, featuring recipes from Lashings and 15 other top Wellington eateries.



Customers enjoy the atmosphere while treating themselves at Lashings Brownie Bar



Celebrating the launch of Pin and Peel

Plant-based blends of coconut and non-GM canola oil

Flashback to 2016 and the shift to healthier eating was accelerating. Sustainable sourcing of ingredients was a hot topic, and GrainCorp Foods set about creating a unique, plant-based edible oil fit for this new era in food production.

It was the start of a four-year development program, culminating in the launch of Pin and Peel, a range of plant-based blends that uses Australian non-GM canola and coconut oils.

Quality and Innovation Manager Peter Lymberis and Technical Key Account Manager Peter Waddell were steering the program, combining advanced food science with real-world baking experience.

By 2017, they had chosen the oil sources they were going to work with.

"Non-GM canola was an easy decision because of its flexibility and high

performance, sourced directly from growers across Victoria and southern New South Wales," says Peter Lymberis, Quality and Innovation Manager.

"Plus, we had extensive experience with canola sourced through GrainCorp's harvest supply chain, crushed at our facility in Numurkah, Victoria, and processed at our West Footscray plant in Melbourne and East Tamaki plant in New Zealand.

And by pairing with coconut, we introduced a quality oil traditionally

By pairing non-GM canola with coconut, we introduced a quality oil traditionally associated with confectionery and high-end offers.

associated with confectionery and high-end offers."

As 2018 came around, the team was running internal baking trials, validating blends for their intended function in cakes, soft buns, frying, cookies and lamination.

Flavour was a huge focus and they ran countless trials with many blends to achieve the natural taste they were chasing.

By the end of 2019, they had tested more than 200 flavours from around the world and trialled single and multiple blends, all in pursuit of that prized dairy flavour, pre- and post-baking.

We've been overwhelmed by the extremely positive Customer reaction so far. Pin and Peel is being used in many applications in out-of-home and retail offers, including shortbread, cookies, pastries and pies.

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Social media launches cookie solo act

By Sue Fea

At just 26, Seanoa Ilaoa has overcome more challenges than most people three times her age and not even repeated lockdowns are holding her back from chasing her dreams.

Seanoa suffered a serious blood clot to the brain just before the first national lockdown last year, causing a stroke and temporary paralysis down her left side. Already on blood thinners for a number of years at that stage for a murmur on her heart discovered around the time of having her son, now seven, Seanoa had always been very fit, healthy and active.

She ended up having two strokes and says her love of baking became a wonderful focus during her rehabilitation after arriving home from hospital the night the country went into its first national lockdown last year.

Miraculously, urgent surgery to remove the clot last year worked beautifully restoring all her faculties.

"I took a couple of months to re-evaluate," she says. "I'd always enjoyed baking my cookies for my family and my husband and friends. I love Cookie Time, but they don't put enough chocolate in for me. My cookies are softer and thicker, there's more chocolate."

She made a very large batch for her auntie's funeral last year and the photos of her great cookies ended up on family members' social media pages. That prompted a friend to request a batch for her baby shower with more people sharing social media posts and re-sharing. "From that moment it literally blew up with requests and orders and I had to divert the cookies from my own personal Instagram page to their own page," says Seanoa.

Named Noa's Eats, her little solo operation, home-based cookie business is now turning out about 500 cookies a day, all using online ordering and social media sites with customers collecting their orders from the gate. Seanoa's growing business is not affected by level three or level two lockdown restrictions as it's permanently 'click and collect' for this baker. Due to her health conditions she always wears a mask to the gate to deliver orders to her customers' vehicles, regardless of restrictions, and usually leaves their cookie parcel on the bonnet or hands it through the window. "It's all contactless at the end of my driveway."



Noa's Eats - Seanoa with a tray of her cookies

She's also been able to collaborate with a friend selling her Noa's Eats cookies at the Māngere Farmer's market.

For Seanoa her son comes first and it's the ideal lifestyle as she can work from home, juggling her cookie enterprise and her own digital marketing business around his school and kickboxing schedules.

Working from 4am until 8.30am baking every day she then delivers orders to the gate for the late afternoon pick-ups and back sorting the next day's orders and her administration, plus more baking and cooking dinner until about 9pm. That's when she sorts all the ingredients for the next day.

It's hard slog. No fancy commercial oven either. Seanoa does all her baking, as her mother did before her, using a standard domestic oven, rotating trays as the top is hotter than the bottom. "I don't have a fan bake or a flash oven. I didn't grow up with a flash oven," she says.

But she's doing what she loves. "I really believe after last year that I've had a second chance at life so I wasn't going to waste it. I've always loved business and the idea of being self-made."

She has already studied accounting and business, which has been helpful, and her next goal is to take Noa's Eats to the next level. However, for now she's a one-woman band and that's just the way she likes it.

"I just know my recipe and sometimes it's more of a feeling as a baker and creator. You just have a sense as to what's needed, what needs to be added," she says. "That recipe can just take one teaspoon of sugar or flour to be off. I make it day in and day out and the timing has to be just perfect, not two more minutes or 30 more seconds."



Noa's Eats Cookies

**If you want to walk fast, walk alone.
If you want to walk far, walk with others.**

When I set out to write the story of Christchurch baker Said Abdukadir I never for one moment thought that the outcome would be what it is. However, in telling his story the way he told it, I believe we not only give credit to who he is but between us we acknowledge just how powerful baking can be when life loses its purpose – Cynthia Daly.



“Baking gave me a purpose”

By Cynthia Daly

Christchurch baker Said Abdukadir, owner of Waberi Bakery in Bush Inn Mall has known an entire life so far of making adjustments to survive and thrive.

When the March 15 mosque attacks happened he faced his biggest hurdle yet, the path to recovery softened by the daily ritual of preparing anjaero, a Somali sweet pancake, for breakfast. Made with a sourdough starter, it would eventually give Said a purpose again as he taught himself how to make sourdough bread and launch his bakery business.

The story though begins back in Somalia and we need to tell it to show just how far Said has come in his life.

It's 1993 and civil war has erupted between ruling factions in the once held British protectorate and Italian colonised east African nation. Said is born into a family of eight siblings – four sisters and four brothers. His father is a city council employee and is a member of the ruling tribe. He is well respected in the capital, Mogadishu, where they live.

As the unrest escalates, Said's father begins to fear for his safety as militia target anyone involved in government or authority. People are 'disappearing' from their homes at night and working for the council makes him a targeted person. They decide to flee to rural Somalia where they have family. Said remembers it as a very long journey for his family, “it was a long struggle, we had lost everything but we survived”. At the same time in 1995, his father encouraged his oldest sister to go with relatives who were moving to New Zealand to live. “When the civil war erupted if you were holding a Somali passport a lot of countries were open to helping people fleeing Somalia.” In New Zealand his sister gets a job and helps support the family back home. By 1998 six of Said's siblings have moved to New Zealand.

In the rural environment Said grows into a helper looking after the animals, especially camels, which he says are friendly and gentle. “In Somalia camels are loved by the people. There are more poems written about camels than women,” laughs Said. When Said is 10 years old the remaining family moves to live in Nairobi, Kenya and Said starts primary school where the lessons are in English, the main language. “I wanted to learn Swahili so I taught myself and after a year I was very fluent in it.”

Said's determination and ability really starts to surface with him completing year 12 level at 14 years old and leaving school. He gets a job working for a guy who hires out console games and he helps him modernise the business with PlayStation and then with PlayStation 2 which has a football game. “In Kenya they really like football. They play football, they watch football and we were doing PlayStation 2 with this football game called Pro Evolution sampling known as PES. Two teams can play against each other and that made quite a lot of money. So I helped him out and he was very happy with me and when he decided to move overseas a few months later I took over the company and I became a business owner.” Said is 15 years old.

More change is on the way. With a visitor visa for a family holiday Said, a brother and his parents arrive in New Zealand where their visas are changed to family reunification visas and they are given residency.

“We landed in Auckland and went straight on to Christchurch. I arrived on Sunday and got my residency on Tuesday and I started



spotlight on

high school at Hillmorton High the next week. I did one year of ESOL to learn the language and I did really well. One of the teachers was really nice to me. She said my writing was really good and after that year they transferred me to mainstream year 12." And again Said finds a job, while at school, he works for Meadow Mushrooms as a shed hand.

With a keen interest in computer technology he enrolls at CPIT (Christchurch Polytechnic Institute of Technology) and completes a course training to be a computer technician before going on to study for a Diploma in ICT (Information and Communications Technology), graduating in 2016.

His first full time job in New Zealand is in dispatch at DairyWorks, a company that accommodates his Muslim faith by allowing him to work extra hours during his week so that he can go to Friday prayers.



Life starts to form a settled, happy pattern with marriage and the birth of his daughter.

The tragedy is that in this new homeland, which has cost so much in sacrifice to get here, everything can change in an instance and that instance is March 15, 2019.

Said is running late for Friday prayers at Al Noor mosque because he decides to go home and bring his wife, a neonatal nurse and their nine month-old daughter to prayers. "She hadn't been for a while because she's a nurse and she works quite a lot but on that day she asked if I would mind picking her up."

They arrive about half an hour late and notice a lot of people running from the mosque. "Why are people running? What is happening? The road is only one way in front of the mosque so I can only go forward and I stop temporarily in front of the mosque and I notice there are less cars than usual, not many cars and I move forward to see the open gates of the mosque and it was quite eerie. Then all of a sudden I hear the noise of guns."

Said has eight family members inside the mosque.

"Immediately I fear the worst. With my background, I can recognise what is happening, that it's a shooting but my wife is from here and she doesn't believe it is happening here."

Said's first instinct is to get his wife and daughter to safety so he starts to drive when he sees a friend walking towards the mosque. He pulls over and warns him, telling him to get in the car. His friend almost doesn't believe him but Said orders him into the car and he warns an older Somali gentleman who runs to his own car.

"I have to think of my wife and my baby. I'm extremely anxious and alert at the same time. I'm aware that I can't help my family inside the mosque so my priority is to get the ones in my car to safety. This could become part of me.

"My Dad I cannot help, (he's inside) my friends and family, I have



to warn them so that's the choice I had to make. I start driving again and see my brother in-law. He's very emotional because his mother, my mother in-law, is inside. He says he has to help, he cannot leave her. I tell him 'there is nothing you can do for her, my mum is inside; my brothers are inside'. I said, 'I have eight family members inside. Everyone I know is inside'."

As the moments unfold in what seems like slow motion with him trying to convince his brother in-law to get into the car, he looks back and notices a car coming out of the mosque.

"Straight away I knew it was the guy. His car was parked right beside the mosque in the neighbouring driveway and when I saw his car coming out I said to my brother in-law to run. I knew that the guy had seen my car and I told my brother in-law 'I'm sorry but I have to save my wife, I have to drive. I had to leave him...'"

"The gun hit us with two shots, I'm not sure how many he missed but one hit the right door window, and one above the tyre but it did not puncture it. I start driving like crazy. Everyone in the car is losing their minds and I need to stay focused. I'm trying to decide whether to drive straight or take a left and I remember this unmarked police car crossed right in front of me. They almost blocked my way; I almost hit that car, I just missed it and I don't know how they did but they missed the killer, the guy, and they stopped a guy I know, a good friend of mine. They stopped his car instead of the gunman. I think they stopped his car because the windows were all smashed by bullets from the gunman. He still talks about it to this day how he was chased by the killer and the police."

"My brother in-law survived. He jumped over a wall and because of that he was saved. He said later 'thank you for doing that and for saving my sister'."

After they escape Said drives to the nearest service station and starts calling friends and family. His mum has survived; a friend tells him they saw her after the attack. His sister in-law and baby have been saved by a woman who saw them running as the gunman tried to kill them... and gradually he manages to contact his family as stories emerge of their lives being saved but there is no word from his Dad.

"A day passed and we knew he didn't make it. But no one could confirm it. Another day passed then two days. We were nagging whoever we could to get information. We were seriously sad and we just wanted to get him and bury him as soon as possible because that is part of our culture. That was the hardest few days; that was the hardest of them all. Three days of anxiously waiting and then getting his body identified, confirming he was one of the people who died. That was really, really hard for my mum. It was really difficult."

In the days and weeks that followed Said, the youngest in his family, took the lead and had to be strong to support the others. He had to help with burial arrangements, deal with the police, the government agencies, the media, and help his family cope. "I wasn't feeling sad because I was feeling useful."

"In any other given day I would have been there in the mosque so I have to be grateful for that and for seven of my eight family



members who survived. That I knew was the silver-lining."

After about three months it hit him. "I remembered the last day with my Dad and if he were here what we could have done....It was something I had to get used to."

He spent long periods of time on the phone taking calls from thousands of people in Somalia who had known his Dad and also contacting family and friends there, who, as soon as they heard his father's nick name, Dhagacade, knew that it was him. "The people who had known my Dad were so sad at the news but also very proud of him."

On the day of the attack Said had hurt his thumb at work when a door slammed and jammed it. He went on ACC but kept getting infections. He struggled to eat, couldn't sleep. He felt traumatised and had depression. He couldn't get up in the morning and he felt as though he didn't have a purpose. The job he had been doing seemed too hard now. "The company I worked for were really great though." The ACC period was eventually extended for six months to give him time to heal both physically and emotionally.

When Said finally returned to work at DairyWorks he realised that something had changed in his life. He found the work hard and he'd lost his sense of satisfaction.

"I asked myself, 'who am I working for?' and I had to start thinking about what I was doing. I could be working this job for the rest of my life. It's good; it pays for my family but basically I couldn't find meaning in my work."

And then the first lockdown came and Said took time off work to look after their daughter while his wife continued work. "Even though I was considered to be an essential worker, my wife is a nurse, a registered nurse and she works in the very specialised neonatal area and she couldn't take a day off...."

"That's when I started to really think about my life and what I felt passionate about. Then all of a sudden it hit me. I've always been baking. Baking is part of our family tradition."

Said explains that he makes, anjaero, a starch pancake for his family's breakfasts. "It's a fermented pancake. We use a sourdough starter and let it ferment overnight. The anjaero recipe is a liquid and we use a specialised tool to scoop and swirl it in a circular motion. It's a Somali breakfast, highly nutritious, and it's



Borodonsky sourdough

spotlight on

something that we always make. Even the shepherds in Somalia make it. It comes from the nomadic Somali lifestyle."

Said says Somali people have grown up with sourdough, many sourdough starters have been passed down through families, some are more than 100 years old. "Sourdough is very resilient. In Somalia it can reach 40°C so I always find it funny when people get anxious about their sourdough. It would take months and months for it to die. And I've never wasted sourdough in my life; I never throw any of it away. People don't realise that even if the jar you have it in is nearly empty, just what is left on the sides, if you give it more flour it will make more starter for tomorrow."

Before lockdown came he made simple sourdough breads using wheat flours and then in lockdown he started experimenting with rye at 10%, 40% and eventually he developed a 100% rye loaf that he makes in a tin as the structure of the dough isn't strong enough to hold itself up. "And now it's my best selling sourdough and it happens to be borodinsky rye."

Said buys organic rye grown by a local farmer who mills it for him the night before. "When I get it I can still feel the warmth from it through the bag."

As well as the tinned rye loaf, he makes a fruit rye with dates, apricots and raisins which is very popular; and a country loaf. He used to use 100% organic whole wheat but that became difficult to source so now he uses spray-free white flour from Farmers Mill. "It's very strong flour and it means that you can slice the loaf very thinly."

Said develops his own recipes for his sourdoughs and says with the right combinations of flours it makes them more artisan and hand-crafted. "Made the old-school way with an oval basket, egg shaped, and it is how you cut it, the air cut, so that it rises. I go from one side to the other. The cutting is quite a skill and I do it all by hand using a basic knife which was a gift from Bakels."



As Said talks about making sourdough his voice changes; there is optimism, confidence and passion. Finally he admits that he has become a self-taught baker: "Baking has given me purpose. I'm a very creative person and now I wouldn't do anything else. I know my family wanted me to pursue a career in IT. I have an uncle who is a professor at a university in the Middle East and he said he would give me lessons for free but I have no interest in that. I want to do something that I'm very passionate about."



In February this year he started Waberi Bakery in Bush Inn Mall supplying wholesale to cafés, kebab shops and a fruit shop nearby and well as selling to customers.

His main range is the tinned rye, fruit rye, country style loaf, the Waberi sourdough (basic white sandwich bread), and milk sourdough which is quite soft. Occasionally he makes a Brazilian type of bread for a special customer and an ethnic white bread similar to the Japanese milk bread.

"I'm very proud to be able to supply my bread and contribute to the community in Christchurch. It's a gift to be here and I want to give back. Every day I work I accomplish something. It feels very good to be able to do this."

For now Said wants to keep building up his business. He's happy in his bakery, at peace in his work but one day he would like to return to his former homeland.

"My end goal is that I want to go back to Somalia and teach the people about bread, flour and nutritional value of bread. A lot of the products there are imported from different countries and there are no governing bodies, no control over the quality of flour or its conditions, or tracking whether it has expired or been on a shelf a long time. One of these days I would like to go to Somalia and have my own milling company and teach the value of producing flour in our own community. Then families will be able to rely on what is grown."



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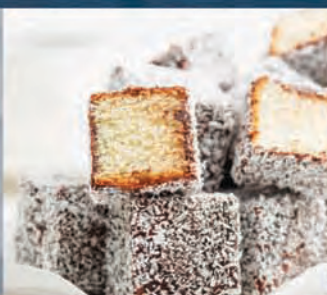


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VEGAN ROCKY ROAD || MAKES 8 SLICES

INGREDIENTS

250ml coconut oil - melted/cooled slightly
 60g coconut sugar
 250g **Barker's Professional Mixed Berry Smoothie Base**
 140g almonds, sliced
 60g walnuts
 50g pistachio
 60g cocoa
 5g vanilla extract
 40g cacao nibs
 60g cranberries
 90g coconut flakes (additional for coating top)
 40g puffed rice

METHOD

1. Melt the oil in a pan and leave to cool.
2. Mix all ingredients together and press into a baking pan.
3. Top with toasted coconut and set in the fridge.
4. Cut into slices and garnish with freeze-dried raspberries.

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MIXED BERRY BLISS BALLS || MAKES 25 BALLS

INGREDIENTS

240g almonds
 150g desiccated coconut
 35g **Barker's Professional Mixed Berry Smoothie Base**
 270g dates, soaked
 40g dried red sour cherries
 40g dried cranberries
 6g vanilla extract

TO DUST

freeze-dried raspberry powder

METHOD

1. Combine all ingredients in a food processor and blend until smooth.
2. Roll into 30 gram balls and lightly dust in raspberry powder.



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CARROT CAKE BY SHAMAL

INGREDIENTS:

3 Eggs
2 cups Chelsea Soft Brown Sugar
1 cup Olivani Olive Oil Pure
3 Cups Grated Carrots
2 1/4 Cups Goodman Fielder Ingredients Premium Bakers Flour
1/2 cup Meadow Fresh Original Milk (warmed)
1 tsp Salt
2 tsp Cinnamon
2 tsp Edmonds Baking Soda
1/2 cup walnuts
Cream Cheese Icing
50g Tatarua Butter, softened
2-3 Tbsp Meadow Fresh Milk
1 tsp Vanilla
1/2 Cup Meadow Fresh Cream Cheese
2 cups Chelsea Icing Sugar

METHOD:

1. Preheat oven to 160°C bake.
2. Line a 23cm cake tin with baking paper and grease the sides and bottom.
3. Beat eggs and Chelsea Soft Brown Sugar together. Add oil then all other ingredients - mix well. Pour into cake tin.
4. Bake for 45 - 55 minutes, until a skewer inserted comes out clean. Stand in the tin for 20 minutes then turn out and cool on a cake rack. Spread with cream cheese icing when cold.

Cream Cheese Icing

1. Beat butter and cream cheese together.
2. Add Chelsea Icing Sugar, vanilla and sufficient Meadow Fresh milk to make a light fluffy icing consistency.
3. Spread over cake and decorate with chopped nuts if desired.



This recipe and other classic café recipes can be found at
<https://getfood.co.nz/recipes/cafe-classics/>

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Cream Cheese & Blueberry Babka Bread

Recipe by: Darryl Norriss
@Farmers Mill



Ingredients:

Dough

Summit flour	650g
Honey	100g
Salt	5g
Dried yeast	7g
Milk	250ml
Eggs	100g
Vanilla essence	5g
Unsalted butter	150g

Blueberry Preserve

Blueberries	200g
Sugar	150g
Lemon juice	10g

Cream Cheese Filling

Cream cheese	225g
Sugar	100g

Method: Blueberry Preserves

Combine all the ingredients in a medium saucepan. Bring to a boil, and then reduce the heat to medium and simmer for about 15 minutes, stirring occasionally until thickened and crushing some of the blueberries with the back of the spoon. Refrigerate the preserves while the dough rises.

Babka Dough

Warm milk in the microwave. Add the milk and 1 teaspoon sugar to a mixing bowl with a dough hook. Add the yeast into the milk and mix until it has dissolved.

Add eggs, vanilla, flour, Honey and salt to the yeast mixture. Mix on low speed until combined and then increase speed to medium low and mix for about 5 minutes until the dough is smooth. Slowly add the softened butter by the tablespoon and mix on medium low about 4 minutes until butter is incorporated and dough comes together but is sticky. Scrape down the sides of the bowl as needed during mixing. Check that the dough is developed and once this has been achieved place the dough in a lightly oiled bowl.

Cover the bowl with plastic wrap and let rise in a warm place for 1 to 1 ½ hours until the dough is about doubled (or let rise in the refrigerator overnight). Punch down the dough and scrape out onto a lightly floured surface. Divide the dough into 2 halves and shape into a rectangle.

Roll the dough out on a floured surface into 2 x rectangles. Spread with half the cream cheese mixture leaving a small border on one long edge. Then spread with half the blueberry preserves again leaving a border on a long edge.

Cream Cheese Filling

Combine the cream cheese and sugar in a bowl and beat using an electric mixer until combined. Set aside until ready to fill the dough.

Sugar Syrup:

Combine the sugar and water in a small saucepan and stir, cooking on medium high until the sugar is dissolved. Set aside to cool.

Starting with the long side without the border, roll the dough into a tight log. If the dough is very warm or sticky, you can refrigerate the dough for about 30 minutes to make it easier to work with (if you didn't refrigerate overnight).

Trim off about 2cm from each side. Slice the dough down the middle lengthwise into 2 long halves with the layers exposed. Place the end of one of the halves over the top of the other half, pressing together lightly and then plait the 2 pieces over one another to the bottom, again pressing together lightly. Repeat the last 2 steps with the other roll of dough.

Line two loaf tins with parchment paper or lightly buttered/greased. Carefully place the braided dough into each loaf pan, squeezing the ends slightly to fit if needed. Cover with plastic wrap and let rise in a warm place for an hour. Bake at 180C degrees or 175C fan bake for about 30-35 minutes or until golden brown. Immediately after taking the bread out of the oven, brush each loaf with half the sugar syrup, using it all. Cool a few minutes in the loaf pan and then transfer the babka to a cooling rack to cool completely.

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Sticky Date Pudding With Butterscotch Sauce.

Recipe by: NZ Bakels Ltd.

Weight	Ingredients
	Group 1.
2.000 Kg	Dates (Soak Dates for a minimum of 2 hours, or overnight)
2.000 Kg	Water
	Group 2.
0.375 Kg	Eggs
0.625 Kg	Morah Cake / Butter (Soften)
3.000 Kg	Bakels Sticky Date Mix
8.000 Kg	Total

METHOD:

1. Preheat oven to 130°C.
2. In a large mixing bowl, combine group 1. ingredients.
3. Blend ingredients on 2nd speed for 1 minute.
4. Add group 2. ingredients.
5. Blend on a slow speed for a further 30 seconds, scrape down sides.
6. Continue to blend on 2nd speed for a further 1 minute.
7. Scrape down sides and deposit as desired.

STEAM PUDDING:

1. When prepared as a steam pudding, add 120g butterscotch sauce in base of bowl.
2. Top with 550g sticky date pudding batter.
3. Bake at 130°C for 3 hours.
4. Rest without lids on overnight to allow mixture to cool. After completely cooled secure the lids on the pudding bowls.




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CHEESE SCONES

BY ADRIAN

 SERVES: 30 SCONES



INGREDIENTS:

2.00kg Goodman Fielder
Ingredients Scone Premix
1.300L Water
250g Grated Cheese
250g Topping Cheese



METHOD:

1. Using the cake mixer and dough hook, add water (25°C) first followed by the GF Scone Premix and cheese. Mix on slow speed for approximately 45 seconds or until ingredients are combined.
3. Place onto lightly floured bench and portion off required heads. Gently round up and rest for 5 minutes.
3. Lightly press on a floured dividing plate and set the bun divider on the highest setting. Cut only.
DO NOT ROUND.
4. Tray up into 4pks and top with additional 250g per tray and rest for 10 minutes on a covered rack. Bake at approximately 200-220°C for 18 - 24 minutes.

This recipe and other classic café recipes can be found at
<https://getfood.co.nz/recipes/cafe-classics/>

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Almond Cookie

INGREDIENTS

1000g Flour
667g Almond Meal
667g Sugar
8g Salt
17g Baking Soda
22g Baking Powder
833g Pin and Peel Baking Blend

METHOD

1. Scale ingredients accurately, have all ingredients at room temperature. Combine all the dry ingredients, with your mixer on low to medium speed. **2.** Slowly add the fat and mix until a cohesive dough forms. The dough should be able to hold its shape when you roll into a ball. **3.** Roll into 30g balls, flatten and press an almond into the dough. **4.** Glaze with egg yolk. Bake at 160°C for approximately 12 to 14 mins.



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Blackforest Mousse Cake

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Serves: 10 | **Preparation Time:** 20 minutes (plus refrigeration time)

INGREDIENTS

250g chocolate biscuits, crushed

125g unsalted butter, melted

3 teaspoons gelatine

2 tablespoons boiling water

125g NESTLÉ Docello® Chocolate Mousse Mix

250ml full cream milk, chilled

1 cup morello cherries, drained, plus ½ cup extra

Dark chocolate curls, to decorate

METHOD

1. Grease a 23cm spring form pan. In a large bowl combine biscuits and melted butter, press mixture evenly over base and 1/2 way up the sides, refrigerate for 30 minutes or until firm.
2. In a small jug, dissolve gelatine into boiling water. Prepare Chocolate Mousse Mix according to packet directions, using chilled milk, fold in gelatine mixture and cherries.
3. Spoon into prepared pan, smooth on top using a palate knife, cover and refrigerate for 1 hour or until set.
4. To serve, carefully remove from pan, decorate with chocolate curls and extra cherries.



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SUNDRIED TOMATO & CAPER DANISH PLAIT ||

YIELD: 1 DANISH PLAIT

INGREDIENTS

385g Danish pastry sheet

155g **Barker's Professional Sundried Tomato & Caper Antipasto**

90g grated cheese

METHOD

1. Using the Danish pastry sheet, cut a rectangle, 32 centimetres across and 20 centimetres down.
2. Fold in half. On the open edge side, make diagonal cuts halfway in and a centimetre apart.
3. Open up the dough. Pipe a line of **Barker's Professional Sundried Tomato & Caper Antipasto** and grated cheese down the centre.
4. Tuck both ends into the filling, then plait the tentacles in a criss-cross fashion.
5. Place in a lightly greased, rectangular, fluted quiche tray. Prove for approximately 35 to 40 minutes.
6. Bake for 18 minutes at 190°C in a deck oven or at 170° in a rack oven. Bring temperature down prior to baking. (NOTE: Baking time and temperature may vary from oven to oven).
7. Spray or brush lightly with olive oil immediately out of the oven.

NOTE: the **Barker's Professional Sundried Tomato & Caper Antipasto** can be replaced with either the **Barker's Professional Artichoke Antipasto** or **Barker's Professional Roast Capsicum Antipasto**.

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ARTICHOKE, POTATO & ROCKET PIZZA ||

SERVES 3-4

INGREDIENTS

250g pizza dough (or 1 x 26-28mm prepared base)

2 small/medium waxy potatoes

4 Tbsp **Barker's Professional Artichoke Antipasto**

1-2 cloves garlic, *very finely sliced*

100g Mozzarella cheese, *grated*

1 Tbsp pine nuts

1 tbsp fresh oregano leaves or ½ tsp dried oregano

extra virgin olive oil to drizzle

15g (1 cup) rocket leaves

fresh Parmesan cheese

METHOD

1. Place a pizza stone on a rack at the centre of the oven, otherwise cook the pizza on a metal baking sheet. Pre-heat oven to 240°C.
2. Bring the potatoes to the boil in a small saucepan of water and drain immediately. Slice very thinly.
3. If using fresh dough, stretch and roll out the dough to a 26-28cm circle on a floured board.
4. Spread the base with half of the **Barker's Professional Artichoke Antipasto**. Arrange the potato slices over the base then top with the garlic. Scatter over the Mozzarella, pine nuts and oregano.
5. Drizzle with extra virgin olive oil and bake until crisp and bubbling, about 8-10 minutes.
6. Meanwhile, toss the remaining **Barker's Professional Artichoke Antipasto** with rocket leaves and some Parmesan shavings and scatter over the pizza to serve.



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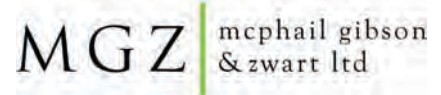
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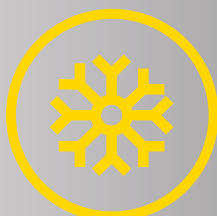
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