Issue 54: Spring 2022





- Maketū Pies 40th year
- Spring Fresh
- Matariki

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2	From the President & Editor
3-8	News
7	Baking NZ Xmas Competition
10-13	End of an era - Graham Heaven
14-15	Maketū Pies 40th
17,19	Spring refresh - The Baker of Tirau

26-27 **Sweet Treats - Scroll Station** 29-30 **Sweet Treats - Zest** 33-34 **New Members - The Great Pastry Shop** 36-38 **New Members - Handsome Frog Apprentice Baker - Tyrone Harvey** 40-41 42-43 Spotlight On - Matariki

President's Report Let's keep in touch!

At our Baking New Zealand executive board meeting in July, the first face-to-face we've had since the new executive was elected last year due to Covid disruptions, we spoke about many things we advocate for our members and a hot topic was helping with audits.

Executive members raised points about the difference between various city council health/foodsafe audits and even MPI audits.

We've also had Baking New Zealand members contact me asking to clarify things that have been raised in their audits with some business owners very frustrated and confused about certain regulations or reports from the auditors.

One lady in particular was at her wits end trying to resolve an issue that had been brought up in an MPI audit.

My advice is, please don't be nervous when an audit is coming your way, you know what you are doing and an audit is to clarify this. If the auditor raises a few things they think are concerns, I think there and then may not be the time to dispute them. Wait for the report, then have a think and get ready to sort out a solution. It might be that you need to take some "corrective actions" or it could be that the auditor has some suggestions or advice. Their audit is only to check you are following the FCP that you have in place.

Fortunately Baking NZ members have Food & Health Standards NZ (FHS) as a partner and I've been working closely with Ian Shaw of FHS to try and sort out why there are differences between various councils and even MPI on what the standard or regulation should be.

Food and Health Standards is the sister company of Auditing Solutions NZ Ltd (ASNZ) which is the Verification Agency that undertakes the Baking NZ verifications. ASNZ has a verification disputes procedure if a bakery does not agree with a verifier's decision or outcome. The bakery owner/operator can contact lan Shaw at ASNZ, who will talk with the bakery and ASNZ's Technical Managers to review the verification and report. If it requires interpretation of the Food Act and MPIs guidelines for verifiers then ASNZ will contact key senior personnel at MPI for further consideration and direction. Ian Shaw will involve me so that there is support and consistency provided for our members.

If you are scheduled for a verification and you are concerned about anything, please feel free to contact either myself, or Karen Gough, Technical Manager or Ian Shaw at ASNZ.

The Baking NZ executive and ASNZ are here to assist you. The reality is that some areas seem to be open to the auditor's interpretation and that's where differences occur. In some cases we

From the editor

"Spring will come and so will happiness. Hold on. Life will get warmer" - Anita Krizzan

When I started planning this issue of Slice, it was the middle of winter and it just didn't feel like a good time to be considering things like cold cabinet foods or Christmas baked goods. But now look at us, we're getting through all sorts of stresses globally and locally (though some are a work in progress) and now the sun is beginning to shine more and the days are getting longer. Spring is here with all the hope it brings.

In 2004 I attended my first baking conference and discovered that bakers generally live their lives pushing boundaries often in challenging environments. Few other careers require you to work in the wee small hours of the morning all the time, not just as a shift rotation. I started to understand the passion that it takes to be a baker. And I met bakers that really inspired me. One such baker was Graham Heaven. In the ensuing years I've come across Graham at other baking conferences where the Bakery of the Year

Bernie Sugrue



have gone back to MPI and they have been a little unsure themselves.

So, if you find yourself in a similar position and you are a member of Baking New Zealand then make contact with me on 0800nzbake or email me at president@bakingnz.co.nz and I'll see what I can do to find you a solution.

I'm not sure if you caught TVNZ Breakfast's coverage on pie inflation recently with our vice president, Jason Hay. There is a lot of talk about the rising cost of food in this country and some consumers are questioning why bakers have started to increase their pie prices. To get a better perspective on this we need to compare the weight and prices of other fast foods and also look at some of the areas where there are rising costs for bakers.

For example meat continues to increase well beyond the inflation rate of 7%. Just look at the price of mince in a supermarket. It's gone up by \$2-\$4 or more a kilo in the last six months depending on the supermarket, and I am sure you are paying more from your butcher also.

That's just one ingredient in a pie. Costs in making that pie have also increased with other ingredients like butter, margarine and flour, and for power, wages, packaging and freight etc. And yet your average pie still sells for around \$5-\$6 dollars and generally it's a good meal and quite filling.

I've been talking to a very successful business owner who's made pies for many, many years and he said quite clearly, "If we don't put our prices up we won't be in business".

At our executive meeting we outlined The Baking New Zealand Christmas Competition 2022 and entries are now open at www.bakingnz.co.nz See page 7 for details.

On a final note, I'm not really a rugby follower to be honest BUT I'm guessing we all love and support the All Blacks, and let's remember we are all employers and looking after our employees and supporting them through good and bad times is important. Is Rugby NZ giving the NZ All Blacks coach that support? I don't know, but being fair is important for both parties through good and bad times in all employment situations.

AMG coming up – keep an eye on your emails for the notification of our AGM in October.

> Best of baking:) **Cynthia Daly**



entries were on display and each time I was once again inspired by him and his talented baking family. Graham has made a significant contribution to baking in New Zealand, not just with his own business or the baking association, but also with the many apprentices he has nurtured into life-long careers. On his retirement from all things baking, it seems appropriate to acknowledge that contribution and I hope you find his article on page 10 pays him tribute.

In this issue we also look at how bakers helped make our first indigenous public holiday, Ngā Mata o te Ariki, known as Matariki, special for so many New Zealanders and we join Maketū Pies in celebrating 40 years of pie production.



NZ News

Rotorua café smokes the competition with "perfect" brisket toastie

The North Island has finally snagged bragging rights to the country's best toasted sandwich, with a Bay of Plenty cafe winning the 2022 Great New Zealand Toastie Takeover.

Chef Rich Johns from Rotorua's Okere Falls Store and Craft Beer Garden has won the hotly contested title – and brought an end



to the South Island's three-year winning streak in the competition – with his 'Get Smoked, Pickled + Toasted' creation.

The winning sandwich consists of house-smoked, beer-brined brisket, McClure's Pickles, hop-salted mozzarella, smoked cheddar, watercress, and horseradish on Bread Asylum X Lumberjack Brewing spent grain sourdough with pickle brine sour cream and a beer gravy dipping bowl – all served up for a very reasonable \$15.50.

Johns, who has worked at the Okere Falls Store café for the past six years, entered the Great New Zealand Toastie Takeover last year and just missed out on making the finalist round. Undeterred, he returned for another attempt, proving that second time can also be the charm.

Auckland bakery sells hot cross buns all year

Mt Eden bakery, NZ Bakery is still selling hot cross buns months after the Easter period due to high demand for its product.

Bakery owner, Shaminder has been a baker for 28 years and finally opened his bakery last year.

When it came to hot cross buns, he knew how Kiwis loved their fruity, spicy flavour, so he did some research and came up with

a recipe he hoped would prove popular.

His hot cross buns went on sale just before Easter and were a big hit with his customers but he didn't expect them to beg him to keep making them after Easter was well over.

He says there's no particular secret to his fruity buns, just spice levels, mixing time, dough resting time and baking temperature all play a role.

And he's keeping on going making them, all 240 a day, by himself as the sole baker, and they sell out.

- RNZ Checkpoint

News

How good is your vegan pie recipe?

Entries are now being called for the 2022 Supreme Vegan Pie Awards with nine awards including Supreme up for grabs.

The pie-making competition is run by the Vegan Society of Antearoa

Entry categories for 2022 are:

- · Vegan Steak and Vegan Cheese base paste bottom, and a flaky pastry on top
- · Vegan Mince and Vegan Cheese base paste bottom, and a flaky pastry on top
- · Vegan Chicken base paste bottom, and a flaky pastry on top
- · Fruit pie short crust pastry
- · Vegetable base paste bottom, and a flaky pastry on top
- · Café boutique any sort of pastry, shape, open or closed
- · Gluten Free any sort of pastry, shape, open or closed
- · Commercial base paste bottom, and a flaky pastry on top. Last year Wild Grain Bakery of Silverdale, Auckland, won the Supreme Winner Award 2021 with their delightful "Triple Berry Spiced Apple" pie for the second year running. They also came runner up across 4 other categories, proving their pies are consistently awesome, no matter which flavour you try! Entry details and registration can be found at:

The Vegan Pie Awards will be held at The Butchers Son on October 31.

https://vegansociety.org.nz/pie-awards-registration/





Bakers for hire!

Are you in need of some helping hands in your bakery? Look no further! German bakers, Paula and Jonathan Stahlbock, are heading to New Zealand on a working holiday and looking for jobs in a bakery or bakeries here.

Paula says: "Good things come in pairs: We are two certified bakers from Germany, looking for jobs in New Zealand's best bakeries! What we have to offer:

- extensive training in the preparation and creation of baked goods from scratch
- experience in operating machines and commercial ovens
- · attention to detail and high standard in product quality
- · flexibility, quick learning abilities and fun at work.

"Along with our baking experience, we have a range of skills that will fit within a bakery environment that could be applicable to your business."

Paula has been a baker for four years, but has also worked at the point of sale and has a commercial degree; while Jonathan has been a baker for three years but has also worked as a delivery driver.

Paula and Jonathan will be in New Zealand from the beginning of November on a working holiday visa and would love to hear from you if you are looking for two very skilled bakers.

Contact Paula and Jonathan via paula.stahlbock@t-online.de

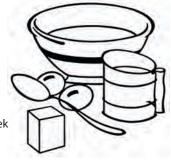


News

Bake sweet treats for SPCA appeal

SPCA Treat Week 2022 is on again encouraging bakers of all kinds to make something sweet for their annual fundraiser.

And this year, rather than just one day dedicated to the cause through their Cupcake Day, the SPCA is declaring a whole week of yummy treats that include cupcakes but also anything that is your specialty treat bake.



SPCA Treat Week 26 September - 02 October 2022 is a week-long extravaganza where every dollar raised helps SPCA rehabilitate animals to give them a second chance at life.

The SPCA has opened up the entire recipe book for your pickings so you can finally show off the banana loaf and sourdough you've been perfecting these last couple of years all while making lives of Aotearoa's animals that much sweeter.

Plus, they've added a few other options for those who can't tell a cake pan from a sieve but can make a world-class charcuterie board. More to be revealed...

Register from Thursday 25 August and celebrate Treat Week with the SPCA in the last week of September.

For more information see:

https://www.spca.nz/news-and-events/event/treat-week-2022

Baker's Son pies head onto international flights

By Siobhan Downes - Stuff

Air New Zealand passengers flying to Australia and the Pacific Islands now have the option of a mid-flight meat pie.



The classic one-handed

meal has been added to the lunch offering on the short-haul international routes, for flights that depart between 9.35am and 2.55pm.

They will be available to those who have bought a "The Works" ticket, which includes a meal.

The pies are supplied by Hibiscus Coast business The Baker's Son, formerly a brand of Dad's Pies, which is now owned by George Weston Foods. They retail in supermarkets from \$5.19 for a 200g pie.

Steak and cheese pies will be available on outbound flights, while mince and cheese will on offer for the journey back to New Zealand.

Vegan offerings will also be available from September 1 – vegan butter chicken will be the outbound offering, and vegan mince and cheese for the return journey.

The pies will be served with tomato sauce.

Folic acid fortification in flour a step closer

By July 2023 all flour sold for the commercial baking of bread in New Zealand will need to be fortified with folic acid. The only exception is certified organic flour. The fortification process will be conducted by flour millers.

Spokesperson for New Zealand Flour Millers Association, Andy Worrill says:

"New Zealand has a high prevalence of neural tube defect (NTD) affected pregnancies, such as spina bifida. Fortification of an ingredient or food that is commonly consumed has been proven internationally to reduce the rate of NTDs.

"In 2021, the New Zealand Government adopted Standard 2.1.1 – 5 of the Australia New Zealand Food Standards Code, making the fortification of non-organic wheat flour used in making bread with folic acid compulsory."

New Zealand Flour Millers Association has agreed on a timeframe with the Ministry for Primary Industries (MPI) to procure and install equipment and produce fortified flour by 31 July 2023 and says the process will involve all mills completing an assessment of their facilities, identify what is required to carry out fortifying and ordering all necessary equipment.

"The impact of Covid 19 both globally and locally on staffing and supply chains has extended some of the initial milestones, however we remain confident that full implementation and commissioning will be completed by the agreed date of 31 July 2023," says Mr Worrill.

In the coming months, members of New Zealand Flour Millers Association will be making contact with bread bakers to assist with the transition process from non-fortified flour to fortified flour, packaging and labelling, and maintaining separation of fortified and non-fortified flour.





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Name of business		
Previous owner of business (if applicable)		
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Signature	of aut	chorised person(s)	
Date	/	/20	



ENTRY FORM

COMPETITION 2022



FRUIT MINCE TARTS

6 pack of Fruit Mince tarts Sweet pastry base and top Decorated with a Xmas theme Fruit mince filling

CROISSANTS

3 croissants with a weight range between 100-150g for each croissant Either straight or crescent shape Unfilled (no almond croissants please)



STOLLEN

1 Stollen with a weight range between 600-800g Marzipan / almond paste log included (the use of almond icing as the log will be disqualified) Choice of dusting (either vanilla sugar, icing sugar or both)

Entries open September 1st and close October 3rd

Judging will be on the 15th of October at ARA Institute of Canterbury in Christchurch. 18 Williams St CHCH, 8011

Enter at: www.bakingnz.co.nz

Bakers can enter any or all of the 3 categories. The top three entries in each category will be awarded: winner/gold, silver, bronze. There is no overall winner.

News

Bake in banana peel power

By Tanisha Salwan slurrp.com



nutritious bananas are. From making

a dessert to having it as a milkshake, bananas have always been necessary when it comes to good health. An interesting fact, bananas are among the most consumed food crop after rice, wheat, and maize but we do neglect one thing associated with them, the banana peels. We often throw them away but banana peels could actually be of great help.

Banana peels are rich in antioxidants which help in relaxing radicals in the body, among many benefits. As per some studies, dried and blanched banana peels when used in baking, can help the baked items be more nutritious and can even increase their shelf life. A recent study published in the journal ACS Food Science and Technology claimed that substituting a small portion of wheat flour in cookies with banana peel flour upgrades the nutritional value of the cookies without affecting the taste as well as the texture of the cookies. Some other studies also suggested that the incorporation of banana peel flour (BPF), when mixed with wheat flour while making cookies, has significantly increased the nutritional properties. It was learned that cookies with added BPF had improved antioxidant properties and total phenolic content while the nutritional and physical properties of the cookies remained unchanged.

US consumers face bread purchasing dilemma as inflation hits

By Michelle Smith - bakinabusiness.com

While sandwich bread sales have remained static, demand for specialty breads that cater for health conscious trends may face increased sales pressure as inflation impacts on US consumer spending.



Melissa Altobelli, principal, s trategic solutions group, IRI says:

"I think it will be interesting to see what happens as inflation continues because people are facing higher prices in a lot of areas: rising gas prices, transportation, apparel — everything is going up — so there's going to have to be tradeoffs on how consumers spend their money."

Healthy premium choices, such as keto, low-carb and gluten-free breads, are driving growth in the category, she says, although mainstream sandwich breads still make up the bulk of sales.

"Many households are buying both the healthful bread with mom on the keto diet or with sensitivity to gluten, but she's still buying regular, mainstream bread for the kids," Ms. Altobelli says. "There could be some trade down because now they have a shrinking wallet. Folks who bought both the premium bread for themselves and regular — whether it's white or wheat or rye for the kids — perhaps they're going to just eat what the kids do. There's a lot of dynamics that we need to watch to see what's going to happen."

But Americans are still buying plenty of bread. Center-store bread and roll sales were up 2.3% to \$16.3 billion for the 52 weeks ending April 17, 2022, with unit sales down 4.5%, according to IRI. Perimeter bread and roll sales for that same period were up 8.3% to \$3.3 billion, and unit sales were up 8.8%, IRI reported.

Allergy alert requires sesame on labelling

By Josh Sosland - bakingbusiness.com

One very distinct change over the past three years, worth contemplating as IBIE 2022 approaches is the addition of a new ingredient to the list of major allergens for the first time in a decade.

Bakers have grappled with the safe handling and appropriate labeling of food allergens since 2006, but a move by Congress in 2021 added a new wrinkle to requirement for many bakers.

On April 23, 2021, President Joe Biden signed into law the Food Allergy Safety, Treatment, Education and Research Act of 2021 (FASTER Act), adding sesame to the list of major food allergens for which labeling is required. The FASTER Act set Jan. 1, 2023, as the date by which food companies are required to declare the presence of sesame on food packaging labels.

The first food added to the list of major allergens in more than a decade, the ingredient is far less prevalent than the other eight allergens — dairy, wheat, eggs, peanuts, tree nuts, soy, fish and shellfish. US consumption of sesame each year has been estimated at about 40,000 tonnes. That compares to 6.8 billion tonnes of eggs (113 billion eggs), 101 million tonnes of milk and 1.14 million tonnes of peanuts.

Still, unlike, say, eggs or soy, sesame is a consumer-facing ingredient for bakers.

At McDonald's and other quick-service restaurants, a sesame topping on buns creates the initial visual impression for many consumers.



Certain bakers are responding to the FASTER Act passage by eliminating sesame completely from their baking operations. For example, Calise Bakery, Lincoln, RI, has reformulated its Scala bread, replacing sesame seed with flax seed. The product has been renamed Calise Bakery Golden Flax Seed Scala Bread. It was introduced at the start of 2022.

Baking companies that don't have the option to drop sesame likely will take other steps to ensure compliance with the new law, including adjusting production schedules to allow for thorough cleaning after each sesame run. Interest in production equipment that is especially conducive to thorough cleaning may be expected to attract heightened interest at IBIE this year.

News

Smart distribution eases supply concerns

There is no getting away from the fact that inflation, Covid supply chain disruptions and international events, such as the war in the Ukraine, are all having an impact on manufacturing



businesses, in our case bakeries. There have also been rumours about supply shortages of flour, and oils and fats. Could who you buy from make any difference?

Metro Foods Auckland owner, Shain Rampurwala says right now who you buy from can make a real difference. His business, which has been servicing Auckland for 12 years, is part of a larger cooperative group of 15 members, Food First. Food First has the buying power of the other main distributors in the market, but because the members of the group are owner-operators they have the flexibility to work more closely with their customers and pass on better deals when they can.

Shain spoke to Slice magazine after a bakery he supplies to enquired about flour shortages.

He says of the key ingredients bakers use, eggs are readily available; Metro stocks Zeagold, flour is supplied through New Zealand and Australian mills where there are no shortages, and very little comes from the Ukraine. That leaves sugar and cooking oil.

He wants to reassure bakers that while there are almost daily price increases, especially with sugar, which is sold as a commodity, and flour, the only shortage right now affecting baking is canola oil. It has gone up by \$25 litre and supply is extremely limited. Harvest Canola has been affected by shipping issues; Simply Canola isn't available and Bakels Oil can supply some canola oil but prices are continuing to rise.

Shain says like everything else, the cost of freight has increased

and that has an impact on prices too. Daily price updates are helping him navigate through these challenging times and giving him flexibility to help his customers.

He says big distribution companies can't alter their costing once it is locked in, whereas Food First, which has over 70 suppliers, can negotiate prices by buying in bulk for its members and then members can pass on those benefits its customers. And for Metro Foods, there is no minimum purchase amount.

Shain says: "Our customers own the business. If we don't have customers then we don't have a business." It's really rewarding for him to get to know his customers and visit them regularly to see if they need help with anything.

Having a good relationship with his bakery customers has meant when a price increase is notified for flour, he can contact his customers and ask them if they want to stock up before it goes up. It's seen many buy extra pallet loads, storing them wherever they're got room, some picking them up from the Metro Foods warehouse in Avondale to save on freight, and he's even stored some short-term for customers that don't have space.

It's about trying to help them he says. During last year's Auckland lockdown he gave customers discounts where possible because he knew they were going through tough times. It's a concern, he says, when you see how many bakeries have closed down, and in Central Auckland where foot traffic is almost non-existent, businesses are really suffering from having no customers.

"When I'm out and about I often see signs outside businesses looking for staff. There are a lot of things making it hard to be in business at present. So I say to myself, how can I help my customers survive?"

One initiative he has is to get bakeries wanting to grow their wholesale trade to take an advertising spot on his trucks.

"I'm in a service business and my trucks are out on the road all the time. How many times have you noticed a truck when you're on the motorway or at the traffic lights? My truck could be selling your products to other businesses by just being visible and it wouldn't be expensive."

He says it often seems like no one wants to look after the small guys, the small businesses. His philosophy is if he looks after them, their businesses will grow and so will his.

For someone whose background is in Digital Media, Shain is pretty switched on when it comes to business and bakers will appreciate his honesty when it comes to supply and pricing.

Savouries on-trend with US consumers

By John Unrein bakemag.com

Savory pastries continue to gain popularity in the US, especially for the breakfast and lunch crowds where shoppers enjoy the option of ordering a hand-held meal that is both delicious and convenient.

It's a market retail bakeries can prosper from by offering more options of savory pastries.

Dan Moats, Certified Master of Baking at Stratas Foods, says: "Fusion is still a hot topic, along with truffle, aioli, bourbon and ghost pepper. The combination of these mixed with cheese, citrus or nuts also seems to be trending."

First off, when preparing pastries for savory fillings rather than sweet fillings, it is important to recognize a few basic building blocks to a successful formula, he advises.

"Shortening and margarine are the core workhorses of any baker's kitchen. They function in bakery creations like puff pastry, croissant, pie shell and even donut dough," Moats explains. "The major difference between these two ingredients is that shortening doesn't contain water and salt, while bakery margarines do, as well as flavoring. Whether or not the pie is sweet or savory typically relies on the filling, and bakery margarines can enhance those flavors."

The type of oil or shortening used will influence flavor and performance.



"This really varies between applications. Some bakers may opt to use a butter flavored shortening or margarine to enhance certain qualities or flavors. And some might even replace a percentage of the shortening with a margarine," he says.

As for calculating the shortening and oil needs for single-serve desserts compared to full-size desert preparations, bakers should be on the lookout for a few basic facts.

"Most use the bakers' percent for up or downscaling formulas," Moats explains. "Single serve are just smaller offerings, so no real secrets here. The trick is more about adjusting the oven time and temperature."

Hanging up apron just a front for busy bee

By Cynthia Daly

He's been an integral part of baking in New Zealand for more than 50 years but as Graham Heaven, formerly of Heavens Bakery, Taradale, prepares for retirement he's got a few tricks up his sleeve that just mightkeep his away from a role of domestic assistant.

He jokes that his wife Denise intends to put him to work firstly training him on how to use the stove and the washing machine. Graham on the other hand can hear the call of the wild!

"I've become a born-again beekeeper," he exclaims and then reveals that in his early years he kept bees as a hobby. "So I'm moving from 'b' to 'b' activities, baking to bees." In fact he's already taken off. He's got 120 hives, he's president of the Hawkes Bay Beekeepers Club and is about to start a queen bee breeding programme.

"I've set some rules at home, like I won't make beds," laughs Graham, and you get the impression he's got plenty of other escape strategies lined up but then Denise knows him so well; they've had a lifetime partnership at home and in the bakery that in anybody's terms has been a huge success.

In 1963 Graham started his apprenticeship as a pastry cook at Dunne's Home Cookery in Havelock North. At that time the industry was divided into pastry cooks, who made everything and bakers who made bread. When a young lass working for a printing company caught his eye, he was smitten and so was Denise with him. Their marriage led to a massive undertaking to become the best family-owned baking company in the country. Nine Baker of the Year Awards – the most any bakery has won to date; three Supreme Pie Awards – one with Abels and two with NZ Bakels, winners of the 2002 Telecom Business Award, and runner-up in the Hawkes Bay Chamber of Commerce Awards for business acumen.

Graham says it helps to have an attitude that you want to be the best and to achieve that he and Denise certainly pushed the boundaries when they started their first bakery in Taradale in 1974 having bought a rundown café for \$5000. They turned it into a thriving business working together doing the graveyard shift seven days a week, clocking up 100 hours over that period while their two infant sons slept under the ovens at night in margarine boxes.

"When we went into business we were pretty green; we were very young. We'd sold our house at Havelock North to establish the business. Denise did all the wages, the bookwork and all the compliance work for the business and I did all the baking. We'd only work six hours on Sundays, then we'd go and collect the eggs and veggies for Monday morning and have an ice cream on the way home. That was the highlight of our week. We didn't have a holiday in five years! We were young and ambitious. It wasn't easy, but I can imagine a lot easier than it is now."

It was the era before the arrival of fast food outlets like MacDonald's and if you wanted a bought lunch or morning tea, any bought baking really, then you went to your local bakery. "There were no supermarkets open in those days and we were the only bakery open on the weekend in the whole of the Hawkes Bay." "We expected to run that bakery for maybe 12-18 months with Denise a part-timer and me doing the baking. Within 12 months





End of an Era

we had about 15 staff and that was totally out of the box. We hadn't planned for that sort of thing. We were an extremely busy bakery. We'd started with one little oven, a 20-quart mixer and a hand pastry brake. All up we'd invested \$10,000 in the business setting it up. It was a lot of money in those days."

Graham says they were often ahead of their time with their innovative products and signature of quality - Heaven's Bakery became a name associated with only the best products. "I was a very ambitious baker and I'd learnt a good trade in Havelock North, so I used those tools to work a good business."

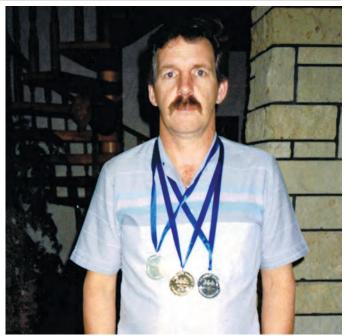
"We did a lot of research on different things we could make and made different products that you probably couldn't buy pre-Heaven's Bakery. We made a lot of block cakes, and different kinds of pies. We were into pies at the time, so we made a lot of different varieties of pies, good pies. Then we got into sandwiches and rolls and we were quite outside the square as far as our sandwiches went. We made different flavoured scones. People had the old sultana, date and cheese scones but we went a bit different with zucchini scones, cheese and onion scones, savoury scones. Muffins weren't around in those days, we didn't know anything about muffins; they weren't a stocked product."

Along the way Denise became a baker by default. "The block cakes were really popular. We made a lot of different ones rainbow cake and iced sponges, and Denise would probably start about 10 o'clock at night on a Thursday and all she's do in that time until about eight o'clock in the morning would be pulling cakes and icing cakes. That's all she did for all those hours. We kind of wondered what the hell we'd got ourselves into. We had no money, that was for sure and we had to make this thing worked. I was pretty lucky to get a partner in Denise to join me in my guest. I wouldn't be where I am today without her. We were motivated and competitive. Second best wasn't good enough for us."

And then came the next great idea!

On a trip to Australia they discovered hot bread shops. "They were springing up like mushrooms throughout Australia and on the flight home I thought, why don't I open a hot bread shop?"

They were completely unheard of here so Graham and Denise bought another bakery, not far from their first one, and in 1978









End of an Era

they launched their hot bread business, the second only of its kind in New Zealand.

"It was an absolute success the minute we opened and it was absolute chaos, I'm talking chaos! We used to have the police out parked on the roundabout controlling the traffic on a Saturday and Sunday because we were that busy. We had hot bread coming out of the oven from about eight o'clock in the morning until two o'clock in the afternoon. And without a word of a lie the gueues used to be lined up two blocks down the road, in the rain, waiting for bread to come out of the oven. It was just a huge thing for Hawkes Bay to have a hot bread shop and it happened to be Heavens that owned it! Wow, wow, wow!" laughs Graham.

As the Heavens baking empire grew, they invested in more machinery and took on apprentices. They split their production between the bakery and the hot bread shop and capitalised on the cake trade which was massive. "Denise would have filled and iced up to 500-600 cakes on Thursday and Friday morning and by midday they were all gone." They produced huge quantities of pies and their sandwiches and filled rolls didn't last long either.

Their success put Heavens Bakery on the map with customers coming from far and wide to buy their products, not just locals grabbing lunch but people travelling especially for their cakes and pies. "We employed good people and that was the key to our success as well."

The golden days were about to change with supermarkets opening and causing a huge demise in the baking industry. Supermarkets could buy their ingredients cheaper and they only had to show a small profit in bakery sales. They became a thorn in the side for independent bakeries like Heaven's who couldn't match the higher pay rate supermarkets offered bakers. Heavens Bakery tackled the situation by becoming a market leader.

"The unions were very strong in those days in the baking industry. They had a baker's union and a cake shops union and that's why I got onto the baking executive. I was a delegate for the cake shop union and in 1977 I was in Christchurch where Ray Walker, the founder of the baking association was from, and I got asked to go onto the executive because at that time the unions were domineering about the work ethics of the baking industry. It was a bit of chaos ready with them telling us what hours we should be working and penal rates, which was a big thing. Before then you just did your job but once penal rates came in, if you did even a bit more than your hours you got double time, which was unheard of and it put a lot of pressure on businesses. It was getting harder to run a business."

On the baking association executive Graham was part of the team to set up buying groups for members and the association organised a lot of member trips to Australia in conjunction with the Australian baking association.

"The highlight of the year was our baker's conference. We had a very strong organisation with about 350-380 members and we'd have our conference once a year and everybody caught up with everybody else.

We built a lot of friendships; I still have many of them today. We'd go along there and we'd have a bloody good time and of course the competitions too attracted everybody. We would and they were as eager as us to win the Baker of the Year, so we went about it very aggressively and if you came first or second you made a big





End of an Era

thing out of it, advertising it and so on."

When GST was introduced in 1986 it impacted on sales as customers struggled to understand how it worked.

"Nobody knew about GST. It was 10% then 12.5%, not the 15% it is today, but 12.5% added onto of your product, was a hell of a big ask. We got a lot of customer resistance at that point, especially in food. Adding 12.5% to the cost of a cake made it quite an expensive item. There was a lot of resistance too from bakers as they started cutting their quality down and the baking industry went through a bit of a tough time at that point. Once people became used to GST things improved a lot. And the rewards were there, a lot of people in the baking industry made a lot of money in the 70s and 80s.

Son Jason grew up to become an apprentice baker and 2000 he took over the business and extended it by adding cafes in Napier and Hastings.

For Graham and Denise it was time to take a step back and have a bit of fun. They travelled internationally to baking conferences and expos around the world where they always found new ideas. Graham became an adviser using his extensive knowledge to help set up bakeries and training facilities, one in Thane, England and a pie manufacturing bakery in Houston, Texas. And they made multiple trips to East Timor as volunteers working with Sicilian nuns to set up bakeries within convents. The products made were sold to help support their orphanages and schools.

Australia was a regular destination where Graham was a member of a 'think tank' for the Australian Baking Association. He didn't see it as Australians trying to claim him as one of their own, but rather a way for everyone to work together to solve issues, like how to attract apprentices.

And just when Denise thought she finally had Graham to herself, he was offered a role as a bakery tutor for apprentices with Plant and Food Research Institute from Lincoln, which had a bakery arm. Eight years ago the apprentice training programme was sold to Pacific Coast Technical Institute and Graham continued in the role with the understanding that he would be eventually phased out.





It meant a lot of travelling. Last year, alone, Graham clocked up 229 flights even with Covid lockdowns. And he admits it has got too much. "I love the job, I love the people and I have got a lot out of the industry, I have to say. I've had my share and it is somebody else's turn. And the old story, you've got to get out, to let them in, and that was my goal."

During his time he has nurtured hundreds of apprentices. "But with younger people, they don't want this old codger coming in and telling them how to bake, for Christ sake. What the hell is he thinking," laughs Graham. "It's time for me to move on."

So it's time to go and leave the job to a very capable newcomer, Marjolein Oudemans, who until recently was the production manager at Ferg Bakery in Queenstown. She will be PCTI's new apprentice tutor.

"I'm lucky really to be handing it over to her and I'm more than happy for her to take over my position, not that I'm famous for tutoring but I have built myself a bit of a reputation in the baking industry and the tutoring arena. I'm sad to leave it but it's my time to move on and let someone with younger thinking take over my position. I'm not sure how I'm going to handle it too well. I'm like a magnet to bakeries. I can't help popping in to see what's going on."

Graham will be 76 next February. Everyone at Baking New Zealand, and the greater baking industry in New Zealand, wishes him well with his retirement.



Maketū Pies celebrate 40th birthday

It takes a village to make a pie, well millions of pies actually

By Sue Hoffart

An enterprising grandmother is credited with launching a pie business that has placed Maketū village on New Zealand's culinary map.

These days, the factory produces more than a million pies and sausage rolls that are shipped to supermarkets and corner dairies around New Zealand, or exported throughout the Pacific and Australia. The factory is a two minute walk from the sea and it employs about 40 people, most of whom hail from the seaside village.

Maketū Foods manager Lynne Pryor says the site originally housed a small family-owned grocery store and a petrol station.

"You couldn't buy-in fresh pies then," Lynne says. "If you ordered a pie from a manufacturer, it would come in on one of the passenger buses. There was no chilled freight back then. So they built a bakery next door, where the owner's grandmother used to make pies and sell them in the shop.

"People drove from miles around to come and get Maketū pies. It is such an institution."

Gradually, the company started delivering to local schools and dairies before eventually winning contracts to supply with both Air New Zealand and Jetstar airlines, as well as BP service station shops.

Since 2010, the business has been wholesale only, though the Maketū Landing shop next door does stock the top-selling mince and cheese variety alongside a host of other freshly-baked gems like the long-running favourite mussel pie.

The pastry packets also make their way into pie warmers at community events like surf club fundraisers or the Te Puke Lions book fairs, where workers are supplied with Maketū's best-known export.

In late 2019, Maketū Pies was placed in receivership and subsequently purchased by the iwi owned Te Arawa Management company. The new owners are introducing an apprenticeship system to help younger staff gain qualifications and rise through the ranks.

"It used to be family-owned but now it's not only family owned but is more of a whānau-oriented business. There's a really good core group of people here that don't tend to leave because it suits their lifestyle. Everyone understands everyone else's circumstances, so they say 'go home' if the kids are sick.

"It is just how we work in a kaupapa Māori organisation, looking after whānau and people as well as providing amazing manaakitanga with great products that delight our customers - that's how we roll."

She reels off staff names. Desiree and her daughter both work on the factory floor. Nina's mother looks after her two pre-school children when she works. Krishla's dad used to work the midnight shift, finishing at 7am, then head out surfcasting after work. In summer, one of our ladies, who does the cooking, will bring her



Ivan with fresh pies



Handmade Pastry Roll

Maketū Pies celebrate 40th birthday

togs so she can stop on the way home and have a swim. Head cook Ivan, who lives just up the street, has worked in the business for 28 years since moving from Sydney. Similarly, Krishla was 18 when she began working full time in the factory more than 20 years ago.

"We've got a lot of institutional knowledge here.

"And we're making yummy pies. The difference is the aroha we put into each pie and using local ingredients. For example we have our own butter chicken recipe; we don't buy premade sauces in. We try to keep it fresh, local, we buy a lot of the meat from Pāpāmoa, we make our own pastry and have lots of other local inputs."

One of the company's longest-serving employees, Mary, used to bake alongside the original family owners. Her morning tea lemon muffins remain legendary.

Mary now helps make the company's gourmet pies – its Sunday Best brand.

soon to be brought back under the core range – which are largely hand made. The range includes an old fashioned seafood mornay is studded with scallops, prawns and fish. The prime beef pie includes blue cheese, while Moroccan lamb is teamed with chickpeas and apricots. The gourmet bacon and egg has extra pesto, cheese and onion.

Lynne owned a food company in Auckland that supplied airlines before Covid dealt her business such a blow she was forced home to nearby Matata, where she owned a house.

"I've been lucky. I saw this job advertised and I actually really enjoy where I live and I enjoy my job. The drive into Maketū is stunning and I can see the sea from my office."

There is one downside, though.

"Before I started, I used to buy a pie as a treat but it's really hard to resist when you have that smell of mince or steak cooking. I've been really busy running around having fun with the business and there's no doubt a pie helps power all our hardworking staff, me

The company will hold its 40th birthday celebrations later this



Where Maketū pies began



Maketū Pies fresh from the oven





cossiga

find out more: cossiga.com

SPRING REFRESH

Catering for most tastes makes for The Baker a busy place **By Sue Hoffart**

Initially, it was rugby that propelled Shane Kearns into his first bakery job and sleep deprivation that kept him there.

However, there is no doubt an almost-instant appreciation for the work cemented a career that has spanned 35 years, garnered a slew of awards and brought him to the helm of The Baker at Tirau.

At 17, the Gisborne teenager was a keen consumer of cakes and pies. Although he knew nothing about the origins of the baked goods that appeared on the family table, he needed money. The schoolboy had to fundraise for a pending first IX rugby team to Australia and his bakery-owning uncle was willing to hire him.

While school had never appealed much, this new world of heat and pastry did.

"I've been a pie lover since birth and it opened my eyes, that this is where it's done," he says.

"I'd start work at 4am, bike to work, pack the orders and toddle off to school. I didn't mind the early mornings – I worked in a chicken farm in the weekends and that started early – but it got to the point where I was falling asleep in class."

Rather than give up the job, he ditched the trans-Tasman trip, quit school and stayed on to become an apprentice at Gillgrens bakery.

The work suited him and he enjoyed the process of creating something from nothing each day.

"It was new and interesting and I liked the pace. I like doing things fast, I liked the busyness and working to deadline. I'm a little bit strange in that repetition does not bore me. I'll set myself my own personal challenge, how to do it better and faster. "And I didn't know I had a creative side till I started baking. When it came to starting to make things with my hands, I discovered a passion for it."

As the 1980s gave way to a new decade, life became even more interesting when another apprentice started work alongside him. The younger baker, Kathy Atwill, was the daughter of his uncle's business partners and Shane jokes that their marriage, in 1996, secured his job. In truth, the pair made a great baking team.

"She's the real creative one. At one stage, we were doing cakes and wedding cakes so I would construct and do all the ground work and then she'd make them look beautiful."

They worked together, alongside Kathy's parents and brothers, in Gisborne, then Wairoa - both Kearns daughters were born in Wairoa - and at Viands bakery in Kihikihi. At Viands, they scooped a New Zealand Baker of the Year award and have collected Bakels NZ Supreme Pie Awards at each of the three bakeries where they worked.

When the couple left to pursue their own enterprise in Tirau, in 2018, Kathy helped establish the business while simultaneously venturing in another direction. In that first year, she travelled to Auckland once a week for night classes, to complete a professional make-up artistry course. While her husband, parents and both brothers remain in the industry, Kathy has developed a line of make-up and launched a business of her own, though she still has input into The Baker at Tirau.

The couple's daughters have grown up in the industry, too; they were still in primary school when they began operating the till at weekends.



Rachel and Shane Kearns



Vegan pain chocolat



SPRING REFRESH



These days, eldest daughter Rachel manages the business and works as a tattoo artist after hours. Youngest daughter Paige worked on site until two years ago and is now a qualified make-up artist with a spray tanning business. Paige and her sister are both vegans, which is how Shane came to develop a range of vegan pies

"Rachel and her partner used to go to Mount Maunganui because there are a lot of vegan options over there and she would keep putting the pressure on me, saying 'why don't you start doing vegan food'.

"Now, people from Tauranga are coming to me. When they see this whole counter is vegan, you can see their eyes light up. It's really cool."

He says the beauty of creating vegan almond croissants or pain au chocolat or a roast kumara vege smash filled roll is that it also accommodates vegetarians and people who cannot stomach lactose or dairy.

"More often, those people buy one of everything, six or seven products. We try to cater for as many people as we can in a small space.

"She's a busy little place and I've pretty much worked it to its maximum. If anyone wanted to do what we did, I think they would walk out again and say you're stupid, you're crazy, you can't do that."

What began as a small family enterprise with a single apprentice now employs two bakers who start at 9pm and work through the night, five days a week. A helper arrives at 3am, to start filling rolls, followed by Shane at 4am and an apprentice at 6.30am. The coffee machine hums all day, dispatching Chiasso coffee to travellers wanting to break the journey between Taupo and Auckland, or Rotorua and Hamilton.

The Kearns females take care of social media posts and promotion, while Shane focuses on the kitchen. That includes turning out multigrain, focaccia and sourdough breads and increasingly-popular pull-apart breads made with pesto, spinach and cheese, or caramelised onion, cheese and bacon.

He takes particular pride in his pies, opting for traditional flavours over showy gourmet options. Think steak and cheese, steak and mushroom, minced beef, bacon and egg. Plenty of filling – "you'll never have to go searching for the meat or cheese" - with a nice coloured crust.

"We don't do many, it's only a small pie warmer, but it's just making them to competition standard every day. When you do the simple stuff, you've got to do it well, you can't hide anything."

It turns out, the naturally shy baker can't hide, either. The shift to smaller premises – just 4m x 10m – places Shane in much closer proximity to customers than any kitchen he has overseen. He says Tirau people have been especially welcoming and friendly. He has come to relish seeing the same faces regularly and discussing rugby or a community tree planting project with local farmers.

"It means I get side tracked a lot. It's just so interactive, we know a good percent by name. In here, people can see what's going on and I tell them what's going on and have a lot of fun."

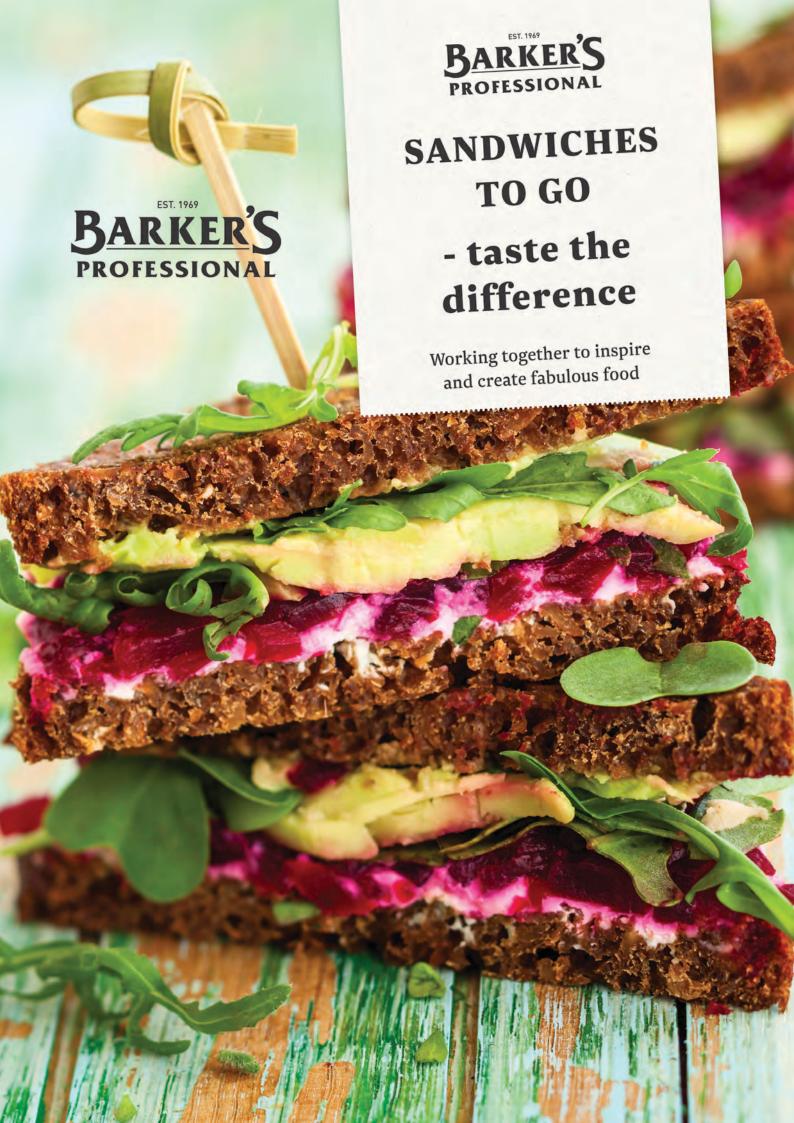
Shane admits he is not much of a planner. However, he would like to find a larger commercial kitchen, to operate more efficiently and extend the range of products on offer.

But he is only interested in that prospect if he can retain the customer contact.

"It's more than just baking now, it's really being part of a community. And when you do see repeat customers every day, you know you're doing the right thing."









Turkish bread with tomatoes, chicken, Barker's Professional Mediterranean Vegetable Chutney, mozzarella and herbs



Sourdough toast with butter, whipped feta, smashed avocado and Barker's Professional Beetroot Relish with sliced radish and watercress



Slider with shredded chicken, mayonnaise, cabbage, coriander, and Barker's Professional Red Pepper & Chilli Savoury Jelly or Barker's Professional Capsicum & Apricot Chutney



Sub sandwich using ham, lettuce, and Barker's Professional American Burger Relish (tomato optional)



Wholegrain bun with red capsicum, lettuce, fish fillet and Barker's Professional Green Tomato & Jalapeno Chutney



Skewered crepes using Barker's Professional Cranberry Savoury Jelly, thinly sliced gherkins and ham



Steamed Prawn Banh Mi using small baguette rolls, white cabbage, crispy shallots, cucumber, coriander leaves, steamed prawns and Barker's Professional Mango & Peach Chutney



Grainy bread with bacon, avocado, lettuce and Barker's Professional Farmstyle Plum & Tamarillo Chutney



Grain bread with mayonnaise, roast beef, lettuce, cheese, cucumber and Barker's Professional Pear & Fig Relish



Sourdough with cream cheese, avocado, mesclun leaves and Barker's Professional Beetroot Relish



Bagel with cream cheese, lettuce, Barker's Professional Mango & Peach Chutney and smoked salmon



Club sandwiches using ham, lettuce, cheese, tomato and Barker's Professional Farmstyle Tomato Relish or Barker's Professional Green Tomato & Jalapeno Chutney

HANDY HINTS

- · Mix any of our products with aioli or mayonnaise for a delicious, silky flavour hit.
- · Spread bread or buns with a thin layer of either butter or cream cheese to reduce sandwiches becoming soggy.
- Keep a look out for our new Antipasto range ideal for use in sandwiches!

Barker's Professional products used in the sandwiches



Beetroot Relish 1kg (GF, HS, V)



Capsicum & Apricot Relish 1kg (GF, V)



Caramelised Onion Relish 1kg (GF, HS)



Farmstyle Tomato Relish 1kg



Green Tomato & Jalapeno Chutney 1kg (GF, HS, V)



Mango & Peach Chutney 1kg (GF, HS, V)



Mediterranean Vegetable Chutney 1kg (GF)



Pear & Fig Relish 1kg (GF, HS, V)



Roasted Vegetable Chutney 1kg (GF, HS, V)



Cranberry Savoury Jelly 2.7kg (GF, HS, V)



Red Pepper & Chilli Savoury Jelly 1.1kg (GF, HS, V)

Please note that the initials:

- 'GF' denote Gluten Free
- 'HS' denote Halal Suitable
- 'V' denotes Vegan Suitable

Why work with Barker's?

We want to put ourselves in your shoes and add value by:

MAKING YOUR LIFE EASIER...

- Let us get alongside you and understand your business, your pain points and offer solutions.
- We have a varied portfolio of products to meet your varying needs ie: gluten free, vegan, lower in sugar, lower in salt, etc.
- We understand allergen requirements.
- NZ made so readily available through all recognised distributors.
- Various pack sizes and packaging options to suit your needs and budget.

UNDERSTANDING THE PRESSURE TO PRODUCE GOOD FOOD CONSISTENTLY, CONVENIENTLY AND WITH GREAT FLAVOUR...

- 50 years of experience with a proven history in the NZ food sector whereby we span across FMCG, Foodservice and Food Ingredients - insightful trend interpretations and flavour ideas.
- We have a strong Innovation & Development team with a proven track record and a long history with Barker's.
- We operate a retail operation...Barker's Foodstore & Eatery in Geraldine.
- We work with consultant chefs to develop gold standard recipes which we commercialise.
- Ability to collaborate with other Andros facilities around the world for technology, raw materials and packaging.

OFFER ON-GOING SUPPORT...

- Solution selling recipes and ideas / baking and cooking alongside you.
- Made to Order (MTO) offer for specific requirements.
- Consultant chefs and trained bakers to support as required.
- National in-field team and/or Customer Support readily available and easy to contact at the end of a phone.
- Digital platforms offering ideas/recipes (ie: website and instagram).

WELCOME FEEDBACK...

We are open to continuously improving our offering.

For more information please contact your local Barker's Professional representative or phone customer services on 0800 227 537

Find us online www.barkersprofessional.nz or Instagram @barkersprofessional

BARKER'S PROFESSIONAL





SUMMER FRUIT TARTS



Summer Fruit Tarts

What's required

- √ General Sweet Pastry
- ✓ Bakels Instant Continental Filling
- √ Bakels Chockex

To finish

- √ Selection of summer fruits
- √ Bakels RTU Apricot Superglaze
- 1. Line tart cases with sweet pastry and blind bake 180°C for 20-30 minutes. Cool/chill.
- 2. Line inside of shells with melted Bakels Chockex for longer shelf life. Cool/Chill to
- Fill with a generous layer of Bakels Instant Continental filling.
- Mix selected fruit with warmed Bakels RTU Apricot Superglaze.
- Mound with a generous amount of summer fruit and finish with another coating of apricot glaze.

APPLE PIE MIX

Nutty Sweet Pastry

		U
Ingredients	Weight	%
Group 1		
Caster sugar	500	50
Bakels Morah Cake Medium	500	50
Salt	10	1
Bakels Vanilla 101	10	1
Group 2		
Egg	250	25
Group 3		
Pastry Flour	1000	100
Ground almond or hazelnuts	200	20
Hercules Baking Powder	5	.5
Milk powder	30	3
Yield	2505	

- Group 1: Soften Bakels Morah margarine and cream with sugar, salt, Bakels Vanilla 101 until light (Scrape down the bowl several times).
- Group 2: Add the egg and blend through until evenly dispersed.
- Group 3: Lightly mix the dry ingredients by hand, then blend into
- Knead the dough into a log on the bench. Wrap with plastic and chill until required.

FRIAND MIX

CHOCEX

HFRCIII FS





Frangipane Fruit Tart

RTU Apricot superglaze.

ingrealents	vveignt
Bakels Friand Mix	1000
Butter	440
Water	320
Bakels Apricot Superglaze	

SUMMER FRUIT TART

Oma's Christmas Apple Tart

Group 1

Group 2

Water

Group 3

To Finish

Bakels Instant

Continental Custard

Nutty sweet pastry

scrape bowl.

the edges.

Bakels Apricot Superglaze

1. Group 1: Mix Bakels Apple Pie Mix and

2. Group 2: Whisk one minute low speed, then

3. Mix 5 minutes on high speed. Rest 5 minutes.

5. Fill the cases just over 1/2 way with apple mix.

evenly up to 4mm below the top of the shell

generally at 180C° until dark golden brown.

4. Group 3: Roll and line two 220mm pie/torte

6. Pipe Bakels Instant Continental Custard

7. Lay a lattice top across the tart and finish

9. Finish with a generous amount of Bakels

8. Carefully egg glaze the top and bake,

Bakels Fruit Mince thoroughly.

cases with pastry at 4mm thick.

Bakels Apple Pie Mix

Bakels Apito Fruit Mince

- 1. Roll sweet pastry to approx. 3mm thickness. Line medium size tarts and rest.
- 2. Melt butter, but don't use hot.
- 3. Add to mixing bowl with water and Bakels Friand Mix. Mix one minute on low speed. Scrape down. Then four minutes on second speed.
- 4. Deposit the friand mix into prepared cases. Next, add summer fruits/berries on top.
- 5. Bake at 180°C for approx. 30 to 40 minutes (depending on size) until deep golden
- 6. Finish with a generous amount of Bakels **RTU Apricot Superglaze**

Lemon Meringue Tart

What's required

- ✓ Nutty Sweet Pastry
- ✓ Bakels Lemon filling
- √ Bakels White Chockex

To finish

1000

400

275

600

1000

√ Italian Meringue

Ingredients	Weight	
Group 1		
Caster sugar (1st)	400	
Water	150	
Group 2		
Egg whites	200	
Caster sugar (2nd)	200	
4 The factor of block belond about the		

- 1. Line inside of blind baked shell with melted Bakels Chockex for longer shelf life. Cool/Chill to harden.
- 2. Fill cases with Bakels Lemon Filling.
- 3. Group 1: Bring sugar and water to the boil until it reaches 120°C.
- 4. Group 2: When temp reaches 115°C, begin whisking egg whites adding 2nd sugar slowly to soft peak.
- 5. With mixer on second speed, pour in Group 1 in a slow steady stream to your egg whites mix.
- 6. When all syrup is added, mix on high speed untill stiff peaks form.
- 7. Pipe onto prepared filled base and flash in hot oven or blow torch to finish



OMA'S CHRISTMAS APPLETART

RANGIPANE FRUIT TART



Scrumptious scrolls side hustle leads to new business

By Monique Balvert-O'Connor

Being gifted a plastic hand mixer for her sixth birthday may well have stirred up a career idea for Jessica Clayton.

Fast forward nearly 20 years and Jessica - who has fond childhood memories of hours spent in the kitchen with her mum and grandmother - has recently launched a business that's all about baking. Scroll Station came to be in November last year and is fast gaining traction in the greater Dunedin area where Jessica lives.

Jessica's business making sweet and savoury scrolls started as a side hustle while she worked as a baker at a beach-side café in Dunedin's St Clair. The idea grew from the many compliments she received from café patrons about her cinnamon scroll baking prowess.

"I thought, maybe I should come up with a scroll that has various fillings and toppings," says Jessica, who is armed with a Bachelor of Culinary Arts coupled with valuable kitchen experience as both a chef and baker.

Word about Jessica's scroll-making ability spread, especially once she dipped her toes in the water at Mosgiel's Wingatui Market.

"I started attending the market in November last year as I was keen to see if my scrolls would sell. I made a small batch that sold out within the hour. People were really interested and asked how they could get them more often. So, my business rapidly progressed to weekly online orders, with deliveries on Sunday," Jessica tells.

At the time she was working Monday to Friday at the café and making and delivering scrolls on the weekend. Sales of her scrolls, deemed scrumptious, soon indicated that wasn't a sustainable working life.

Scroll Station become a stand-alone, full-time business in April, with that timing matching scroll demand. Dunedin's Artisan Pantry provides Jessica with a registered commercial kitchen to work from. There she makes a few hundred scrolls for the markets, a couple of hundred for weekly orders, and the scrolls within Artisan Pantry's café cabinet are her handiwork too. Mosgiel folk don't have to travel far for their scroll fix either as she supplies The Urban Foodstore there.

The chance of finding
Jessica's scrolls at markets
has increased as she now has
a stall once a month at both
the Wingatui and Waitati
markets. Increasing online
orders has seen deliveries
split over two days







- Thursdays and Saturdays - and there are pick-up options on Saturday too. Boxes of two, four, or six scrolls are on offer and Jessica's stoked to note they seem to appeal to all age groups. If the delivery is a special one, let Jessica know and a message and bow becomes part of the service.

Schools, workplaces, and student flats are amongst common delivery addresses. Students spreading the word via Instagram have increased her following "for sure". She's also open to catering opportunities.

"It's all grown a lot more quickly than I thought it would," says this business owner who has a lengthy obsession with cinnamon scrolls to thank for her success.

As a young teen, she began compiling a Pinterest folder of different-styled scrolls she wanted to make. She quickly realised not too many flavours were available in New Zealand.

Scroll Station has changed that. About a dozen different flavours (mostly sweet) are available. Current savoury options are



caramelised onion, feta and cream cheese, with onion relish on top; and ham savoury, incorporating ham, spinach, tomato relish, cream cheese and cheese. Jessica plans to add to her savoury scroll repertoire, especially as they are big sellers at the markets.

As for the sweets, tempters joining the original cinnamon are apple crumble, pinky with a caramel centre, lemon meringue, biscoff, oreo, strawberry blondie cheesecake and banoffee.

"Some really are quite loaded", Jessica laughs, like the strawberry blondie with its cheesecake centre, strawberry cream cheese icing, topped with a drizzle of raspberry coulee and freeze-dried strawberry and biscuit crumble. Or the lemon meringue scroll, with lemon curd at its centre, blow torched gooey lemon meringue on top joined by passionfruit drizzle and candied lemon.

Those unsure whether it's sweet or savoury they're after, may wish to sink their teeth into the maple bacon scroll.

"It's a sweet and salty offering loaded up with quite a bit of bacon, topped with maple cream cheese icing and candied bacon. People thought it was a bit different but it's now a hot seller," Jessica tells.

Unsurprisingly, scroll production involves a lot of prepping, especially as she makes her fillings from scratch too - all this is tackled during the week. She has a dough mixer, but everything is hand-rolled. That impacts quantity, Jessica acknowledges, so the plan is to attain a suitable dough roller to assist the process. It will be a worthwhile investment as Scroll Station looks set to continue expanding. Shipping options to meet queries coming from the North Island is one thing being considered, for example.

"My business is lots of work, but I feel balanced as I am very lucky to do something I really enjoy every day," Jessica says.

As for her favourite scroll? Cinnamon remains king. A perfect one, she says, has cream cheese icing and a gooey centre!







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Each cake celebrates Zest for creativity in baking By Sarah Beresford

When Anouva Settin arrived in New Zealand from Brazil in 2008 she went through a crash course in baking Kiwi-style. "I spent three weeks in Auckland then went to Queenstown because I heard it was easier to get work there," she says. "I went to the café at Raeward Fresh and commented on how much I liked the look of the fresh cakes in the cabinet and thought how I'd love to make them myself. They put me in contact with the supplier, Jenny Lamond, who gave me a trial and then, boom! She hired me on the spot," she laughs.

Jenny recognised the hands-on experience Anouva had gained as a baker in her homeland, and then helped her acquire the know-how to bake for Kiwi palettes, mastering recipes that were very different from what she was accustomed to in Brazil.

"Jenny is such an experienced baker, she has been baking since she was a teenager, and she passed on so much knowledge to me. I found I really liked the whole process of cake decorating — she really helped me with the recipes and to get the skills, and then I was able to bring my own touch to decorating cakes. I really love practicing different techniques and exploring new ideas."

Jenny Lamond and Anouva Settin

When Anouva initially joined Jenny, the business was focused on supplying wholesale cakes, biscuits and desserts to Raeward Fresh, and they gradually expanded into supplying other cafes and restaurants too.

"We had a lot of conversations about selling cakes retail for many years, and then I accepted her offer to buy into a new business together around March 2020, which had to be postponed because of Covid."

She says they were very lucky to have their wholesale business. "Jenny and I worked alternating days and Raeward Fresh were amazing, coming up with new ideas and different options for supplying them."

These days Anouva is able to include her passion for cake decorating at full blast at Zest, making bespoke cakes for special occasions.

"I must admit I'm a bit obsessed about cake decorating and making new display cakes," she says laughing. "I'm always looking and learning. We have Pinterest boards, and I'm always thinking about things like colour combos. It's always challenging coordinating different colours — some match, and others can be a disaster."

Anouva says that for her one of the key things to consider when crafting special cakes is height and colour scheme. "It's finding the right balance and making sure the top of the cake doesn't look too flat. You can use all sorts of things like chocolate shards and curls, but it's important to get the right colour and dimensions."

She says she is currently really enjoying creating different textural effects. "It's a bit of a new direction for me. Swiss meringue butter cream is amazing to work with for great effects and I'm doing lots





of painting on cakes. I use regular tools like painting spatulas — these sort of art effects seem to be coming quite popular in the cake decorating world."

Other effects Anouva enjoys experimenting with are stencils to layer texture. "It's fun to work with things like rice paper and wafer paper flowers."

As with most things, trends in cake decorating come and go. "Tall cakes and drip cakes are still very popular, but the semi-naked look phase seems to be on its way out. Using dried flowers for decorating is also becoming a bit of a thing.

"I love decorating with chocolate and get carried away with putting lots of it on cakes. There's also things like the huge variety of sprinkles that are available now, and wide range of food colourings — it used to be so limited and you had to make your own tones if you wanted something a bit different."

She also loves experimenting with printed wafer paper. "Some of the prints are very romantic and I want to see if it works like a kind of wallpaper."

However, Anouva is the first to admit that running Zest is not just about creating pretty cakes. "You have to be serious and committed to keep things going. So much time is taken up with things like insurance, supplies, health and safety, and monitoring costs that are getting so much higher.

"I've been learning so much more than when I was just an employee. Managing it all is very time consuming and I'm lucky to work with Jenny who has so much experience.

"For two years our focus has been on keeping the business running. Now I can get really excited about experimenting with the cake decorating, but I do have to carve out time for it."

Zest Cakes, 57 Gorge Road, Queenstown, Monday-Friday, 8am-3.30pm.









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New Members

Pastry duo designing perfection with amazing taste By Sarah Beresford

Rhiannon McCulloch vividly remembers an experience she had many years ago travelling in France that has provided inspiration for all that she does at her Christchurch patisserie, The Great Pastry Shop.

"We were driving through France and rather than the very fancy patisseries, I found myself really inspired by the little pastry shops in remote villages that sold the most amazing stuff to the locals," she says.

"There was just so much joy and love in the feeling that everyone gets to enjoy gorgeous food. It's a very egalitarian ethic."

Fast forward many years and Rhiannon has swapped her former career as a fashion and bridal wear designer in London for life as a patisserie owner in New Zealand.

"When we first came here I worked as an art and design teacher for years before I decided to retrain as a chef specialising in patisserie. It so happens my oldest daughter Elsie was doing her training at the same time — she was a student in Auckland, and I was in Christchurch," she says laughing.

"We ended up starting the pastry business together, initially selling at the Christchurch farmers' market. She went on to travel and worked as a pastry chef at a fancy resort place in Ireland."

When Elsie came back home, mother and daughter started The Great Pastry Shop. "The big challenge is producing fabulous baked goods — using great ingredients — that are still affordable."

What is also assured with Rhiannon's designer background is that everything displayed in the shop also looks totally yummy. "I like to think that our patisserie is aesthetically considered rather than just Insta-worthy," she says. "I like to experiment all the time, otherwise I get bored doing the same things, and I don't like to copy what's happening elsewhere. I get inspiration from all sorts of things, not just from France. For instance, I've been having fun making my take on Korean garlic bread, which I've adapted to the Kiwi palette.

"Elsie is going out with an Argentinian and I have been making medialunas, which is sort of their version of a croissant. It's more bread-like, and you don't feel like it's going to collapse into a puff of air like you do with a croissant."

That said, the most popular item at The Great Pastry Shop is the archetypal chocolate éclair.

"I got all creative with them and was making all sorts of fancy flavours, but it turns out the classic chocolate version is what everyone wants and outsells all the others," Rhiannon says laughing. "But that said, I do a Belgian chocolate cremeux one that's filled with our special recipe mascarpone custard. It's all about being able to choose what you know and being offered an elevated version."

With her artistic background, Rhiannon is always mindful of presentation, and getting those cabinets to totally zing with deliciousness. "I don't have any set way of doing things; it's always product dependent and I seem to know instinctively what to do. Elsie also has very much a designer's eye and we share a background in photography and together we work well."

Rhiannon says bringing colour to the cabinet is always a challenge. "The thing is people love things with chocolate, and anything with caramel is also extremely popular — we make our own special salted caramel which is so delicious. Still, it means you



Elsie and Rhiannon McCulloch

have a lot of dark and light browns as a colour wave. It's a lot easier to jazz up in the summer with all the berries, but winter is a lot trickier with the sweet stuff."

Rhiannon says she has always enjoyed making new products, and that's why she has shied away from the wholesale side of the business. "We're often asked but we're just not interested. I like fresh ideas for baking traditional things — for instance we've been



New Members

doing pasties for years that are very popular. It's sort of an elevated form of pasty, using the most expensive kind of short-crust pastry. We started out just doing lots of vegetarian fillings but now we do a traditional Cornish version too. They're insanely popular."

After operating a pop-up shop for a while the focus is firmly on the Riverside shop, and they have recently started doing the Christchurch farmers' market on Saturdays again after a hiatus.

"It's fantastic to be back — it's where we started out after all, and the feedback is so positive and friendly. We often sell out in a couple of hours. My other daughter Britta and my husband help out and people just love the fact that we're an artisan family business.

"I always go back to that early inspiration and the ethos of being accessible. I want families to be able to enjoy a real treat that's still affordable.

"When I left teaching design after doing it for seven years, I wanted to get back into doing something that's practical, but creative too." It's obvious Rhiannon has achieved her goal, and luckily for her customers it just happens to be extremely yummy as well.



The Great Pastry Shop, Riverside Market, 96 Oxford Tce, Christchurch, Open seven days, 8am – 4pm









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New Members

Two peas in a pod weather Covid storm with innovation

By Cynthia Daly



It seems the most unlikely combination, a handsome frog and his petit pois. But it turns out that it is a rather successful, innovative combination formed in Whangarei.

lan Sturt couldn't have chosen a more idyllic location to begin his life in New Zealand and when he met Janet, a local nutritionist, his friends commented that they were like two peas in a pod, both having a passion for nutritionally sound, quality food.

lan had left behind in the UK a very successful career as a chef and baker, restaurateur and IT specialist. In fact, while he was still at school, and planning to train to be a chef, he did a short course at the local technical college in the bakery department for several weeks as there weren't chef courses available for his age group. "At some point the bakers went on strike so there was no bread available. We were the only people in the street that had bread because we were baking it at the college."

Despite enjoying the baking course, lan, who was 14 at the time, was still determined to become a chef so he picked up a weekend job working in the kitchen of a local pub which, despite having a basic gastro menu, convinced lan that, that was where a career lay ahead of him, being a chef.

He left school at 16, started working as a junior commis chef at a private hotel on the border of Scotland and he trained through City & Guilds to become a high-end chef. His qualifications lead him to work in a number of top hotels and even in management roles running pubs, restaurants and hotels. By 30 he had his own restaurant on the Isle of Wight making everything including bread, pastries and sweets.

He'd picked up his self-taught baking skills while working in hotel kitchens.

"In the larger hotels where there were separate corners, you would work with the individual chef de parte doing sauces,

pastries and sweets etc; all that kind of thing. But in the smaller places you had to learn and pick it up."

Eventually after travelling and working in Europe lan made a life change leaving his career to move into other fields.

By the time he landed in Waipu, he'd become a computer specialist. He'd left behind a senior IT role in a large hospital in the UK. And in time he met and married Janet, a fellow English expat. "Janet's a foodie, a beautiful person." Janet, a qualified nutritionist and medical herbalist, owned her own very successful health shop in Whangarei for 10 years.

Together they bought their first food trailer. "We absolutely loved that." They worked in markets around the area where people raved over their food and encouraged them to open a café.

It turned out to be a terrible idea leading to 18 months of the most challenging experience. "When we opened the trailer we were predominately vegetarian/vegan. Then when we opened the café five years ago we were predominately vegetarian/vegan. But that wasn't working - we were before our time - so we slipped meat into the menu which agitated the local vegans, who didn't support us anyway."

They tried various products including pies which proved a good idea. "Very few people were doing proper vegan and vegetarian pies. We were the first off the block there." They added a range of breads made with pure sourdough which became hugely popular. Eventually they decided to get rid of the café and buy a bigger food trailer, which would give them more opportunities and make them happier. They returned to attending markets, events and function in Northland.

lan says: "On the food truck, we were selling our pies, bread, stuff in a bun, breakfasts, lunches and dinners and the best Rush coffee in town. We had one or two places we were supplying to then Covid hit and completely shut us down. Our website was basic, so I then spent two weeks frantically creating a website with an online shop and we did contactless deliveries. You bought online, paid online and we turned up and dropped your order on your doorstep..."

Janet says it started to go really well, sales grew. They had their own certified kitchen at home which meant they were in a good position to continue to trade.

"From that point it has been growing exponentially. We still have









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INGREDIENTS

- 3 Zucchini
- 3 Eggplant

100ml Olive Oil

10ml Crushed Garlic

Salt & Pepper

30g Thyme

- 1 Romaine lettuce
- 4 Tomatoes

200g Mayonnaise (or vegan mayonnaise)

20ml Lemon juice

800g HARVEST GOURMET

Chargrilled Pieces

10 Tortilla Wrap

METHOD

Slice the zucchini and the eggplants into big strips. Place them on a baking tray with olive oil, garlic, salt and pepper and thyme. Cook for 10 minutes at 170°C in the oven.

Pull the leaves from the romaine lettuce. Cut the tomatoes into slices.

Mix the mayonnaise or vegan mayonnaise with the lemon juice and add some water to adjust the texture.

Sauté the **HARVEST GOURMET Chargrilled Pieces** in a hot pan with olive oil.

Put the tortilla flat on a cutting board. Place the sauce, lettuce, grilled vegetables and the sautéed **HARVEST GOURMET Chargrilled Pieces** on top.

Roll into a wrap, cut in half and serve.







New Members

the online shop and we've just had a new website built which is bigger, better and more professional looking. We have the retail aspect of it where people within the area can go and order bread, pies and goods and we rebranded from Handsomefrogcafé.com to Handsomefrog.co.nz"

The new website provides access for retail and wholesale customers to buy their range of products. "We've got two ends so the general customer cannot see the wholesale. And there are discounts for wholesale customers. We've got about 10 wholesale customers now and growing," says lan.

They have also changed the way they operate. Their pies are all made using homemade short pastry and are sold frozen. lan's chef knowledge and Janet's nutrition ideas continue to blend to create an ever-increasing range of flavours. Some are seasonal like their Cajun leek and potato, while others are enhanced by produce grown in their large garden. They have an extensive range of vegan/vegetarian pies, some with textured vegetable protein (TVP) as the base. Some of their more popular products are their Thai vegetable pie and Himalayan potato curry pie. And they also cater for demand with popular flavours beef mince, mince and cheese, steak, steak and cheese, pepper steak, and brisket, just to name a few.

While their bread products are still predominately pure sourdough and include tinned loaves German pure rye, multigrain, wholemeal, country grain and sunflower, along with pita bread, boules, focaccia, ciabatta, and pizza bases, they have had requests for some yeast-risen products - mainly burger buns, tinned white loaves and panini – which they've started producing for wholesale customers.

One of their success stories has been to supply Hell Hole Bagelry in Russell, which goes through bucket loads of their bagels and earned Handsome Frog a customer comment from a man visiting from New York who said: "This is the best bagel I've ever eaten!"

They are bracing themselves for next Easter as their sourdough hot cross buns are a favourite across the region.

"Our breads go to cafés and restaurants and we've got a deli and health shops, one online shop and one big restaurant that we supply to now."

lan says the economic downturn had started slowing things down a bit but then a restaurant they were in negotiations with came back and said they had re-written their menu and it is around Handsome Frog bread. "That just took off and it's now three times a week. Its doubled production pretty much overnight and we've had to create some specialist breads just for them such a German rye for their Reuben sandwich. We had to have some extra-large bread tins made just for the chef."

While it was an unforeseen expense in the agreement to supply, the customer is buying good volumes, making it a worthwhile investment.

lan and Janet have added sourdough crispbreads and crackers in a range of flavours that are selling well and started moving into biscuits with macaroons, Anzacs and shortbread and they're utilising their garden produce to make jams, preserves and pickles.

It seems the Handsome Frog's team efforts are paying off but there is a 'but', the next growth spurt. With bakery staff thin on the ground and their business outgrowing their current situation they're going to need some help soon and a larger building!

lan says when Covid struck, they were in a situation to adapt or die. They had to think outside the box. Their thinking has certainly paid off.









APPRENTICE BAKER

Value seen in earning an apprenticeship By Cynthia Daly

Some may say that Tyrone Harvey has a different way of looking at life. He has, however been highly respected by employers for having that attitude.

Tyrone works hard, has the confidence to try new things and doesn't take anything for granted. And when an opportunity presents itself he takes it with gratitude.

Such an opportunity arose within months of Tyrone starting a new job working in the plant bakery of Quality Bakers in East Tamaki, Auckland. He was offered an apprenticeship.

"I'd been in the job about seven or eight months when I was called into my team leader's office and my first thought was I'd done something catastrophically wrong, and he just asked me, would I like to do an apprenticeship. The plant manager had seen how I'd been doing and said, 'if he wants to do it, he's got it.""

The apprenticeship means a lot to Tyrone. It confirms his attitude, that if you work hard and do your job well, management will notice and opportunities will come from it. It also opens doors to his future and here he has his eye on research and development in a bakery plant environment.

It's an exciting future for a guy who left school not knowing what he wanted to do. He knew he had to earn a living, his parents instilling that principle, though the self-confessed computer

nerd just didn't know where to begin. So he got a job pumping gas part-time while he completed a National Certificate in Baking Level 3 at MIT.

"The Level 3 course was to give you a basic understanding of how everything worked in baking. When I was in my last year at high school I was talking with my parents about what I could do and originally I was going to go to MIT to study hospitality and become a chef but they said to me 'don't put all your eggs in one basket, apply for something else in case it falls through, then you've got something else to go to."

It proved to be good advice because when the hospitality course didn't eventuate, Tyrone took up the baking course which ignited a passion for all things baking and a career he absolutely loves.

"It was challenging at first. I didn't really have any skills with baking so it was harder for me than it was for some of the others on the course but after a while I just started to get into it and I started liking what I was doing more and I stayed and finished the year's training."

For the final assessment unit standard, Tyrone had to make about four or five cakes and decorate them. "I played to my strengths in that last one. I didn't do anything that I didn't think I'd be able to do and I think just following that really helped me to pass."

Tyrone discovered through the course that bread was something that could really interest him.

"I liked learning and understanding how all the different ingredients worked together, how you baked and mixed things





APPRENTICE BAKER

and how they all came together to make a really nice loaf of bread. That appealed to me."

On completing his course, Tyrone found a job in a supermarket bakery at Countdown in Pukekohe where for the next five years he focused on learning as many skills as possible. In that time he established quite a customer following for the bread he made. One customer even travelling right across Auckland to buy his bread, and an artisan bread adviser from Champion Flour said to the store manager, 'how the heck can a guy that's only done a few months produce better artisan bread than most guys that I know that have been working in the industry their whole life?'.

After Countdown, Tyrone moved to New World in Waiuku for more experience. His previous training fitted well with the role meaning he could produce items in far less time than other baking staff. Seeing his capabilities, the manager encouraged him to learn more about cakes and decorating them. Just before he left, the supermarket bought a doughnut maker and Tyrone helped set up that side of the bakery business.

"I was only there about six months because I'd just been poking on the internet and when I saw the job at Quality Bakers, how it was a factory, I thought 'oh that wouldn't be too bad to try' so I applied, I got the job and the rest is history I guess."

He applied for a baker's position but due to his past experience he was classified as an intermediate baker.

He started working in the small goods plant, operating the mixer and divider, learning how to set it up and progressed onto setting up the seeder for all the different toppings and running the robots.

"In the beginning I was pretty interested to learn everything. I'd done everything by hand before I worked here. So learning how to let a machine do everything for me I thought would be a good skill. At first it's like, 'oh my god this is so much to try and learn', but once I got the hang of it, it's like just do this, do that, turn it up, done, easy."

This September he marks three years in the role.

"When I first started a couple of the guys said 'you should apply for this [apprenticeship]' and I didn't simply because I thought maybe it's a bit silly of me. If I got the chance to do the apprenticeship, then I guess I wanted to earn it rather than just ask for it."

Less than a year later, Tyrone was offered a three-year apprentice through NZ Bakels - New Zealand Certificate in Trade Baking (Plant) Level 4, and he started it in January 2021. Covid got in the way of his first block course at NZ Bakels training school in Penrose last October but it gave him time to do all the course paperwork for the year and this year he's completed the first year block course and will do another block course in October.

Having been away from hands-on baking for a while, Tyrone says



the block course was a great refresher even though it was a bit daunting at the start.

"The block course was for me relearning hand-moulding, decorating; things that I had done but not for a few years. I initially struggled but I got there and I did enjoy it. The people on the course were good. They were from quite a few places around New Zealand because they were doing the catch up block course too."

Tyrone says there was a good atmosphere on the course and the tutor was really helpful and encouraging.

The next stage of his apprenticeship will help him understand how the packing section of the plant he works in operates, how the team and the packing machines function together.

"Before I did the apprenticeship I didn't have much to do with that area so I'm learning that and after that I'll be going on to Plant One to relearn how to set up the four piecing and moulding into the bread tins."

Tyrone says he's really enjoying his apprenticeship, "very much so. I don't have too much to worry about. The plant manager and the person looking after the apprenticeships generally don't have to worry about me because when they give me the papers I fill them out and send them to Bakels and then that's pretty much it".

"I'd 100% recommend the course to bakers. If they got the chance they should do it, it's worthwhile."

Tyrone says once he completes his course, he'd like to one day look at research and development specifically with bread and bread products.

"That's what sort of appeals to the inner nerd in me I guess. People don't think about it but I look at it and think this is bloody interesting. We went to a flour mill here in Otahuhu and we went into their R&D section and I was instantly interested in what they were doing. Some people would say it's just playing around but I'd say it's very extensive research.

"When I have some spare time I look up things to do with breadbaking on the internet and I just can't help but read or watch what I'm looking at."

Tyrone says: "People who aren't really too sure about being a baker, the best thing is really to come and try it. With the people that I work with, I get on with them pretty well. We work really well together and it's a good job. You don't really know unless you try it and you either like or you don't. But I'd recommend to anybody to think about doing an apprenticeship or even just getting a baking job to try it because if you do well, then you do well and if you don't, you just find something else."



spotlight on

On June 24, New Zealanders celebrated their first indigenous public holiday acknowledging Ngā Mata o te Ariki, more commonly known as Matariki.

"The reappearance of the Matariki stars in our sky each year marks the beginning of a new year, and in recent years has become a time of celebration not just for Māori, but for many people across Aotearoa," Māori Crown Relations Te Arawhiti Minister Kelvin Davis said.

Mātauranga Māori (ancestral knowledge and wisdom) was at the heart of celebrations of the Matariki public holiday making it a time for:

Remembrance – Honouring those we have lost since the last rising of Matariki

Celebrating the present - Gathering together to give thanks for what we have

Looking to the future – Looking forward to the promise of a new year

Leading up to June 24, a noted sense of excitement spread across Aotearoa as people



started to think about how they could celebrate Matariki in their own way. Gathering with whanau and friends and sharing kai meant many trying to find appropriate food.

Monique Balvert-O'Connor spoke to a group of bakers delighted to make Matariki kai obtainable for anyone keen to embrace Hakari – the gathering together with thanks and feasting.

Aotearoa celebration calls for indigenous kai for Matariki

By Monique Balvert-O'Connor

"Matariki went off. I sold out of everything," says George Jackson, owner of Jackson's Rewena Bread shop.

On a normal trading day, this Whanganui bakery would sell about 40 to 50 loaves of the traditional Māori bread that's been likened to sourdough. But 200 rewena loaves went out the door on June 24, when, for the first time, New Zealand celebrated Matariki as a public holiday.

George was prepared.

"I got up a tad earlier and finished a tad later that day," he says. George is one of a variety of food creators throughout New Zealand who thrilled Kiwi palates at Matariki, offering the opportunity to enjoy food with an indigenous focus.

Rewena bread was also flying out the door, for example, at the Baked Dane bakery in Levin; while hāngī, ika mata (raw fish) and kaimoana pie sales were keeping MacMor Hāngī owner Lizzie McPherson on her toes in Tauranga. In Auckland, Tracy Baird of City Cake Company in Mt Eden made special Matariki celebratory cakes decorated with Māori messaging, stars, koru, stardust... The shop was closed for the day so all could celebrate, but Matariki was acknowledged in store in the lead up - little cupcakes, festooned with silver balls to represent the constellation, were given to children who visited the store.

Only a handful of the special cakes were made to display in the window. It wasn't a money-making thing, Tracy explains.

"It was an acknowledgement, a celebration of the fact we have a



George Jackson

spotlight on

public holiday we care about - one that feels right for us as New Zealanders," Tracy says.

The public holiday has impacted sales, for sure, says George who bakes his bread on site. Matariki hasn't been that noticeable business-wise in the past – this year was a "definite stand out". While his focus is on rewena bread, George also prepares hangi and fried bread. These too were sold out items at this year's winter solstice, when the matariki cluster of stars arose before the sun.

For George, of Te Ātihanuinui-a-Pāpārangi descent, it feels right to be a provider of kai on an indigenous holiday that's all about drawing on the traditions and customs of Māori. His business is steeped in generations of whānau. He started making rēwena bread for his whānau in 2013, using his grandmother's original natural yeast bug cultured from potato, and bakes the rewena according to the 16-hour process passed down from her own mother. His business evolved as a result of the bread's popularity. George - who prefers his rewena toasted with butter and plum jam - says whānau traditions make rēwena a "legendary" food for many of his customers, summoning up childhood memories. Rewena is also proving popular in Levin at The Baked Dane where owner/baker Lisa Brink says it's an offering thanks to her motherin-law.

Lisa, a self-proclaimed "full-blooded Viking," has a Māori partner of Muaūpoko descent. Lisa "instantly fell in love with" rēwena bread, introduced to her by her mother-in-law. I thought "I must learn how to bake this". She experimented using sour dough from her Danish bread, added mashed potato, and the result has been enjoyed by many for about four years now. Clients (from around the country) order on the Baked Dane website, and some local outlets stock Lisa's rewena bread. It was flying out the door faster than ever this year.

"I figured Matariki was a good time to promote it. We did one Facebook post and got heaps of orders. Orders trebled from a normal week," Lisa tells.

One aspect driving demand was the many businesses incorporating the bread in workplace celebrations.

"People are definitely more aware of Matariki now we are celebrating it. They're creating traditions and obviously food has a lot to do with that. I think sharing food, incorporating a focus on indigenous food, as well as star gazing, is how New Zealanders will be marking Matariki from now on," Lisa muses.

Up country in Tauranga, Lizzie MacPherson (who affiliates with Nga Puhi) says her business, MacMor Hāngī, is unabashedly focused on Māori kai. Think hāngī, paua pies, scallop seafood chowder pies, ika mata (raw fish), fried bread and hangi pies for example. Sometimes – when Lizzie feels like some fun – there is even hāngī pizza.

Given the nature of her business, times like Waitangi Day, Te Reo Week and Matariki are busy ones with people liking to celebrate. MacMor Hāngī was open for business on the public holiday - a busy day, as was the week leading up to it.

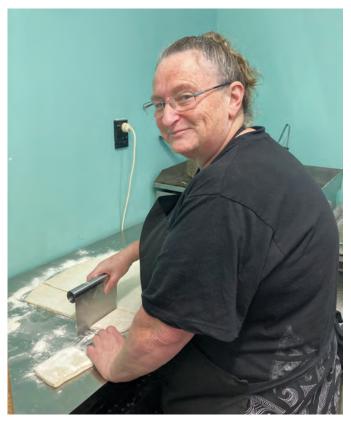
This year she noted an increase in big bookings for staff functions. Thankfully they were happy to celebrate on different days during the week.

"I received lots of phone calls from people saying; 'we want to celebrate Matariki, what kai do you have available?' I am expecting this to increase each year. Bring it on, I say. I am really happy that we are taking on board this Aotearoa celebration," Lizzie says.

These providers of food just perfect for Matariki celebrations acknowledge that Matariki is not just about the puku – it's also about wairua (the spirit). But then, Hakari (feasts) fortify both body and soul against the cold, so they'll keep up the good mahi in their kitchens in readiness for next Matariki.



Lisa from Baked Dane



Lizzie from MacMor Hangi

Chocolate Self Saucing Pudding



Method

Stage: 1

Place all wet ingredients inside mixer (milk, egg melted butter and vanilla essence), blend on slow for 2 minutes.

Add in cocoa powder and sugar, blend for 2 min on slow.

Add in flour, salt and baking powder, mix on slow for 1 min, stop and scrape-down mixer then mix for further 2 min or until fully blended. Add in choc chips and mix for 20 seconds to combine. Place batter inside greased baking dish (or if for retail confoil oblong container)

Stage: 2

Get boiling water, place inside mixer with whisk, add in brown sugar and blend. Ensure there are no lumps, (for perfect sauce once blended strain thru sieve to remove any brown sugar lumps). Once blended - add in cocoa and combine. Gently poor over the top of the chocolate batter. The liquid will remain on the surface of the batter, (this is normal). Place inside oven pre heated to 140oC. Fan bake for 30-35 mins. Remove from oven and leave to sit for 5 min approx. Serve while still warm.









Pie? Cookie? Whoopie!

Everyone loves a Whoopie Pie – and now vegans can enjoy the taste of this much-loved classic. Broaden your customer base with this plant-based Pin and Peel recipe.

INGREDIENTS DOUGH

500g Biscuit Flour 64g Cocoa Powder 13g Baking Soda 13g Salt Baking Blend 230g 400g Brown Sugar 140g Egg 15g Vanilla 480g Butter Milk

FROSTING

230g Baking Blend 400g Brown Sugar 180g Heavy Cream (Divide) 3g Salt 500g Icing Sugar

METHOD

DOUGH

- 1. Preheat oven to 170°C. Line two large baking sheets with silicone baking mats.
- 2. Whisk the flour, cocoa powder, baking soda and salt together.
- In a large bowl, using a stand mixer fitted with a paddle attachment, beat the butter for 1 minute on medium-high speed until completely smooth and creamy. Add the brown sugar and beat on medium high speed until fluffy and combined.
- **4.** Beat in the egg and vanilla on high speed, scraping down the sides and bottom of the bowl as needed to combine.
- On low speed, add half of the dry ingredients to the wet ingredients. Then add half of the buttermilk. Repeat with the remaining dry ingredients and buttermilk until everything is added. Beat on medium speed until combined; it will be thick and tacky.
- 6. Scoop mounds of batter, about 1½ tablespoons each, onto prepared baking sheets about 7cms apart.
- **7.** Bake the cookies for 10-12 minutes or until the tops spring back when touched. Allow to cool completely before sandwiching.

FROSTING

- Melt the butter in a small saucepan over medium heat. Once melted, add brown sugar and 60g of heavy cream. Whisk constantly until sugar is dissolved, add salt. Allow to bubble for about 2-3 minutes, whisking every 30 seconds.
- 2. Remove from heat, pour into a heat-proof mixing bowl and allow to cool for about 30 minutes. With a hand or stand mixer fitted with a whisk attachment, beat in icing sugar and the remaining heavy cream.















Customer Service
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pinandpeel.com.au



Ingredients

MAURI Yeast 2kg Raised Donut Mix

Prime Dried Yeast 34g

Water - Variable 920mL

Method

- Place the water, MAURI Yeast Rasied Donut Mix and then yeast into a mixer fitted with a dough hook.
- 2. Mix on low speed for 2 minutes. Scrape down.
- 3. Mix on high speed for 4 minutes or until dough reaches peak development.
- Aim for finished dough temperature of 26-28°C.
- 5. Rest for 5 minutes and scale off as required.
- 6. Proof at 30°C and 80% humidity until double in size.
- 7. Remove from proofer and allow to rest on bench for 10 minutes.
- 8. Deep fry at 175-185°C for 1 minute per side.

Note: Dough can be retarded in a covered rack overnight.

Batter Weight: 2.954kg Yield @ 65g: 45 donuts

Product Code: 100133



Champion CHAMPION PIZZA BASE MIX

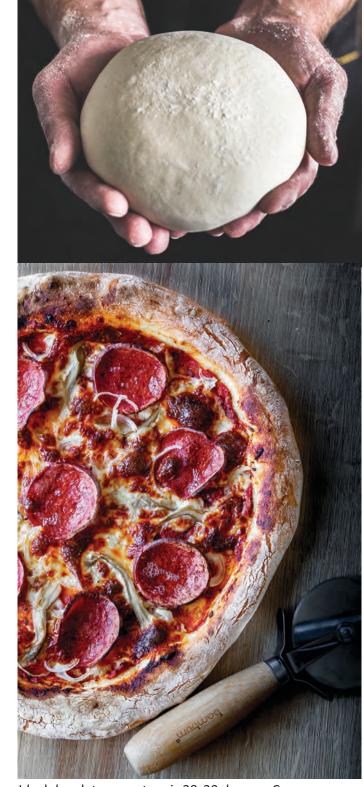
INGREDIENTS

2000g Champion Pizza Base Mix1100g Water40g Dried Yeast

METHOD

- 1. Blend all ingredients on slow speed for 2 minutes in a spiral mixer
- Develop the dough on fast for approximately 5 to 7 minutes or until developed
- 3. Scale dough into 400g pieces.

 Mould round, cover and rest for
 10 minutes
- 4. Pin out dough in a round shape (approximately 28cm diameter
- 5. Dock all over dough piece, place in a greased pizza pan
- 6. Proof for approximately 20-30 minutes, until dough rises approximately 1/2 pan height
- 7. Add topping and bake



Ideal dough temperature is 28-30 degrees C



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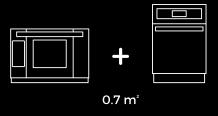
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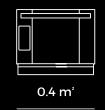
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