

# slice

Issue 55: Summer 2022



- **Baking NZ Christmas Competition**
- **Bread Maker**
- **Festive Foods**
- **Grab & Go**



*Slice* is proudly brought to you by Baking NZ, providing the latest in baking industry news from across New Zealand.

*with special thanks to our diamond partner*





**slice** is published by Baking New Zealand and incorporates the New Zealand Bakers Journal.

ISSN 1175-141X

**OFFICE**  
**PO Box 19028, Wellington 6149**  
**0800 NZ BAKE**  
**info@bakingnz.co.nz**

**Members' Freeline**  
**0800 NZ BAKE**  
**(0800 69 22 53)**

**NATIONAL EXECUTIVE**

**PRESIDENT**

**Bernie Sugrue** 021 243 8228  
 bernie@bakingnz.co.nz  
 FOOD & HEALTH and SAFETY  
 McGregor's Trading Group Ltd,  
 Timaru



**TREASURER**

**Mike Meaclem** 021 225 3748  
 mike@bakingnz.co.nz  
 Michael's Bakery, Christchurch



**MEMBERSHIP GROWTH & ENGAGEMENT**

**Jason Hay** 021 999 954  
**(Meng Heng)**  
 jason.hay@bakingnz.co.nz  
 Richoux Patisserie, Auckland



**Farhan Sattar** 09 574 5030  
 Creative Edge Foods Ltd  
 Auckland



**Kirsty Schmutzsch** 021 202 4651  
 Pembroke Patisserie, Wanaka



**COMPETITIONS**

**David Bradley** 021 032 0812  
 BAKERY TUTOR ARA,  
 Christchurch



**Nathan Young** 021 519 131  
 Divine your local bakers,  
 Christchurch



**LIFE MEMBERS**

**Graham Heaven**, Napier  
**Judith Gray**, Wellington  
**Dennis Kirkpatrick**, Roxburgh

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**BAKERY EMPLOYERS' HELPLINE**  
**MGZ Employment Law**  
 03 365 2345

**MAGAZINE EDITOR**  
**Cynthia Daly** 027 438 8482  
 editor@bakingnz.co.nz

For advertising enquiries  
 contact the editor

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[www.bakingnz.co.nz](http://www.bakingnz.co.nz)

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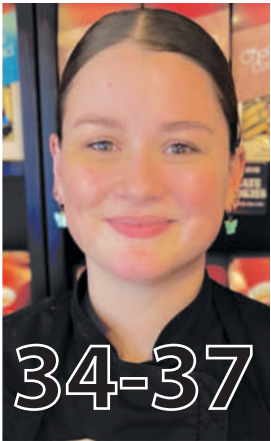




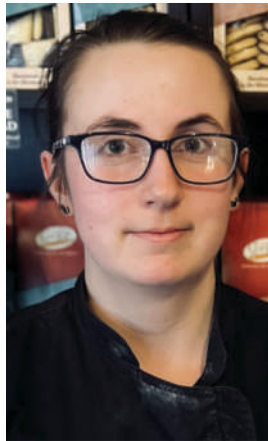
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*Wishing you a happy holiday season  
 and a prosperous 2023  
 from everyone at Baking New Zealand  
 and Slice magazine*



# President's Report

It certainly has been an interesting year, that's for sure.

Through my interactions with other bakers here and overseas often our discussions come back to being in business. I describe being in business as a very interesting lifestyle that normally starts off with learning a trade and becoming a tradesperson. Then you buy a business and you discover you need to know so many more aspects of this new and interesting lifestyle like team-building, financing and how to manage growth, sales and marketing, employment law and immigration law. I could go on but I think you get my point.

The thing is we must keep up with change whether we like it or not. Here's a saying from Willy Brandt -former Chancellor of Germany. He was awarded the Nobel Peace Prize in 1971 for his efforts to strengthen cooperation in Western Europe - "Those who adhere to the past won't be able to cope with the future."

We need to change if we are going to cope with the future and a lot of 2022 our Baking New Zealand executive has been doing just that on behalf of its members.

As your president, this year has been challenging and frustrating, obviously with Covid restrictions that prevented us from having more than just one face-to-face meeting which let's face it, Zoom might work sometimes but you can achieve a lot more in open discussion face-to-face.

That aside, I'm really pleased with how our executive came together, concentrated on their particular portfolio and what we have achieved. We've had two very successful competitions run by Dave Bradley and the team; we've done a lot of work improving our social media, Facebook etc and getting the website updated; we've given members a lot of support when it comes to frustrations through audits and trade understanding of the Food Control Plan. And I'd like to acknowledge our partners and their support for Baking New Zealand and its members. By now, hopefully all members have their 2023 diaries and have received their wall planner with this issue of *Slice*.

And speaking of social media and *Slice*, we really value members' input. We'd love to see more stuff on Facebook and more interaction...funny, stupid, dumb or whatever is interesting. Just send it through and let other members know what you're doing.

There are some fantastic bakeries out there doing a fantastic job and making different products. And sharing that with other members is so exciting because we've learnt and spent so many

## From the editor

### Sugar and spice and a little bit of nice

Working on the pages for this edition of *Slice*, I was often tempted to go and start baking festive food. As far back as I can remember this has always been a time of the aromas of spices, the sweet taste of glazed fruit, mouthwatering rich, buttery shortbread and the delight in giving a decent portion of it away.

When I thought about my Christmas gift list, which includes the postie and the rubbish collector, I was reminded that festive baking is up there as one of the nicest gifts to give and to receive. There's something very meaningful about it that you can't put a dollar value on.

In our Summer/Christmas *Slice* we celebrate the season of giving with announcing the winners of the Baking New Zealand

*Let's keep in touch!*

**Bernie Sugrue**



years in this trade and showing off what we can do is very important.

I can't stress enough either that there is so much knowledge within the executive and with many members so there is a lot of help and support out there. You just need to pick up the phone – 0800 NZ Bake (0800 69 22 53) or jump on the computer and email us at [info@bakingnz.co.nz](mailto:info@bakingnz.co.nz)

So to the future... next year hopefully with less Covid interruptions we can get back to catching up with members. The days of big, expensive conferences at this stage are limited. That doesn't mean they won't come back again but we understand that people want to focus and spend more time in their businesses so we're planning networking gatherings in Wellington, Christchurch, Dunedin and Auckland and we would really encourage you to come along and spend some time networking and sharing ideas, frustrations and celebrations.

I believe even though it's a very trying time for anyone in business, bakeries, against all odds, have been very successful in terms that our price point for our food is a price most people can still afford for a treat. So in the next 12 months I think we will go from strength to strength.

And finally, I'd like to say that I'm proud to have been your president during the last 12 months and one of highlights for me was presenting Patrick Welzenbach and the team at Daily Bread with the Great Hot Cross Bun Award. They had a synergy and energy and the hard work that they put in, 30 hours of fermenting and proving to make a hot cross bun. Not many people have that patience, for goodness sake, or that love of that sourdough process. I was inspired by that and the gratitude of winning the competition, even though they put the effort into winning it, their gratitude to Baking New Zealand was high up there and that's great.

**Welcome new Baking New Zealand members:  
Jaccky Gov of Sunrise Bakery; Murray Wilson of Cottage  
Café Ltd and Rob Dickson of Kimbell Country Kitchen.**

*Best of baking :)*

**Cynthia Daly**



Christmas Competition 2022; we show you how to make the very cute Santa cake on the cover created by the incredibly talented Nina Blackburn of NZ Bakels; we have wonderful articles on festive baking and we talk to Lions Club New Zealand about their Christmas Cake appeal. I can't think of a better way to finish this magazine than to talk about a 51-year charity campaign that has raised millions of dollars to help New Zealanders. Who would have thought a Christmas cake could achieve that much?

Thank you to each and every one of you who help make this time of year just that little bit nicer. Have a very productive festive season and may 2023 be a prosperous year for you.



# CHRISTMAS COMPETITION 2022

## The Baking NZ Christmas Competition 2022 has found its winners!

Judged at ARA Institute of Canterbury bakeries from around New Zealand flew, couriered and hand delivered their entries for this year's comp.

Competition manager Dave Bradley thought that adding a couple of different products as well as the traditional fruit mince category, which has previously been held for the Christmas rush, could help businesses with those extra sales around Christmas time. So croissants and stollen were added for 2022.

This year's judges were Marcus Braun, brand ambassador for Anchor Professional, Bruno Falco NZ Bakels apprentice tutor and Mat Keys channel manager for bakery at Goodman Fielder.

The Fruit Mince Tart category was won by Buntha Meng and team from Wild Grain Bakery in Silverdale, Auckland.

The beautiful design and presentation caught the judges' eye with the perfect balance of flavour and texture helping seal the win for the team at Wild Grain Bakery.

Very closely in 2<sup>nd</sup> place was Simon Bruce from U Bake in Timaru with John Thomsen from Copenhagen Bakery in Christchurch coming in 3<sup>rd</sup>.

The Stollen category was won by Frank Janssen and the team at Rangiora Bakery in North Canterbury.

"An excellent all-round product" was the feedback from the judges.

A well-balanced flavour, excellent shaping, crust and crumb and fantastic almond log, is what made the team at Rangiora Bakery's stollen stand out.

John Kloeg and his team from Ten O'clock Cookie Bakery and Café in Masterton came in 2<sup>nd</sup> place with Patrick Welzenbach and his team from Daily Bread Auckland in 3<sup>rd</sup>.

The Croissant category was won by Patrick Welzenbach and his team from Daily Bread in Auckland.

Outstanding lamination, excellent volume, beautiful presentation, and flavour is what set Daily Breads croissants out from the rest.

Jeremy MacCormack and his team from Bellbird Baked Goods in Christchurch came in 2<sup>nd</sup> place with John Thomsen and his team from Copenhagen Bakery in 3<sup>rd</sup> place.

Congratulations to all the winners, place getters and entrants in this year's competition. The quality was outstanding!

Judging this competition or any competition is not an easy task so a big thank you to the judges for doing an excellent and tough job.



# CHRISTMAS COMPETITION 2022

## Another fruit flavoured success for Wild Grain Bakery



Husband and wife baker/owners, Buntha Meng and Ketaka Lao of Wild Grain Baker in Silverdale, Auckland are no strangers to the baking competition circuit.

In 2021, having been placed in the top four of several Bakels NZ Supreme Pie Awards previously including Gourmet Fruit category in 2018, they took out the Supreme Award at The Vegan Supreme Pie Awards with their delightful "Triple Berry Spiced Apple" pie. The win highlighted their ability to create delicate moist fruit fillings and encase them in perfectly formed and decorated pastry.

For their next challenge, Baking New Zealand Christmas Competition 2022, they had to come up with a traditional Christmas mince tart, a richer flavour of filling infused with warm spices reminiscent of northern hemisphere winter Christmas fare. And again the pastry had to win the judges' over before they even tasted it. They achieved both and will now be rather busy making the most of their win as the countdown to Christmas begins.



Judge Bruno Falco

## Champion croissant bakery ready for sales rush

When Daily Bread, Auckland won the 2022 Great Hot Cross Bun Competition they couldn't quite believe the immediate impact it had on their sales heading into Easter.

Within hours of their win being announced on TVNZ's *Seven Sharp* they were receiving so many online orders from around the country as people literally pushed and shoved to get their hands on the best hot cross buns in the land. Demand at the six Auckland stores was equally as phenomenal with thousands of buns flying out the doors daily.

Now having won the Croissant category in the Baking New Zealand Christmas Competition 2022 they will be well aware of what to expect. A bonus with this category is croissants have very much become part of Kiwi dining popularity throughout the year, which will hopefully relate to sustained sales well after the festive season for Daily Bread.



Patrick Welzenbach  
Daily Bread



# CHRISTMAS COMPETITION 2022

## Weihnachtsstollen catching on in New Zealand

Popularity for the German cake-like Christmas bread, Weihnachtsstollen, simply known here as stollen, is growing as people seek out new and interesting foods to celebrate the festive season with.

It's this trend that Rangiora Artisan Bakery, winner of the Stollen category in the Baking New Zealand Christmas Competition 2022, will be banking on to maximise their sales.

When they won the 2021 Great NZ Hot Cross Bun Competition, the South Island bakery locked in a supply deal with an Auckland specialty supermarket sending pallet loads to North Islanders eager to taste their Easter treat.

Here's hoping a similar arrangement is in the works for their stollen.

Unlike traditional English Christmas cake, stollen has a more bread-like texture enriched with butter, eggs and in some cases rum or brandy - used to macerate the dried fruit. Candied citrus peel and a light dispensing of raisins and almonds subtly blended with cinnamon and cardamom form the background flavour profiles. But the secret to many a champion stollen is the marzipan 'core' running through the loaf. Stollen isn't as sweet as other Christmas treats making it perfect for serving sliced any time of the day, including breakfast.



Ron van Til owner of Rangiora Bakery





# NZ News

## Ecstatic result for The Grumpy Baker

'Grab and go' bakery, The Grumpy Baker has been named runner-up in the Daytime Eat and Drink category in the Hamilton Central Business District Awards.

Owned by Brent Hughes, a Baking New Zealand member, the bakery specialises in fast service for busy workers and during Covid restrictions adapted to continue trading by launching an online ordering system with pick-up only.

Hamilton Central Business Association general manager Vanessa Williams says the Awards were a great way of giving recognition to businesses after some tough times getting through the pandemic.

"Even without the tough last few years, just having the opportunity to look at their business, celebrate with their peers, and essentially give themselves a pat on the back or a round of applause, because being in business is hard and they deserve to be recognised for what they're achieving," she says.

Brent says he's absolutely delighted to place second in his category.

"We're pretty stoked about the award. It's a really good effort, that's for sure, especially when you look at all the Daytime Eat and Drink entries in the category, we got second in. We're surrounded by cafes here. Within 100m of us we've got four cafes in any direction and that's just in our block. There are so many more around the CBD. So we're pretty ecstatic that we got that second place when you take all of them into consideration and the fact that we are a takeaway bakery only, we don't have any seating or tables outside.

"We work on the principle that our customers come in here and they've got 10-15 minutes for a morning tea and half an hour to an hour for lunch, depending on who they work for. So we need to get them in and out of here as fast as we possibly can. We have one person on the till and one grabbing and we just go for it and try to get them out of here as fast as we can so that they have time to go back and enjoy their morning tea or lunch."

And Brent says that despite the name, The Grumpy Baker, the atmosphere that greets customers is light and fun. He particularly likes having a laugh with some of his many regulars who give him a bit of stick about not being grumpy sometimes.

"If you go to any bakery in the world there's a grumpy baker. There's always something going wrong and there's always someone who's grumpy no matter what bakery. You ask anybody and they'll always say he's the grumpy one. So it's a good gimmick and it gets people laughing. They come in here and they say 'you're not that grumpy, what's going on?' We always have a laugh with them. There's some great marketing potential with the name too."

Brent says keeping his customers happy is a major part of the business, along with top quality food. He acknowledges that his customers are the ones paying for him to be in business, and like them, he appreciates good service and quality food when he's eating out, so that is his mindset for his business.

"I'd hate to think that our customers go back and sit at their desks and think 'I could have made a better roll or doughnut'. I want them to be back here tomorrow saying 'that was a bloody good doughnut yesterday; I'd better have another one'. Or a pie or whatever it might be."

When Brent opened The Grumpy Baker in January 2021 he was optimistic the worst of Covid had passed and he was keen to be a baker in his own premises after most of his career spent managing and setting up supermarket bakeries here and in Australia.



"My wife and I threw our hat in the ring and just went for it but then we went through lockdown after lockdown, after lockdown and Level 3 for goodness knows how long."

He's grateful his business wasn't in Auckland where the situation was a lot harder for bakeries. "I felt sorry for the industry up there because they really suff for sure!"

Now his pies and cakes are flying off the shelves and he's got a reputation for his sourdough rolls and breads which he also uses for the sandwiches they sell.

"We don't buy any of those products in or sliced bread. Our sandwiches are all based off the bread that people buy off the shelf. At least we could still open our doors and put a table in front of it to serve people. The sales were still down but we had something paying the rent.

"You've just got to adapt and we put the online ordering system in play and that helped out massively and you could plan a bit better. It was interesting, that's. Bread's a big passion of mine and always has been. I like making it. We've got a range of sweet products like doughnuts. People rave about our doughnuts, they love them and we're constantly evolving them doing things like a doughnut of the month to bring a new flavour on and then drop it to bring something else on to make things interesting."

He says for the Central Business District Awards, businesses were asked to send in an application and were then judged by mystery shoppers with the winners announced at the Awards dinner.

"It was really cool to be part of the Awards. It must have been a huge undertaking for the Central Business Association. I mean, I don't know how many businesses were entered but when you think about all the food businesses in Central Hamilton ... yeah I think it's great."





# NZ News

## Fruit seen as source of alternative sweetener innovation

By Donna Berry *bakingbusiness.com*

Chicago — Nearly three in four Americans are trying to limit or avoid sugars, according to the International Food Information Council's Food and Health Survey 2022. At the same time, the leading reason why Americans don't limit or avoid sugars is because they like sweet-tasting foods and drinks.

Americans' love affair with sweetness — when that sweetness comes from sugar — can lead to chronic health problems, including obesity and type 2 diabetes. Replacing and reducing sugar in processed foods is a long-term goal of both the health care system and food and beverage industry. This goal has researchers exploring technologies to naturally deliver a sweet taste without calories or off flavors, all while keeping labels clean in order to appeal to the 16% of Americans who are following a clean-eating lifestyle, the leading eating pattern in the country, according to the IFIC survey.

Sweetness-enhancing volatiles are found in a variety of fruits. They function by enhancing perceived sweetness via neural mechanisms. The science is the basis of the use of steviol glycosides derived from *Stevia rebaudiana* and mogrosides found in monk fruit extracts for non-caloric natural sweetness. Plants also contain sweet proteins, such as thaumatin. These have cleaner tastes, but their high potency produces lingering effects. Further, the fruits that yield them are often difficult to cultivate.

It is also possible to isolate compounds that do not release inherent sweetness but may enhance the potency or perception of existing sweetness. This isolation may enable the reduction of added sugars to achieve the same level of perceived sweetness.

Researchers at the University of Florida Institute of Food and Agricultural Sciences (UF/IFAS), Lake Alfred, Fla., have discovered technologies to unlock the natural sweetness of fruit to assist the food industry with lowering sugar content and calories in products while maintaining sweetness and taste. Yu Wang, associate professor of food science at UF/IFAS, managed the multi-year project that found 8 new sweetener or sweetness-enhancing compounds in 11 citrus cultivars. Their work recently was published in the *Journal of Agricultural and Food Chemistry*.

"We were able to identify a natural source for an artificial sweetener, oxime V, that had never been identified from any natural source previously," Dr. Wang said. "This creates expanded opportunities for citrus growers and for breeding cultivars to be selected to obtain high yields of sweetener compounds."

The study also demonstrated that the proposed metabolomics-based screening strategy could boost the identification of taste modulators with low content in other natural resources. These compounds may be used as novel natural sweeteners or sweetness-enhancing compounds in the future.



## happenings

18th November - January 8 2023 - Gingerbread House Competition & Display - Lahaska, Pennsylvania  
[www.peddlersvillage.com/festivals/](http://www.peddlersvillage.com/festivals/)

24th November - Thanks Giving Day

28th November - French Toast Day (USA)

24th December - Christmas Eve  
25th December - Christmas Day  
26th December - Boxing Day

31st December - New Year's Eve  
1st January - New Year's Day

1st - 31st January Veganuary  
[www.veganuary.com/](http://www.veganuary.com/)

2nd January - USA National Cream Puff Day  
[www.nationaltoday.com/national-cream-puff-day/](http://www.nationaltoday.com/national-cream-puff-day/)

23rd January - International Sticky Toffee Pudding Day  
[www.sponge.co.uk/blog/2022/01/international-sticky-toffee-pudding-day](http://www.sponge.co.uk/blog/2022/01/international-sticky-toffee-pudding-day)

27th January - International Chocolate Cake Day  
[www.spiritoftheholidays.org/cake-holidays/chocolate-cake-day/](http://www.spiritoftheholidays.org/cake-holidays/chocolate-cake-day/)

2nd February - World Crepe Day

2nd-5th February - Chocolat et Gourmandises 2023 Metz France  
[www.chocolatsetgourmandises.com/](http://www.chocolatsetgourmandises.com/)

6th February - Waitangi Day

14th February - Valentine's Day

18th - 26th February - Real Bread Week  
[www.sustainweb.org/realbread/national\\_real\\_bread\\_maker\\_week/](http://www.sustainweb.org/realbread/national_real_bread_maker_week/)



# NZ News

## Chicken pie wins Supreme Vegan Pie Awards

Tart Bakery from Grey Lynn in Auckland has taken out the Supreme Vegan Pie Award with a vegan chicken pie. This year's Supreme Winner receives \$1000 in prize money.

The judges of the Vegan Society Aotearoa's Supreme Vegan Pie Awards really had their work cut out for them this year, as there were more than 100 different pies entered across 8 different categories.

The Awards were held on October 31 at Award hosts, The Butcher's Son, in Herne Bay. A Gala Dinner evening followed with an array of bakers, VIPs and winners turning up to enjoy a delicious meal in celebration of this year's event.

Richoux Patisserie had been a consistent winner across most categories they entered since the inaugural Awards, thus last year Richoux Patisserie owner Jason Hay became a judge for the awards. Hay was given a Lifetime Contributor's Award at last year's ceremony, after proving to be an excellent judge of pies. His expertise in understanding what makes a good vegan pie helped the judges come to their decisions in this year's competition. The panel of expert judges this year were industry and veteran Award judges Aaron Pucci and Jasbir Kaur, Brad Jacobs of the Coffee Club and of course, the formidable Jason Hay of Richoux Patisserie. Special guest judge was Tom Sainsbury, vegan comedian, who also MC'ed the Gala Dinner, attended by vegan VIPs.

### The Aotearoa/ NZ Supreme Vegan Pie Awards results for 2022 are:

#### Vegan Steak and Vegan Cheese:

Winner: Wild Grain Bakery

Runner-Up: Fat Kitty Cafe

Judges said: "The best flavour of steak and sauce."

#### Vegan Mince and Vegan Cheese:

Winner: Wild Grain Bakery

Runner-Up: Tart Bakery

Judges said: "Meaty, moist filling with a deep rich colour and creative presentation."

#### Vegan Chicken:

Winner: Tart Bakery with their Chicken Pie

Runner-Up: Lemonwood Eatery with their Chicken and Mushroom

Judges said: "Amazing buttery pastry, pleasing aroma, rich and creamy filling."



#### Vegetable:

Winner: Taste Café with their Amok Vegan

Runner-Up: Wild Grain Bakery

Judges said: "Very buttery pastry, with a unique flavour, creamy texture and a nice colour of filling."

#### Café Boutique – any sort of pastry, shape, open or closed

Winner: Logan McLean with their Korean BBQ Beef

Runner-Up: Lemonwood Eatery with their Mushroom Vegetable

Judges said: "Moreish with an unbelievable texture; had us scrabbling for the last pieces!"

#### Gluten Free

Winner: Rainbow Kitchen with their Pumpkin Satay

Runner-Up: Pioneer with their Mince, Potato and Cauliflower

Judges said: "Beautiful innovative presentation, a generous and attractive filling with a rich satay flavour."

#### Sweet

Winner: Wild Grain Bakery with their Spiced Apple and Berry

Runner-Up: Piccolo Morso with their Mango, Mint and Rhubarb

Judges said: "Amazing presentation, well balanced flavour and texture and a great choice of fruit."

#### Commercial

Winner: Kai Pai with their Roast Veg and Cashew

Runner-Up: Baker's Son with their Mince and Cheese

Judges said: "Pastry held together well, with a generous creamy, well balanced filling."





# Yeast Raised Donut Mix

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# NZ News

## Baking for the community

By Paul Brooks *Whanganui Chronicle*

When Grandparenting Together had a high tea recently at Central Baptist Church in Whanganui, the cakes and sweets were baked and supplied by Good Bitches Baking Whanganui (GBB) ... for free.



The high tea was organised by Woven Whanau, represented by Rachel Puru on the day.

"We bake for 10 local recipients," says Steph Brunt, organiser (or Head Bitch) of the local GBB branch. Those recipients include Whanganui Hospice, City Mission, Whanganui People's Centre, Birthright, Women's Refuge, Alzheimer's, Age Concern, Whanganui Hospital Children's Ward, Salvation Army and Grandparenting Together.

"We have 40 active bakers in Whanganui, delivering about 35 boxes every month. There are 2700 volunteers nationwide and 30 chapters.

"I head up the Whanganui chapter, and every chapter provides baking for recipient organisations that work with people having a tough time. Our baking goes directly to those in need.

"We do it all for nothing."

Steph started baking for GBB in Wellington and when she came to Whanganui she took over the role of Head Bitch when the previous one moved on.

She says families help out with this.

"It's teaching our kids about the act of giving and service. That's really important.

"I want to spread this message: it's such a good way to volunteer when people don't want to be involved in a group. They can bake from home and make a huge impact on the community. You can be a hermit and still make a massive contribution.

"There's no pressure on anyone to do anything fancy."

Steph recently attended a Good Bitches hui and, in spite of the name, there are men involved as bakers, board members and head bitches.

"We are always looking for volunteers! The more people we have volunteering, the more recipients we can work with and therefore the more people in the community we can help. Spreading kindness is our thing; we just want to do more of it. If anyone is interested in volunteering or has questions, they can find out more at: <https://www.gbb.org.nz>

## PB2 expands into baking aisle

By Sarah Straughn *www.foodbusinessnews.net*

Tifton, Georgia USA. — Powdered nut butter company PB2 is expanding its portfolio with the launch of its first line of baking mixes.

PB2 Pantry baking mixes are formulated with roasted peanut flour and will be gluten-free, vegan and kosher.

The baking mixes come in a resealable bag and are available in three varieties: chocolate chip cookie mix, chocolate chip brownie

## Crown Flour Mill equips women with baking skills

Omolabake Fasogbon.. *This Day* <https://www.thisdaylive.com>

In an effort to boost economic dependency of women in Nigeria, Crown Flour Mill (CFM) Limited, the flour milling subsidiary of Olam Agri has empowered indigent women in the country with baking skills.



The training programme, accompanied with certification will offer participants an opportunity to take up employment in the hospitality sector or set up their own baking outfits.

The beneficiaries of the empowerment initiative tagged, 'Crown Flour Angels' (CFA) were presented with the National Business and Technical Examinations Board (NABTEB) examination certificate at an event organised by the flour milling business, recently.

Speaking on the gesture, Country Head for Olam Agri Nigeria, Ashish Pande congratulated the women, while urging them to make the best use of the acquired skills.

He said: "We are committed to enriching the lives of the people across our operating market by providing nutritious, safe and affordable food for the population as well as enabling the actualisation of the fine aspirations of the individuals within the population by supporting the economic development agenda of the government.

"The CFA initiative is one of the valuable levers we are pulling continuously to deliver on the Seeds for the Future programme, our signature value chain development initiative that focuses on supporting farming communities, enabling wider education and skill development for young people, empowering indigent women and promoting health and nutrition across the country."

Also present at the event, Lagos State Commissioner for Women Affairs and Poverty Alleviation, Mrs Cecilia Bolaji presented certificates to the participants and also commended the sponsor for supporting women.

She said, "The Lagos State Government is aware of the prevailing economic situation and has been initiating valuable schemes that focus on empowering the active segment to boost their productivity and incomes levels. The CFM Crown Flour Angels initiative would add to the various poverty alleviation and empowerment efforts embarked on by the administration."

General Manager/Head of Marketing at CFM, Mrs Bola Adeniji reiterated the contribution of women to growth of developing nations, adding that one percent increase in women's contribution to an economy often raises the level of Gross Domestic Product by 58.4%.



and apple cinnamon muffin mix.

The apple cinnamon muffin mix will have 14 grams of protein per serving, while the chocolate chip cookie mix and the brownie mix will deliver 4 grams of protein per serving.

The PB2 Pantry baking mixes are available direct-to-consumer through the company's website or Amazon.



# Membership Application



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# BREAD INITIATIVES

Don't be fooled by the provocative name...

bread  
asylum

By Monique Balvert-O'Connor



## The bakehouse and Blinky the dog

His bakery may be tucked away in a remote rural location called Awakaponga near a place named Manawahe, but a degree of fame has found Maurice Lees.

Where? Who? Maurice's Bread Asylum pumps out sourdough success stories in the hills behind the Eastern Bay of Plenty settlement of Matata, and he's the man who made the bread that helped win a significant award a few months' back.

When Okere Falls Store and Craft Beer Garden – opposite Rotorua's Lake Rotoiti – won this year's Great NZ Toastie Takeover, Maurice could proudly claim a slice of the winning action.

"I like to be humble, so I'm going to say I was only involved in the top and bottom of that very tasty winner, but I was over the moon, particularly for the very creative Rich (Johns) who had put so much effort into designing the winning number. It was such a buzz to be part of it, to be entrusted with an important part of a toasted sandwich," Maurice enthuses.

Called "Get Smoked, Pickled + Toasted" 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. It's served with pickle brine sour cream and a beer gravy dipping bowl.

Such a combination of fillings deserved to be embraced by a special bread, decided Okere Falls chef, Rich. He approached Maurice asking if he'd consider using leftover stout beer mash from Lumberjack Brewery in the nearby beach settlement of Pukehina. Maurice added the mash to his basic sourdough recipe





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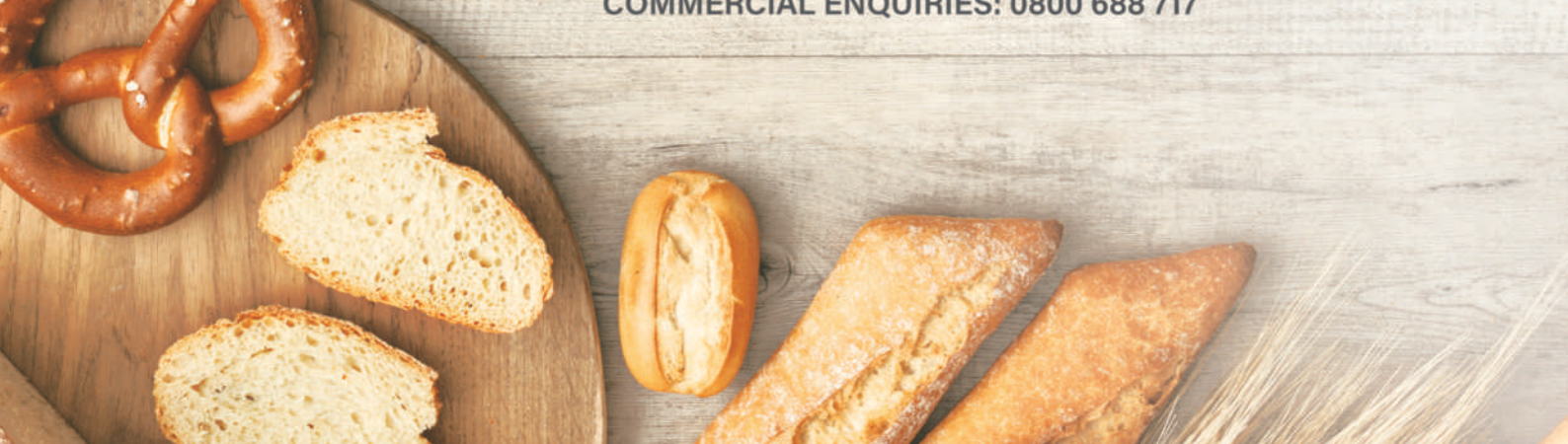
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# BREAD INITIATIVES

and “it tastes blimmen good”. The smoked meat is basted with the beer, and then there’s the beer gravy served with the toastie.

The Great NZ Toastie Takeover judges acknowledged every element of the construction of the “incredible” toasted sandwich worked well, including the bread.

It’s the second time Rich and Maurice have collaborated with the toastie trophy in mind.

“Last year I made them a sourdough with kumara and jalapeno peppers. But this year Rich nailed it,” Maurice tells.

The public’s liking the award-winning toastie too, as sales at the Okere Falls Store attest. Maurice continues to make the toastie bread on a small scale.

“The people are loving it so I’m thinking of introducing it to my range,” Maurice says, encouraged by the fact his wife, Helen (an artist) deems it her favourite.

If so, it will join plenty of already popular Bread Asylum sourdough offerings, including Maurice’s favourite of the flavoured varieties – pumpkin, parmesan, and sage. Their son, Craig, may feel duty-bound to rate Seed Vicious, seeing as he named this one that’s full of toasted and ground nuts and seeds as well as malt, quinoa and molasses. Other loaves include fruit and walnut; and rosemary and olive.

“I take my basic loaf, named Awa Wild (short for Awakaponga), which is a combination of plain, unbleached, beautiful South Island white flour, wholemeal and rye flour, and to that I add other things,” Maurice says.

There certainly are days when the bread sells like the proverbial hot cakes... like when his 150-or-so loaves sold at Ōhope market within 37 minutes.

It’s there that his loaves can regularly be found - on the first and third Saturday of the month in summer, and the first Saturday of the month in winter. Awakaponga hosts a market biannually and their local baker does his best to attend. The sourdough sensations are also delivered to a smattering of cafes and stores in nearby Te Puke, Whakatane, Edgecumbe, Rotorua (and Okere Falls). Nearly all the Bread Asylum’s loaves are sourdough, although he crafts a vegan brioche bun for Rich’s burgers.

Maurice’s bakehouse is a tad special too. While his sourdough mother/starter is only eight years old (in line with the age of his business) doors and windows of his baking “sanctuary” can boast their lineage.

Ten years ago, when travelling around the English countryside, Helen suggested he become a baker upon their return to New Zealand.

“I decided, alright, I will have a go. So, we went to markets and collected doors, windows and light fittings for the bakery we would create back home. The doors are circa 1890 from Paris and the windows are about 200 years old from an English pub. It’s quite a magical building.”

Maurice grew up in Matata where his grandmother, then father, operated the local store, behind which was a separately owned bakery. But it wasn’t those early mouth-watering wafts of fresh bread that inspired him; it was the chemistry of sourdough.

“I’d worked in the environmental and chemical industries. This got me quite interested in the micro-biology behind sour dough - wild yeast living in synergy with a bacteria - and I thought ‘this bread that’s good for the gut is my interest!’”

As for the bakery’s name?

“It’s provocative. An asylum can be an institutional thing, but also a refuge and sanctuary.

“We have the most beautiful bakehouse in the country. Helen has a studio here too. It’s our sanctuary in the hills.”







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# The magic of Christmas produced through innovative baking

By Sarah Beresford

When Isabel Pasch prepares special treats for the yuletide season to sell at Bread & Butter, her bakery in Auckland's Grey Lynn, it's only natural that stollen bread is near the top of the list. The German Christmas classic laden with dried fruits and nuts is synonymous with her childhood.

"I don't make it to Mum's recipe though," she says. "Hers was very rich in fruit and very heavy. Traditionally it's made well ahead of Christmas in early November. She would wrap it in tin foil and store it in the cellar for six weeks. It needs to be at a constant temperature of about 10 degrees, but it's no good in the fridge as it's a yeasted cake so it would just go stale. You couldn't keep it at room temperature here, it would go moldy — maybe if you have a wine cellar," she says laughing.

She did initially make something close to her mum's version but after costing it out found it would be prohibitively expensive. She now makes a lighter version of stollen cake for the bakery that you can eat straight away. "A lot of people know it and they come back here for it year after year. We sell the vast majority the week before Christmas, so I guess a lot of people have it for brunch or something on Christmas Day."

Another delightful addition to the bakery's Christmas offering is the ultimate in whimsy — gingerbread houses. "We've been making them for quite a while too and have been tinkering around with it. Last year we thought we'd offer a cheaper version so we did a DIY kit with the gingerbread pieces and gave a recipe to make your own icing and said the kids could buy their own lollies. But we got lots of feedback from people saying they wanted the complete kit with everything in there. I guess lots of people were buying it for their grandchildren, so this year we'll do the full option, with icing and lollies."

"You can also order a totally finished version. We have a couple on display in the bakery for people to see. They're a lot of work as there's so much detail and it's not something you can do on a production line."



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**CHRISTMAS  
RANGE**

NEW & IMPROVED  
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## FRUIT CAKE PREMIX FRUIT CAKE MIX

### INGREDIENTS

	Light Cake	Heavy Cake
Champion Premix Fruit Cake Mix	1000g	1000g
Eggs	350g	350g
Water	400g	400g
Dried Fruits	400g	1000g

### PROCEDURE

1. Place water, eggs and **Champion Premix Fruit Cake Mix** into a mixing bowl.
2. Whisk on low speed for 1 minute and then scrape down.
3. Whisk on high speed for 3 minutes.
4. Further whisk on medium speed for 3 minutes and then fold in fruits.
5. Scale batter and bake as follows:  
**Bar** - 400g batters, bake at 180°C for 35-40 minutes.  
**185cm square** - 1kg batters, bake at 175°C for 60 minutes.  
**Tray** - 3kg batters, bake at 170°C for 75 minutes.

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# FESTIVE FOOD



Isabel opened Bread & Butter in 2013 but she originally came to New Zealand in 1999 when she was pursuing a career as a marine microbiologist. After returning to Germany and navigating several professional twists and turns she came back to New Zealand and in 2010 bought a bakery in Ellerslie, renaming it Paris-Berlin Organic Bakery. She is passionate about good organic food and has been on a mission to offer Kiwis an alternative to the “white fluff” bread that dominated shop shelves. “When I first came here you would go to a bakery to get a pie or a doughnut not a loaf of good bread.”

In the past few years Isabel has faced plenty of challenges, including making the decision to close her other bakeries in Ponsonby, Milford and Whangaparoa due to the Covid crunch, and is facing ongoing problems with the shortage of skilled staff that is affecting so many businesses at the moment. “This year is the most hands-on I’ve ever been,” she says. “I’ve just finished a 13-hour shift in the bakery and will be doing another tomorrow. The majority of our bread bakers over the years have been from overseas and it’s been a constant struggle to get the right staff.”

Still Isabel has never been one to shrink from a challenge and she’s set herself a fresh one coming up for Christmas — making the perfect sourdough panettone.

“It is very difficult,” she admits. “You need to use a special fine high-protein flour, the starter needs to be kept at a constant 26 degrees and it has to be fed every six hours or the dough won’t rise. The panettone dough is full of butter and eggs, so the yeast has to be a pumped up muscle guy or else it won’t get the job done,” she says laughing.

Isabel’s sourdough panettone quest was piqued after she did an intensive sourdough course in Germany. “It was super interesting. We did the same sourdough recipe four ways — varying the starter, fermentation, liquid and temperature. It turned out completely different each time just because of very minor tweaks.

“We also made a sourdough panettone. I’ve never liked panettone before but this was just fantastic — I virtually ate a whole one!”

Early attempts have had mixed results — “The trick is to make it more cakey and not so bready. Some of them have been too flat or too sour. There are parameters you’re constantly tweaking. We have had a couple of successes so now we just have to be able to repeat it constantly. It’s difficult but worth it and we’ll sell special batches in the weekends before Christmas.”

When Isabel produces the perfect sourdough panettone that meets her exacting standards, Bread & Butter customers will surely be queuing for a taste to celebrate Christmas.

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# Here comes Santa!

Add some Santa magic to your cabinet – go on, it's easy!

Christmas sales are a great boost for bakery trade but most bakers don't have the time or staff to make elaborate gingerbread houses or extensively decorated Christmas cakes. But with this quick and easy step process you can make some cute Santa cakes that are sure to sell.

Nina Blackburn from NZ Bakels has created this fun elevated cake idea with your busy bakery in mind. It may look time consuming, but it's actually a quick project.

To create this jolly fellow, start with a single baked sheet cake, and in assembly line fashion use 3 cookie cutters, a knife and a new toothbrush to follow Nina's steps. Easy! You'd best make a few though as they won't last.

## Santa's Nice List

To complete this project, you will need:

- ✓ Red Pettinice
- ✓ Ivory Pettinice
- ✓ Green Pettinice (details)
- ✓ Black Pettinice (eyes and mittens)
- ✓ White Truffle for filling and masking
- ✓ Snowhip Cream Shortening for sticking
- ✓ Bakels Classic Cake Mix baked in sheets (great taste & fantastic carving cake).
- ✓ Cornflour for rolling
- ✓ Rolling pin, knife or blade
- ✓ Three cutters: 6cm, 8cm, 10.5cm
- ✓ 5" Cake boards for the finished cakes
- ✓ One 8" and one 12" round cake cards to use as templates for Santa's coat
- ✓ Toothbrush for texture
- ✓ Toothpicks to temporarily hold arms/hands. Remove after set.
- ✓ Dresden tool (or back of blunt knife)
- ✓ Optional: Snowflake cutter and alphabet mould or cutters



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GOLD LABEL CLASSIC  
CAKE MIX - 10KG



BAKELS WHITE  
TRUFFLE MIX 6KG

## Sheet cake cut and carve

Bakels Classic Cake mix is beautiful for carving 3D cakes. Not only does it have a great vanilla flavour it also has a great density and crumb that lends itself to sculpting and shaping.

*\*These steps are designed to complete six Santa cakes in an assembly line formation.*



Cut out all layers from cooled sheet cake.



Each Santa needs a 6cm, 8cm, & two 10.5cm layers.



Stack and carve the cakes into a uniform cone shape. Cut in a downwards motion to keep the shape.



Save the scraps and compact them together to form the cone top.



Add a thin layer of Bakels truffle between the layers. (Doing this after reduces carving time and mess.)

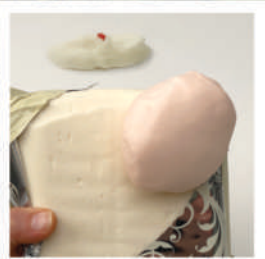




# Santa Claus Cake Tutorial



Cover all cakes with Bakels **Truffle** and smooth into shape using card or cut up chopping board sheets.



Mix Ivory and tiny amount of Red **Pettinice** to create the skin tone. One small dot of red is powerful!



Knead and roll out the new blush shade. Use the 6cm cutter for all the faces. Roll little noses and set aside.



Put a little **Snowhip cream** on the back of the fondant disk and stick the faces on all the cones.

Press down all the edges of the disks to cover the cone. The majority will be covered by the Santa hat and beard, so it's quite a forgiving design.

*"Use another lump of fondant patted with cornflour to smooth your icing. I avoid using my fingers, and this makes for a cleaner final product."*



Roll 3mm sheets of Red **Pettinice** for the hat & front of Santa's outfit using the 8" card and 10.5cm cutter.



Cut excess **Pettinice** and thin out the side to hide edges. Optional: Cut face groove with 10.5cm cutter.



If your **Truffle** has not set, you can stick the coat directly on without adding **Snowhip**. Smooth edges.



Here is how I trim the 12" circle for the outer coat. I prefer to trim to size in the next step.



Add a bit of **Snowhip** to the outer edges of the front coat so the outer coat will stick to it. Trim excess.

Remember to leave a little gap to fit the beard later.

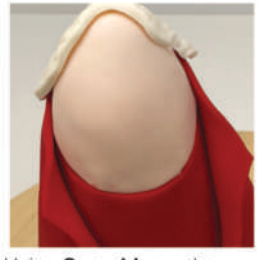
*"Try to stick to one colour at a time to keep your bench and project clean, i.e., skin tone first, then red. Clean the bench, then move on to all the ivory..."*



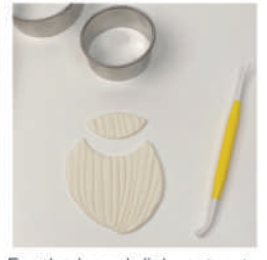
Roll Ivory **Pettinice** and cut out all the disks for Santa's hair (8cm), and beard (10.5cm).



Final look using your Dresden tool or back of blunt knife.



Using **Snowhip** on the back of the disk, stick the smaller on top, pulling on the sides to cover the ears.



For the beard disk, cut out a small groove with the 8cm cutter. Use this excess to roll small eyebrows.



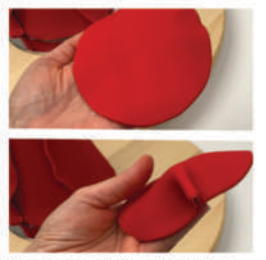
For the mustache, roll a teardrop and cut in half. Use the Dresden tool to mark lines.



Using **Snowhip** on the back of the disk, stick the beard on the face, followed by the mustache, and nose.



Use a toothpick to mark the eyes. Later you can roll the **Black Pettinice** and place the eyes.



Pinch the disk cut out for the hat. This will be the "tail" of the hat.



Add **Snowhip** to hair and forehead and stick the hat in place, folding the "tail" of the hat towards you.



Exaggerate the point. The benefit of using **Snowhip** is it allows you to reposition without bleeding colour.



Pat a cake disk with cornflour. Roll and stamp out heaps of snowflakes. Harden in the freezer.



Rub **Snowhip** where you want to stick frozen snowflakes. Freezing them keeps them in shape. Hold.



Optional: use alphabet moulds for the banner. Pat with cornflour, fill with **Pettinice** and freeze.



Roll out and cut triangles for the banner. Use a toothpick or piping tip to create holes for the string.



We recommend you make a Santa for display at your bakery and take preorders for Christmas. RRP \$40. Consider also using *Bakels Easy Make Fruit Cake Mix* to increase shelf life and value.



BAKELS EASY MAKE  
FRUIT CAKE MIX



Roll a long Red **Pettinice** sausage and cut in half for the arms.



On the cut end, use the end of a paintbrush, or your small finger to make space for the glove.



Create a few little fold details at the inside of the arm bend.



Press down the top edges of the arms as shown.



Using **Snowhip**, push the arms in place, and use a toothpick or boiled pins to hold the arm until it sets.



Create lots of Ivory **Pettinice** rolls for the hat, and coat and sleeves. Press toothbrush for texture.



Stick and arrange hat detailing as needed. Use your toothbrush to top up any spots.

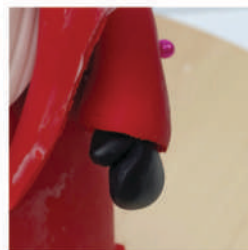


Place **Snowhip** along the edges of the coat. Should have hardened by now.

*"Use your freezer space to **premake all the components ahead of assembly.** The trick is to place before the pieces thaw out. **DON'T TOUCH** after placing to allow the cake to air dry without marks."*



The same way you created the mustache, roll a black ball and cut down the centre. Cut out thumb.



Smooth edges and glue into the sleeve with **Snowhip**. You may need a temporary toothpick to hold in place.



Place ivory details on the coat edges. Once placed, stick the optional "JOY" triangles.



Add all the final details. For the sign, you can use string if you find that quicker than rolling out green **Pettinice**.

**Win!**

Sign up for our mailing list at [pettinice@nzbakels.co.nz](mailto:pettinice@nzbakels.co.nz) for your chance to win: 1 box of Red Pettinice, 1 box of Ivory Pettinice, 1 pack each of Black and Green Pettinice, plus a set of snowflake cutters. Write Slice Santa to enter. Winner drawn at 3pm on 30th Nov 2022.

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Cake tutorial created for Bakels by Pettinice Ambassador Nina Blackburn.







# French boyhood classic becomes Christmas staple

By Sue Hoffart

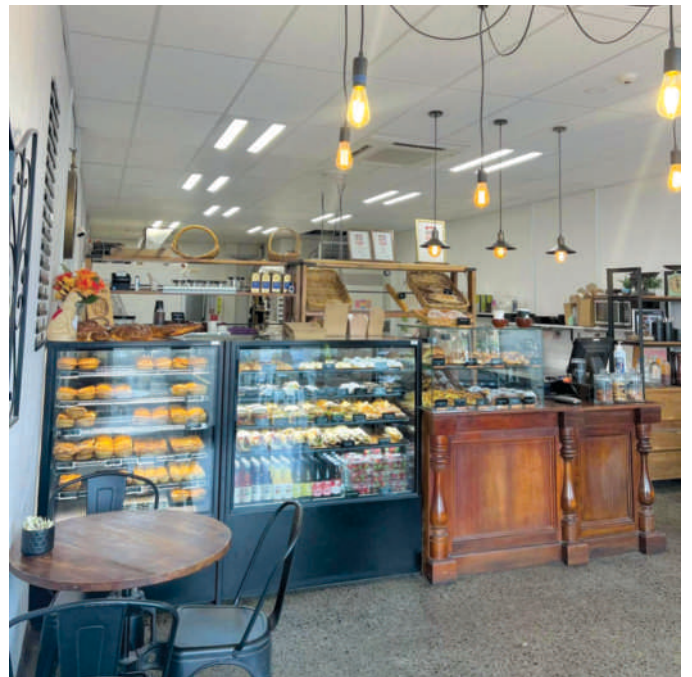
A Canterbury bakery is bending cultural convention by turning a regal French pastry into a Christmas tradition.

Throughout his childhood, Jean-Francois Martinez would search his slice of galette des rois – king cake – hoping it contained the coveted miniature king secretly embedded in the almond custard filling. Each January, when the treat was served on the Christian feast day of Epiphany, one lucky trinket finder earned the right to wear a gold paper crown.

Now, the Frenchman and his Kiwi wife Kara are dishing up their own versions of the flat, frangipane-stuffed pastry at the other end of the year, on the other side of the world.

The galette has become a Christmas staple for Les Délices Bakery, where Jean-Francois makes his boyhood classic in the rural South Island town of West Melton. He also produces varieties with added pear and chocolate or salted caramel and apple.

Fellow professional baker Kara brings classic English Christmas cake and reindeer gingerbread biscuits to the seasonal mix, alongside tarts made with locally grown organic strawberries. She is also the Christmas mince tart queen. Her version uses a French-style pastry made with almond flour and the bakery-cafe sells about 60 a day in the lead-up to December 25.





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# FESTIVE FOOD

“The key is the pastry, the shell has to be nice and crisp and buttery,” Kara says.

“The more butter, the better,” her husband chimes in.

Growing up in Brittany, Jean-Francois inherited his love of bread and pastry from a forbear.

His grandfather was a professional baker who regaled his grandson with tales from the bakehouse and his years working in North Africa. Long after retirement, the family patriarch would produce mille feuille for family meals, or mouna brioche infused with orange blossom water.

“My trade is in his honour. I knew I wanted to be a chef or a baker but I preferred the bakery hours and the products. I just love the process of the sourdoughs, working with a living organism. And creatively, with pastries, there are so many options to explore. You can really push the boundaries.”

By age 21, Jean-Francois had an apprenticeship behind him and was yearning for adventure. He applied for a job that would alter the course of his life and introduce him to his future bride.

Because, despite the obvious Gallic influence, Les Délices (the delicacies) owes its inception to another country entirely. The couple met in Ireland, while mixing dough inside a commercial bakery that specialised in French products.

Kara had stumbled on her career by accident, after finding work in a Christchurch supermarket at the end of her schooling.

Fascinated by the baked goods and unfazed by early starts, she completed an apprenticeship before deciding to travel to Dublin to stay with her sister.

Kiwi and French fates collided in the Irish bakery kitchen. She dubbed him 'Jef', romance blossomed and the couple eventually decided to relocate to her homeland.

“I thought it sounded exotic,” he says of his decision to immigrate.

The European admits to some culinary culture shocks on arrival in 2005 New Zealand. He initially had trouble finding sourdough and other artisan breads. Icing-laden, cream-filled Chelsea buns mystified him and the flour was utterly unfamiliar.

“For sure, I was baking more at home because I couldn't find what I wanted. And the flour was a challenge, it's very different here. In France it is way more soft.

“But the quality of butter is very good in New Zealand. And working with fresh milk is awesome. In France, 99% are using long life milk.”







# Snowman Macarons

These cute snowman macarons are a fun Christmas baking challenge. Allow yourself plenty of time, pop on some Christmas music and enjoy the creative process!



Difficulty  
**Hard**



Prep time  
**1 hr 30 min**



Baking time  
**15 mins**



Serves  
**12**

## Ingredients

### Macaron Shells

- 1 cup **Chelsea Icing Sugar** (150g)
- 1 cup ground almonds (120g)
- 3 large egg whites (115g)
- ½ tsp vanilla extract
- ¼ tsp cream of tartar
- ⅓ cup **Chelsea Caster Sugar** (75g)

### Filling

- ⅓ cup thickened cream (80ml)
- 200g white chocolate, finely chopped
- 6 paper straws (cut in half) or 12 ice cream sticks

### To Decorate

- 1 egg white
- 1 ½ cups **Chelsea Pure Decorating Icing Sugar** or **Chelsea Icing Sugar** (225g)
- 1-2 tsp lemon juice
- Black gel food colouring
- Large round coloured sprinkles (for noses and buttons)
- Ribbon, to decorate

## Method

### Macaron Shells

Combine & draw a snowman template on a piece of thin cardboard. Do this by tracing around one circle/cookie cutter (approximately 3.5cm diameter) for the body, and overlapping with a smaller circle (approximately 2cm diameter) for the head. Cut the template out, then use a dark pen or pencil to trace 24 snowmen onto two large pieces of baking paper (to fit on large baking trays), leaving a few centimetres between each snowman. Flip the baking paper over (so pen/pencil doesn't transfer to macarons) and place on two large baking trays.

Sift **Chelsea Icing Sugar** and ground almonds three times through a coarse sieve into a medium jug/bowl. Set aside.

Place egg whites, vanilla extract and cream of tartar in a separate large, clean bowl. Beat with an electric mixer or stand mixer until soft peaks form. Add **Chelsea Caster Sugar**, a tablespoon at a time, beating until stiff, glossy peaks form (2-3 minutes).

In two batches, fold icing sugar/almond mixture into the egg white base. Continue folding the mixture just until you can drizzle the macaron batter off the end of your spatula in the form of a figure 8. The figure 8 should sink back into the mixture within about 10 seconds. Be careful not to under or over mix.

Transfer mixture to a large piping bag fitted with a small-medium round piping tip. Pipe two circles within each template on the prepared trays, with the circles just touching/overlapping (you don't want them to overlap too much, as the mixture will spread).

Bang trays on the bench a couple of times, to remove any points on top and get rid of air bubbles. You can pop any remaining bubbles on the surface with a toothpick. Leave on the bench for 30-60 minutes, until macarons form a crust/are no longer tacky on the surface.

Meanwhile, preheat oven to 155°C bake (or 150°C, if your oven doesn't have 5°C increments). Bake macarons for 12-15 minutes. As they bake, they should form feet. They are done when the top of the macaron seems set and is no longer wobbly.

Leave to cool on trays. Carefully peel off the baking paper and store macaron shells in an airtight container (use baking paper between layers), until ready to assemble.

### Filling

Bring cream to the boil in a small saucepan. Remove from heat, add chocolate and stir until smooth. Allow to cool.

Sandwich macarons together with white chocolate filling (you can spoon or pipe the filling on - we find piping quicker and easier). Flatten straws at the top and insert into the base of the snowmen (or use ice cream sticks instead).

### To Decorate

Place egg white in a medium-large bowl and whisk vigorously with a fork until frothy. Sift in **Chelsea Icing Sugar**, then add lemon juice and mix with a spatula until you have a thick pipeable icing. Transfer three quarters of the mixture to a piping bag fitted with a small round piping tip. Tint remaining icing black with food colouring and transfer to a separate piping bag fitted with a small round piping tip.

Use the black icing to pipe eyes and mouths onto the snowmen. Affix orange sprinkles as noses and other colours as buttons, using the white icing as 'glue' (tweezers are helpful for placing the sprinkles). Pipe scarves onto snowmen using the white icing.

Once icing has set, tie colourful ribbons around the straws/sticks. Alternatively, encase each snowman in a small cellophane bag, with the opening of the bag at the base of the snowman. Tie closed with a ribbon.

Serve immediately or allow flavours to 'mature' by refrigerating for 12-24 hours. Any leftovers should be stored in an airtight container in the fridge and eaten within 5 days. Macarons can be dusted with **Chelsea Icing Sugar** for more of a snowy effect!

### Tips

If you prefer not to use raw egg whites in the icing, swap for 2 Tbsp pasteurised egg whites (available at most large supermarkets).

White icing can be made extra white with the addition of a few drops of white food colour (available at most craft stores or cake supply shops).

Icing will make more than required for decorating. Leftovers are great for decorating some Christmas-themed biscuits - a good activity to keep kids entertained!



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# FESTIVE FOOD

The couple continued to work in wholesale and commercial bakeries while imagining what they might achieve in a place of their own. A decade ago, they threw their name in the hat for a spot in a new shopping centre in West Melton. While waiting on the development – the project took five years to complete – they established a farmer's market stall and juggled full time day jobs with commitments every weekend.

"We were putting our name out there before we opened. We learned what people like and what products were going well," Kara says.

Since 2017, the Martinez's have been using all that market research in their 100sqm bakery-café. It is a small space, so the pair work in shifts; he bakes the bread early, she switches places late morning to focus on patisserie. The open plan layout allows them to explain products and connect with regular customers as they cook. Often, they will work while catching up with their two daughters, aged five and nine, who are eternally willing after-school taste tasters.

Croissants and pain au chocolat have been a hit since day one. In fact, the croissants are so popular over Christmas, Jean-Francois starts making the dough and freezing it in November. Some customers prefer to buy the pastries frozen, so they can be proven overnight and cooked on Christmas morning.

"The key to the best croissant is the folding, to have beautiful layers that melt in the mouth," Jean-Francois says. "And the quality of the butter you put in there."

"I also like to make different kinds of bread that people are not used to seeing in New Zealand. Like buckwheat sourdough. And we do fougasse with bacon and cheese. And some cranberry and honey and hazelnut sourdough; eat it just with butter or a strong cheese or some foie gras."

Recently, an Austrian friend has joined the small team – husband, wife and one assistant - to help with baking. The extra pair of hands allows Jean-Francois to start later, at 6am instead of 3am, and begin to trial new products again.

"We've been so busy it's hard to get time to experiment. I used to do bi-colour croissants with a raspberry filling inside, one layer red. I definitely want to do new kinds of Danish. And kouign-amann, which is traditionally made with bread dough but I'll do it with a croissant dough. When you fold, you put sugar in the folds which caramelises, so it's delicious and very buttery."

Kara says their work is rewarding.

"It's just the feedback," she says. "Knowing the community is happy with what we do, that they like our product. And we've

stuck to our guns, no muffins."

Her husband explains he enjoys learning customers' favourite pastries and has been happy to add savoury Kiwi pies to his baking repertoire. However, he does draw the line at some requests. "I've been asked to do muffins and scones but that's against my will," he says. "They can go to the supermarket for that."

## Galette des Rois

In France, the pastry and frangipane King cake is eaten on January 6. It marks Epiphany, or Twelfth Night, when Christian tradition says the three wise men (kings) delivered their gifts to baby Jesus. While preparing the dish, the baker hides a small figurine (fève) in the galette filling. In Jean-Francois' family, the pastry would be sliced and the youngest family member would hide beneath the dining table at the end of the meal. It is the child's job to call out the names of dinner guests, to ensure slices are distributed randomly so everyone has a chance to find the figurine and wear the prized paper crown.







# Christmas Trees Brownies

These aren't ordinary brownies...

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## INGREDIENTS

### Group 1

300g Pin & Peel Cake Blend  
500g Quality Dark Chocolate

### Group 2

150g Pin & Peel Cake Blend  
400g Brown Sugar

### Group 3

240g Eggs  
150g Plain Flour

### Group 4

160g Sour Cream  
60g Roasted Hazelnuts (chopped)  
30g Roasted Walnuts (chopped)

**Baking Temperature:** 160 °C

**Baking Time:** 45-50 Minutes

## METHOD

1. Stir over low heat until melted.
2. Beat Pin & Peel Cake Blend and sugar until light in colour.
3. Add eggs and flour slowly to group 2.
4. Add group 1 and group 4 to total mixture then decant into an appropriate sized tin.
5. Let the brownies cool fully, about 1 hour. Cut each circle into 8 equal triangles with a knife.
6. Use a small offset spatula or pie server to lift each triangle out of the pan & decorate with your favourite frosting.



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# GRAB & GO

## Embrace summer entertaining with alfresco offerings

By Sarah Beresford

We can probably all remember the time at the beginning of October last year when the word 'picnic' suddenly became incredibly sexy, even if you hadn't been suffering through months of lockdown in your restricted bubble. Picnics symbolized freedom, and even more importantly offered the alluring possibility of carefree social gatherings.

The hospitality industry was quick to jump at the opportunity to cater to the picnic phenomenon with everyone from upmarket hotels and restaurants to cafes embracing the chance to ramp up turnover after months in the doldrums.

We've moved on so much from those days of the Covid response that they now have the aura of an outlandish memory, but one thing remains — people have embraced the concept of meeting up to socialise in the great outdoors as the ultimate in casual, stress-free entertaining.



Although most of the online special picnic boxes that were a feature last year are no longer on offer, there's still plenty of demand for delicious picnic fare and the opportunity to cater for it with minimal tweaks. One of the main considerations is that food should be portable, easy to serve and eat with minimum fuss, and also made for sharing. Here are a few take outs from those picnic boxes that were such a feature of the culinary scene last year.

**Go mini:** Bite-sized everything is the perfect answer for effortless serving and eating. Mini versions of favourites like quiches, sausage rolls, pies and pastries mean there's no need for cutlery or even plates. Auckland's Park Hyatt offer very popular afternoon tea boxes that have five different sweet and savoury treats that can be devoured in a couple of mouthfuls. Offering a packaged selection of morsels is ideal for those wanting a quick fix for displaying on a picnic rug.

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# GRAB & GO

**Super salads:** Salads needn't be a side dish and make a fabulous main event that's easily transportable and can be served with disposable bamboo bowls and forks. This can be as simple as making the everyday cabinet salad selection available in up-sized quantities. Ripe Deli offers 'superfood' salad boxes and poke bowls with combinations like chicken Caesar, tuna and quinoa, and cauliflower tabbouli. There's an infinite range of salads that are substantial and delicious picnic fare, from curry chicken and Mediterranean couscous, through to pasta salads and Mexican quinoa.

**Skewer it:** Skewers were the stars of quite a few picnic box offerings last year — they are so portable and perfect for fuss free sharing around individual serves. A selection of savoury meat or vegetable skewers, with sweet options too, can migrate from the shop cabinet to the picnic table with no fuss. A selection of dipping sauces is the finishing touch.

**Dip it:** The perfect pairing with a variety of flat breads, crackers, or baguettes for tearing, dips can add an exotic touch to picnics and are made for sharing. Containers of hummus, baba ganoush, Egyptian beetroot dip, smoked salmon or chicken liver pate, or pesto ... the list goes ... can be displayed in the fridge cabinet for a quick picnic contribution. Many upmarket establishments ramped things up a notch with their selection of dips during the picnic frenzy last year, so offerings are only limited by the imagination.

Likewise sauces for dipping cold cuts, chicken legs, skewers, etc — nearly every bakery and café will have their own specialty sauces that they make as a finishing touch to fare which have built up a fan base with loyal customers. Retailing these is a great way of making a value added extra from a product that is already being made, and customers will appreciate the chance to add extra flair to picnic contributions.

**Package it:** Prettily packaged sweet treats from macarons to shortbread are the effortless go to for picnic treats. Having a range of packaged biscuits ready to go on the counter is a great way to encourage customers to think beyond the moment with their purchases.

Cafes and bakeries are increasingly catering to this demand, and it can be successfully extended to include homemade pickles and relishes, chilli and barbeque sauces, and other condiments that are the staples of a professional kitchen. Everyone appreciates the difference of "homemade" versus commercial biscuits and sauces from the supermarket.

Offering special picnic combos that are easily assembled from the menu of everyday cabinet fare is as simple as having the appropriate packaging for portability, and doesn't involve the extra admin or staff associated with pre-orders.

With summer and the festive and holiday season approaching, gearing up to supply customers with delicious offerings for an al fresco feast can be a great way to boost sales with minimum effort.





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# Spotting talent, key to apprentice programme at Ten O'clock Bakery Café

by Cynthia Daly

The iconic Ten O'clock Cookie Bakery Café in Masterton has launched many careers of aspiring bakers including family members. Its ability to spot talent continues with three apprentice bakers currently employed and another school student waiting in the wings.

We talk to apprentices Lynda-Rose Bannon, Britney Goldsack and Lucy Ireland and their manager MARRISA LAKEN, herself once an apprentice, to find out how apprentices became a major part of the business.

## Bakery career dreams realised at 14

Lynda-Rose Bannon knows that her training as a baker opens up opportunities to travel the world and even work in bakeries abroad. But it doesn't seem that long ago she was a 14 year-old school girl being told to go and get some work experience as part of her education.

"I really didn't know what I was going to do. I'd always had a love of baking from my nana and my mum. So I thought it would be a good idea to have a look at Ten O'clock Cookie Bakery Café and what they do. I asked Monique, the general shop manager if I could have a work experience job in the bakery," says Lynda.

She was given a position and had only been in the job three days when John Kloeg offered her a job working weekends and school holidays. "That was pretty great to hear," says Lynda.

John had recognised Lynda's raw talent was stimulated by a passion that true bakers need to remain in a job, knowing that asking a 14 year-old to work hard was a big ask. His decision proved to be the right one though.

During her work experience Lynda started by making waffle cones through the busy summer; the bakery café has its own gelato bar, and she progressed to making pies and biscuits.

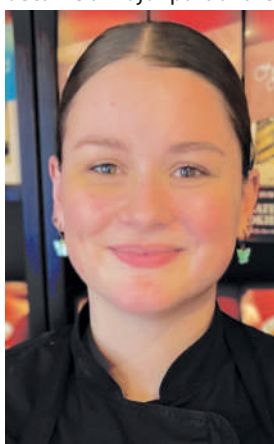
She continued to work part-time learning as much as she could through her school years, later adding a full day during the week following a recommendation from her career advisor.

"I just fell in love with what I did working in the bakery and the people I worked with. Then after about a year John offered me an apprenticeship and I accepted it.

"So I left school at the end of Year 12 and started my apprenticeship with him. It was a great opportunity considering they are the most well-known bakery in the Wairarapa. And to start learning about all the competitions they've won and the standards that are set there in a place like that, it was really amazing. I was handed the best opportunity for what I wanted to do. I fell in love with baking and making cakes."

Lynda says the work experience was a great way to learn bakery skills and help her decide if being a baker was really what she wanted to do. She'd recommend that pathway for anyone at school considering career options.

"I'm really grateful that I did have that time to pick things up without being under the pressure to do my bookwork studies outside of work. It was good to have that time to pick up the basics."



Lynda-Rose Bannon

Lynda is now in her final year of a NZ Certificate in Trade Baking – Pastry strand at Level 4 through NZ Bakels training school. Once she completes this strand she plans to continue her apprenticeship with a NZ Certificate in Trade Baking – Bread strand at Level 4 and the Cake and Biscuit strand at Level 4. It means another three and a half to four years of study approximately but she knows it will be worth it.

"When you do your first strand you do quite a bit of bookwork and you learn about all the main aspects of baking like flour milling, different types of flour and what their uses are, workplace safety and hygiene and so on. I learned all the basics first rather than going straight to pastry. There is a lot of in-depth learning in your initial strand but when I do the next two strands they are for a shorter period and more focussed on what the strand is.

"I'm so happy the next two strands are about 18 months each because in the five years I've been working now I've actually learnt mostly everything to do rather than just focusing on what I'm actually doing in my apprenticeship. So the pastry and all the other captivating things we produce, I've kind of learnt nearly all of that now I think. That also gives me an upper hand for the other two strands I'm going to do."

While Lynda says it's a shame it's not the old four-year apprentice programme, she likes the fact that each strand is solely dedicated to its products. "I like the fact that I'll spend 18 months just learning about cakes. I want to do all the strands and learn everything. Then I want to go travelling and learn how to do different things in other countries. I would love to go to France for their pastries, their croissants, pain au chocolat, and things similar. I've seen a lot of brilliant shops in London with all their cakes and the high teas that they do. It would be really great to learn a bit more of that side of baking. So I want to travel, I'm not sure for how long but I want to see where my travels take me and the experience I can get. I'm definitely looking forward to it. I just need to complete my apprenticeship and learn as much as I can, then go and experience the world."

When Lynda started her apprenticeship her manager, MARRISA LAKEN set her work tasks to do different products every day.



A birthday and wedding cake made by Lynda-Rose



## APPRENTICE BAKER



**Lynda-Rose Block Course products**

No two days were the same but it gave her a good understanding of the range of baked goods sold in the café.

"I didn't actually realise how much work went into making just one product, croissants for example. It's a two-day process which is amazing to me because so much work went into being able to eat that croissant. You wouldn't know that unless you read up about it or you were in an apprenticeship. That was crazy to me."

As Lynda progressed she discovered she liked working with cakes. "I started doing cakes and all the decorating side of things. It was sort of like creating a little work of art which was impressive. I took an interest in that and started making them at home as well which opened up another door to creativity. I've realised I have quite a lot of interest in some areas as opposed to other areas. But I think that's all part of the experience and you like what you like and you have different opinions."

Lynda says she likes that cake decorating gives her a bit of free rein to use her creative skills. For example, a customer might order a birthday cake and ask for it to be pink. That gives Lynda the chance to look at different shades of pink and how she will decorate the cake. She also loves the customer feedback when she's made a celebration cake.

"My co-worker Patricia, who is an amazing qualified pastry chef and has travelled the world and has all this experience, we hosted a cake class at work together for about 18 Wairarapa business women. And it was really great to show them what we do and what goes into making a cake. Getting to see them so happy learning about what we actually do was really a boost for me because it was so amazing being able to pass on that knowledge and getting to see people fascinated about it too."

Lynda says in her last two blocks courses she's had a new tutor, Bruno Falco. "He's a Frenchman who's got amazing experience in everything he does. And it was so intriguing to be learning from someone like him who has judged competitions, worked overseas and then coming to New Zealand and teaching apprentices all those skills which was a great opportunity to be able to learn from one of the best."

"This year it was just me and one other guy from Fairlie Bakehouse on the block course so it was so great to be able to have that one-on-one time with Bruno as well. We made really interesting product which was different from what I do at work and it was great being able to learn it. It was a really great experience."

Lynda says for anyone thinking about becoming an apprentice baker, you really have to be passionate or interested in what you're doing because there is a lot to take in. "But it's also so rewarding getting to make and create different products seeing them from the start process to the end process and knowing that you have made that and someone is paying really good money to eat what you've made. It's really rewarding. So if you are taking an interest, definitely go out and ask to do work experience in your local bakery, see what they do and see if that's what you want to do."

### Career path change accommodated young family

When it came to career paths Lucy Ireland's was heading in a very different direction as a trainee nurse until she discovered she and her partner were expecting a baby. She instinctively knew that it would be very challenging to complete her training and work in nursing, so she made the difficult decision to give it up.

Her daughter was three when Lucy started working as a café waitress and she loved the atmosphere. At home Lucy loved baking with her little girl and began to think about pursuing a career as a baker. After her partner offered to change his career to accommodate her and help look after their daughter, Lucy realised the possibilities.

She saw John Kloeg at Ten O'clock Cookie Bakery Café had two positions available, one as an assistant and one as a bakery apprentice.

"My partner and I decided I was going to be a baker and I decided to apply for the job John had and I went for it. I applied for the apprenticeship because I thought if I was going to work there I might as well learn."

John initially employed Lucy as an assistant. She loved the job but had also been offered another job elsewhere, so she asked him if he would consider taking her on for apprenticeship and he agreed.

Lucy had only been at Ten O'clock Cookie Bakery Café a mere three months.

She is now in her first year of a NZ Certificate in Trade Baking – Cake and Biscuits strand at Level 4 through NZ Bakels training school, which she began at the end of May. She decided to start with this strand following advice from John and Yvonne Gysberts, NZ Bakels Training School Administration Manager. They considered her interest in making creative cakes at home and also, that she would be the only apprentice at Ten O'clock Cookie Bakery Café doing this strand.

"No one else is doing the strand here at the moment so I thought that would be a good choice as well. At the moment I'm learning a mixture of things as we get rotated around. I'm learning a bit of everything and I do want to learn and complete the other strands,



**Lucy Ireland**



**Lucy's homemade cake**



## APPRENTICE BAKER

so I'll hopefully be staying for the five years it takes to complete a full apprenticeship."

Lucy says at home when someone asks her to make a cake she just goes wild with creativity but at work it's about learning everything there is to know, all the techniques that she is adding to her new career skills set and she finds it all very stimulating.

"It's a bit different at work. I don't know how to explain it all but I just love trying new things going from the cakes to the bread, and the pastry at the moment is keeping my brain going."

In the not too distant future Lucy will go on her first block course and she's rather excited about the prospect.

"I haven't been told yet when I'll do my first block course. It's going to be very different because obviously I won't have my daughter. So it's going to be really cool being on the course but it's also going to be like a bit of a holiday without her," she laughs. She admits having a three year-old keeps her busy.

In time she'd like to have a little bakery of her own. "That would be my ultimate dream."



### Lucy's homemade cupcakes

Right now though it is 5am starts at Ten O'clock Cookie Bakery Cafe. Those early starts mean she has most of the afternoons with her daughter and time to fit in her course bookwork. Her partner does the morning care, her mum helps by taking her daughter to kindergarten and on those afternoons when time allows Lucy likes to curl up with her daughter and watch a movie together.

"No matter your situation, it is always still possible to do an apprenticeship, especially knowing I have such a young daughter, it is still possible to go and study and still work. It's hard but it's always possible.

### Baking, do something new everyday

Baking runs deep in the veins of Britney Goldsack's life. It draws her in everyday with something new or different to make or learn. And even when she's away from work, Britney is baking for family gatherings and friends or for the sheer pleasure of serving up her own ciabatta or sourdough loaf. During Covid lockdown Britney developed her own mother dough starter and loved the science of how to grow it and make bread using it.

As a child she was inspired by her mum, who was a really good cook and baker. She knew by the



**Britney Goldsack**



**Britney's artisan bread**

time she finished her schooling that a career in baking was where she wanted to be.

"I always enjoyed baking and grew up with my mum, who was always baking, and I kind of always knew that something along those lines would be right for me," says Britney. Her favourite things to bake at home were always breads and pastry.

Four years ago she got a job at Ten O'clock Cookie Bakery Café and under the guidance of bakery manager, Marris Laken Britney discovered a love for making beautifully layered croissants and Danishes.

"I was learning on the job and then about a year after I started they signed me up for an apprenticeship."

Britney chose pastry as her first strand and now has one more year to go to complete her NZ Certificate in Trade Baking – Pastry strand at Level 4 through NZ Bakels training school.

"Pastry's a bit more fun. You get to see all the different types of layers; how you'll start with flat dough and it will puff up to a really golden croissant. It's just amazing all the science behind all the different types of pastry. I enjoy all pastry making but I'm definitely more a croissant and Danishes baker.

"I enjoy making breads too, the whole range. It's quite amazing how they turn out in the end."

Britney says she is also enjoying the block courses at NZ Bakels in Auckland where she's in a group with eight other apprentices.

"The courses are really good. You get to meet different people and you learn different styles and how to make different products to what we make at work."

Once Britney completes her first strand, which is a total of three years she would like to do the bread stand and then the cake and biscuit strand. These will give her recognised qualifications as a baker with the skills to work independently in any part of the bakery, even moving up to a management/supervisory role and she's keen to remain at Ten O'clock Cookie Bakery Café because of the variety it provides and the good working environment. "Later down the track I'd love to own a bakery."

"We're doing something new every day and if something goes wrong you get to learn how to fix it. Nothing is ever the same."

Britney says she feels quite privileged to have been offered a baking apprenticeship.

"If you love your baking you want to go through it. You learn so much more. You learn all the science behind it. There is so much more than just following a recipe. You can get a recipe and change



## APPRENTICE BAKER

it once you understand what all the ingredients do. You can make your own recipes and change what you make."

Away from work, Britney says the sourdough starter is still going strong though after busy days at work it is harder to make bread. "I still do a lot of baking at home. I do all the birthday cakes and go to family events taking all my baking. I take some fresh bread and all that. The family definitely loves it."

"I'd 100% recommend baking as a career. If you have a passion, definitely follow it."



Britney's baking

### Passing on skills is very rewarding

When bakery manager, Marrisa Laken took on the role five years ago, a real interest for her was to help develop future qualified bakers. Herself, a former apprentice, who completed her qualifications through NZ Bakels training school, Marrisa knew the dedication required but also the wonderful learning experience of studying while working in a bakery.

To date Marrisa has been the guiding hand for nine apprentices at Ten O'clock Cookie Bakery Café including Lucy, Britney and Lynda-Rose. Two had already started their apprenticeships when Marrisa took over the role.

"I do a lot of the delegating and training. I help and guide them along with all their creative ideas and try to bring them to life, pretty much."

Marrisa says it's interesting to see how students work in the bakery when they are doing their work experience. Often that can be an indicator of their potential ability, their willingness to learn and take advice and most of all, whether they are passionate about what they are doing.

She says, for example: "We've just had a new girl start with us, Anita. She's 14 or 15. She did one week with us and missed the following week then came back the following Friday and I asked her, we're going to some fruit buns for an order. I said I'm not sure

if you remember how to do them and she said, 'yes I remember' and she just cracked onto it and I thought, wow!

I gave her a few other jobs to do and she remembered them. And she has shown huge potential at such a young age. She's confident and she learns and because she's doing so well we have offered her a job in the school holidays."

Marrisa says working with the apprentices, no two are the same. Each one shows different interests and creative talents.

"Watching apprentices grow is very rewarding. From someone who doesn't know anything whatsoever but having that initiative and taking everything onboard then watching them grow from what they've come from is definitely rewarding."

Marrisa spends 90% of her day working on the floor with staff including her apprentices and she's also there to help them with their bookwork after the shift.

"I enjoy helping them learn and if they have any ideas I talk with them about when's the best time to put those into play. We do and create quite a lot together.

"With their training, when they sign up for their apprenticeship we ask them what strand they'd like to start with. So they get to think it through. We used to get them to start with pastry because of the workload here of pastry with all the pies and the croissants and Danishes but cakes have grown in sales so now I tend to let them choose what they are more passionate about. There's a lot of brain power that goes into learning the bread and pastry strands whereas with the cake and biscuit strand it's more about creativity."

Marrisa says for anyone considering becoming a baker, liking the hospitality side is important. She says there are a range of skills needed in working in a bakery. You need to be able to work with customers, and be passionate about what you are doing because it isn't an easy role, it can be a lot of hard work but it can also be very creative and rewarding at the same time.

"It's also very social. You might start very early in the morning but then you're finished by about lunchtime and you've got the rest of the afternoon to yourself. Also starting at 5am, it's still very flexible at night. It doesn't matter if you're out and get home at 10pm because you still get enough sleep before being back at work. So it's very flexible. It fits around life, is how I'd put it. I've got a two year-old and this job fits in really well with the family because my partner does the drop off for daycare and I do the pick up in the afternoon so it fits in well with my little family."

Marrisa says not all bakeries start that late. Ten O'clock Cookie Bakery Café has a cooler retarder prover which means they can set the timer and by the time they start their shift the dough is ready to bake.

"I'd recommend if you're interested in baking as a career you give work experience a try to start with to see if it's right for you."

She says working in a scratch bakery is definitely great because there are more learning opportunities and competitions within the baking industry that you can enter.

Her hospitality career started as a school leaver who trained to be a chef. However two years into her chef apprenticeship the restaurant closed down and the owner encouraged her to apply for an apprenticeship at Ten O'clock Cookie Bakery Café.

"I wasn't sure I was cut out for that role but I applied and I got the job which I was over the moon about. I did my three-year apprenticeship with them and it was only myself, my manager and my team leader and an assistant at the time and John. And watching the place grow in the last ten and half years since I've been here. So I went from being an apprentice to a senior baker working for five years then taking on the manager's role. So it's very rewarding to look back and see how I've grown. To take on the manager's role and to give my knowledge to other apprentices and watch them grow and succeed. No matter how hard the days are its very rewarding to see how far they've come."



Marrisa Laken



spotlight on

# The Christmas cake raises millions for charity

by Cynthia Daly



The year is 1971 and it is a time of huge change in New Zealand. Keith Holyoake is Prime Minister; Tiwai Point Aluminum Smelter starts production; Manapouri Power Station is completed and yet there is still one last remaining steam locomotive-hauled train running the overnight express between Christchurch and Dunedin. Kentucky Fried Chicken has opened its first store in Royal Oak Auckland; the Melbourne Cup is broadcast live for the first time and Valerie Barlow electrocutes herself on TV's *Coronation Street*.

Amidst the changing times, the first president of the Pukekura Lions Club in New Plymouth, Mike Brooke is trying to come up with a new fundraising idea to help support his local community. It's not long until Christmas and he really wants to make a difference to those in need.

An Englishman by birth, Christmastime brings back fond memories of his mum's Christmas cake all moist and filled with fruit. As his mouth watered he realised he might just have an idea and he had the perfect person to help make it happen if it got approved – his wife's uncle was a baker with his own bakery.

It certainly did and in 2021 the Lions Christmas Cake Project marked its 50<sup>th</sup> anniversary. To date it has raised millions of dollars for charity right across New Zealand despite starting out as just a local Pukekura Lions Club initiative.

And even Mike admits he's been astounded with just how successful it has become. Even in that very first year the idea



Mike Brooke

caught on quickly and what was expected to be sales of 50 Christmas cakes exploded to 500 potential orders for the following year, much to the shock of Mike's uncle-in-law Harry Wilson who knew 500 Christmas cakes was a bit beyond him.

Mike says: "I talked to Harry and said, 'how about making some Christmas cakes for the Lions and we'll sell them' and he said, 'yeah I can do that'. So we got started. He baked about 50 and my wife and I were busy wrapping them with a little scrunchy decoration and they sold in no time. Then the other Lions Clubs heard we were selling Christmas cakes and I said, 'Uncle Harry bakes them', and they said, they wouldn't mind some.

So I went to Harry and said I'm probably going to need about 500 and he said 'you've got to be joking!'"

Needing more expertise Mike formed a committee to brainstorm the idea. Club members with marketing experience and other talents agreed that there was a huge potential and three things were apparent. Bake a good quality cake. Package it. Distribute it to Lions throughout New Zealand.

Out of several bakers, who could handle the task and submitted tenders, Ernest Adams was selected. A design for the cake box was developed by Club members together with a slogan "Give twice for Christmas". The slogan indicated that by purchasing a cake as a gift they were also supporting Lions who would give profits to a charitable cause.



## spotlight on

Ernest Adams provided very helpful advice and Hugh Adams, the managing director at the time, took a personal interest as did Sarah Adams.

"They were able to arrange for the boxes to be made and produced a cake that was within the parameters of what we wanted. It had to last two years just in case they didn't all sell in the first year because we didn't want to have to dump them. And fruit cake actually improves when it gets a bit older. Absolutely no alcohol in it, the quantity of fruit in the cake was a natural preservative. I used to get some, I sold a lot, but I kept some and they were still good five or six years later. They did keep well. You didn't have to freeze them."

While Uncle Harry's recipe had been a rich, dark fruit cake, Ernest Adams developed their own recipe specifically for the Lions Christmas Cakes and one of the tests it had to undergo was how it stood up to being cut. "It needed to cut cleanly without crumbling." The recipe is still being used today.

One day during the development stage, Mike was out of his office and his secretary was trying to track him down. She said: "There is a man in the office that wants to see you." "When I got there it was Hugh and he opened his briefcase and pulled a cake out with a really big knife. And he said, 'we've done it, we've done it and he cut a big slice of this cake off and he started waving it about and said 'look it doesn't break!'" laughs Mike. "It was hilarious really. You'd think he's discovered gold."

Mike says the cake was just what they had in mind and the first batches of the commercially produced Lions Christmas Cakes began.

The recipe was later passed on to Goodman Fielder when they bought Ernest Adams in 1999. In 2021 Goodman Fielder moved away from baking the cakes and in 2022 Couplands Bakery won the contract and now has the recipe.

Mike says as more Lions Clubs got involved they were sold all over New Zealand with Ernest Adams producing them in large quantities occupying their production line for days on end. Ernest Adams handled the distribution on behalf of the Lions. "We'd send the order through together with the address they had to be delivered to and then off went the club members to sell."

He says part of their decision to go with Ernest Adams was the company was well known for its philanthropic work where its trust assisted a number of charities including Cholmondeley Memorial Children's Home, The Cancer Society and Te Waipounamu Maori Culture Centre.

"It's been going now for such a long time and we've raised millions from them. At one stage we were selling more than 100,000 a year. You've no idea how many people used to ring me up asking if we were selling them and they were sent to people all over the place, some even went to American Samoa."

But the story to beat them all was a newspaper article about



**Jim Whitfield from Middle Districts Lions Club**

some guys fishing off a boat out of Auckland. "The boat broke down and all they had on board was some beer and a Lions Christmas Cake," laughs Mike, "they survived on beer and Lions Christmas Cake until they were rescued. That's incredible eh?"

Mike says people used to say to him if they baked a Christmas cake they were never sure how it was going to turn out but with a Lions Christmas Cake they knew it was going to be perfect every time.

Sales of the Christmas cakes flourished, often through word-of-mouth and return customers, with all the money raised being distributed back into the local community where the cakes were sold.

"We sold an awful lot of cakes. There was an enthusiasm for going out and peddling these things. It was quite surprising really."

Mike says after 45 years of being the coordinator of the Lions Christmas Cakes he decided in was time to pass the role to someone else when his local Lions Club folded. It needed an enthusiastic club which had the ability to take it to the next step using the popularity of the internet to help drive it. And he was thrilled when Palmerston North Middle Districts Lions Club member Nelson Speirs picked up the project in 2015.

Nelson continues the story... "We became aware that Mike felt he had done this for long enough and the opportunity to run it would be available if we made an initiative of it and got off our butts and did something about it. So my club did."

Handing over the reins of such an effective fundraiser is not as easy as it sounds though.

Nelson says that with the help of Brian Watt, another Lions Club member who is a friend of Mike Brooke's, and who really drove the change of responsibility, they had to get the approval of the Lions National Executive. "And it had to be registered with Lions International in Chicago. It's an administrative thing. They require that so that they know what is going on around the world. We were allocated the task and we've done it ever since."

"It's a bigger task than we had imagined, I have to say, but it has been an interesting experience and from a personal standpoint it



**Nelson Speirs**





## spotlight on

means you're interacting with just over 300 other Lions Clubs all over the country. About 150-160 Lions Clubs actively participate in the Christmas cake project while others do other things. We interact with all of them because we're trying to persuade the others to come on board and gradually they are."

Nelson says at its peak around 130,000 cakes were sold a year and it featured as a major item in the Lions 50<sup>th</sup> year celebrations which took place in 2002.

In the early 2000s sales dropped away quite a bit. Mike also realised he needed a helping hand with the project as no one had understood just what an undertaking it was. By 2015 sales had dwindled down to around 12,000 a year.

"Our challenge was to rebuild it. There are now less clubs than there were in those heydays but there are still quite a number and we're now selling about 20,000 a year or thereabouts."

This year though the cakes have been restricted to 18,000 as Coupland's pick up the role of baker during an investment of infrastructure at its Christchurch bakery where they are made.

Nelson says before giving Coupland's the contract they did a lot of research into who would be a good choice going forward and they were very happy with the way Coupland's handled their enquiry. "They've been very helpful and the cakes are now out on the market and the reaction has been first class, excellent."

From mid-September the Lions Clubs are advised that the cakes are available as they are largely sold through Lions Clubs and the Lions indicate the numbers they want for their Christmas season.

"We don't give them any directions as to how they should sell them. We give them lots of ideas but it's over to each club to play its own game in its own territory and to play it as they wish. We give them an indication of pricing of what they should sell them for and many work to that indication. But quite a lot of others actually give them away or discount them a lot as part of their charity programme.

"So there's a variety of options. Others take the one kilo cake and cut it into four or eight and ice it and pretty it up and do all sorts of things. There are thousands of Lions out there doing this so there is a vast variety of marketing options that are applied. And we don't try to dictate that. We just make the cakes available to them and let them get on with it."

The cakes can also be purchased on the Lions Club webpage <http://lionschristmascakes.org.nz/> "We sell quite a lot on the internet directly and if somebody places an order on the internet, as part of that order they can nominate the Lions Club they want to be the beneficiary. So the Lions Club's don't miss out on that and it's a fair deal for everyone."

Nelson says often the online sales are from people living aboard who want to give a Christmas cake to family back home in New Zealand.

In 2021 New Zealand Lions Club completed its first export order with a Lions Club in Singapore placing an order.

"We did that for the first time last year and they've come back with a bigger order for this year. They don't bake anything in Singapore so it's a new option for them. There's an English-type heritage there so we hope that market will grow significantly. It's a fun and interesting marketplace."

Nelson says they were a bit surprised when the Singapore club approached them and they had to learn a lot about exporting but they hope the demand continues to grow.

With every dollar going to charity, this year around \$120,000 is expected to be donated from the cake sales in New Zealand.

"Over the years many millions of dollars just from this Christmas cake have gone back into charity. The way Lions work, everything has to go to charity."

Nelson says there are many inspiring stories connected to Christmas cake sales like the building supply company that buys



**Tamahere Christmas Cakes**

several hundred cakes a year for distribution to their network who in turn pass it on to their clients.

"We are strongly encouraging clubs to simply speak to the small business people that they know all over the country and simply suggest to them that a Lions Christmas Cake is a very good gift to clients and staff. It's so easy. My own club does that, for example. They'll sell about 1,100 cakes this year by just getting out and doing it. The Wigram Club in Christchurch is similar. They do very big sales.

"We all do it differently and over the years clubs build up clientele. They know Joe down the road would like a Christmas cake so Joe gets one every year and so on. You do get people that consistently buy them. There's a guy in Auckland who every year buys three cartons. That's six cakes in a carton. So he buys 18 cakes and he calls me and tells me he always has a cake available for morning or afternoon tea. He buys enough for a whole year's supply," chuckles Nelson. "He's done it for years."

Nelson says there is still a strong market for the cakes and some untapped markets that they are keen to explore as they build up sales again with the help of club members and their new bakers at Coupland's.

Lance Coupland says: "Coupland's Bakeries is proud to be supporting the Lions Club New Zealand with their Christmas cakes this year. This is the 51st year that Christmas cakes have been sold by Lions, the same number of years that Coupland's celebrates being in business.

"The Lions Christmas Cakes have been baked with the same quality ingredients that Coupland's customers have enjoyed and loved for generations. It's been a long tradition at Christmas time to purchase Christmas cakes through Lions and by doing so you support a great partnership that is making a difference within our community."

*Slice* magazine also believes there's an opportunity for cafes to show their community support by either selling the cakes on their counter to customers or by buying them and serving them to customers. As a café, imagine the support you might get and the difference you could make.



Fill your cabinets with all these sweet Christmas baking pavlova treats! There's no limit to your imagination



# Pavlova

for a Kiwi Christmas

Actiwhite is a bakery ingredient that has been available in New Zealand for over 40 years.

## Pavlova – Utility Meringue Recipe

Ingredients	Weight
Bakels Actiwhite	75g
Water	500g
Caster sugar (2nd)	1000g
Cornflour	50g

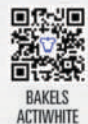


1. Soak Actiwhite and water together for ten minutes
2. Start whisking on high speed
3. Once foaming add sugar gradually over several minutes
4. At full volume (stiff peak stage) colour and flavour can be added
5. Add sieved cornflour and blend through the mix
6. Pipe as required onto silicon paper.
7. Bake: For a pavlova texture 120°C for 1.5 hrs, with vent open
8. Bake: For crisp meringue bake 100°C minimum of 2 hrs with vent open. For best results bake in vented oven overnight with the oven off.

**Notes:** Add the sugar slowly, whisking between each addition, to allow for the sugar to dissolve fully and the egg whites to remain stable.

**Storage:** Best stored at a stable temperature in an airtight environment. Do not finish until ready for sale or service.

DOWNLOAD PRODUCT INFO:







# MAURI

## Yeast Raised Donut Mix 10kg

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### Ingredients

MAURI Yeast Raised Donut Mix	2kg
Prime Dried Yeast	34g
Water - Variable	920mL

### Method

1. Place the water, MAURI Yeast Raised 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.
4. 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







**Handy hint**

• Replace Lemon Hotsett® Crème with other variants – Mango & Blood orange or Passionfruit & Yuzu.

## LEMON CHEESECAKES ||

YIELDS 12 X INDIVIDUAL CHEESECAKES (65MM ROUND)

### CRISPY BASE

240g white chocolate  
20g canola oil  
100g feuilletine  
70g rice cereal

### Method

1. Melt the chocolate and oil together. Remove from the heat, then stir in the feuilletine and rice cereal. Evenly spread onto 12 prepared moulds. Pack down until it binds well.

### FILLING

480g **Barker's Professional Lemon Hotsett® Crème**  
360g cream cheese  
150g natural yoghurt  
30g icing sugar  
150g cream whipped

### Method

1. Soften the cream cheese, then whisk in the yoghurt, icing sugar and the **Barker's Professional Lemon Hotsett® Crème**. Whisk in the whipped cream.

### ASSEMBLY

1. Prepare the base and place into moulds.
2. Prepare the cheesecake filling and pipe onto the bases. Place in the freezer to set firm.
3. Spread a thin layer of **Barker's Professional Lemon Hotsett® Crème** onto the top of the cheesecakes to glaze. Decorate as desired.

## PEACH & PASSIONFRUIT PAVLOVA ROULADE ||

YIELDS 1 X 350MM X 220MM TRAY

### INGREDIENTS

4 egg whites  
25g cornflour  
5g white vinegar  
35g caster sugar  
12g caster sugar  
**Barker's Professional Peach & Passionfruit Patisserie Filling**

### METHOD

1. Beat egg whites until stiff.
2. Whisk in the cornflour, vinegar and the 35g caster sugar. Beat until smooth.
3. Fold in the 12g caster sugar.
4. Line a Swiss roll tin (350mm x 220mm) with silicon paper. Fill with the pavlova mixture and bake at 190°C for approximately 5 minutes until the top is lightly brown.
5. Turn out onto greaseproof paper sprinkled with toasted coconut.
6. Allow the pavlova to cool slightly then spread with the **Barker's Professional Peach & Passionfruit Patisserie Filling**. Roll up and then place in the refrigerator for 30 minutes to set.







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