

slice

Issue 57: Winter 2023



- Sweet cabinet winter menu
- Price Survey 2023
- Bread Innovation
- Pie competitions



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



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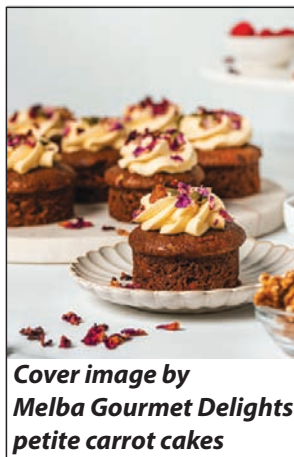
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Cover image by **Melba Gourmet Delights**
petite carrot cakes



18-19

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www.bakingnz.co.nz

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Welcome to new members



Renico JV Rensburg:

Bake Me Home Ltd 33 Mulroy Place, Pinehill Auckland

Nicky Cairns:

The Island Grocer, 110 Ocean View Road, Oneroa Auckland

Craig Beveridge:

Silverstream Bakery, 2 Whitemans Road, Silverstream

Marco Minghetti:

Minghettis Ltd, 53 Litchfield Street, Redwoodtown, Blenheim

President's Report

As we head into the colder weather, demand for pies gets a boost, and up until recently the MPI guidelines for how you should cool down your pies after baking, were a bit confusing in our old BIANZ Food Control Plan (FCP). In 2022 MPI advised Baking NZ that our FCP would need to be updated by March 2023. Updates occur every three years or so. It was a good opportunity for us to look over the existing FCP and see what needed to be changed. Cooking of meat for pie-making and the cooling requirements for that meat, and also the cooling requirements of baked pies were areas of confusion which our members raised again and again. In the last few months we've been working closely with our partner, Food & Health Standards, and MPI to simplify the wording and move the meat cooling and pie cooling information onto one page. You'll find in our new Baking New Zealand FCP it explains the requirement differences between cooling meat for pie filling and cooling pies containing that meat.

Essentially though, most of the FCP information remains the same. You just need to be aware though that if you are using the old BIANZ plan, it has expired and you will need to register for your next audit with MPI and let them know you are going onto the new Baking NZ FCP. You'll need to also fill out a Scope of Operation MPI form but unless you've changed the layout of your business you only need to duplicate your previous form. If you are a member of Baking NZ, the FCP is part of your membership benefits and can be found at www.bakingnz.co.nz.

I should also point out that the Government is bringing in major changes around labelling rules. Food businesses have until 25 February 2024 to update their labels and train their staff so the information they give customers meets the new rules. A couple of examples of where this could affect you: traces of nuts previously will now require what nut it is. And where you used to list allergens at the bottom of the label, you now have to also highlight them bold in the ingredient listing as to what they are as well. So you'll have to have it in two places i.e if you have flour that contains gluten in your ingredients list that will have to be bold as well as down in the allergens list. You can find out more at: <https://www.mpi.govt.nz/food-business/labelling-composition-food-drinks/allergen-declarations-warnings-and-advisory-statements-on-food-labels>

If you have any concerns about food safety issues, dealing with MPI or audits and you're a member of Baking NZ, I'm here to help.

From the editor

Great service encourages loyalty

I recently called in at a local bakery café for morning tea and was pleasantly surprised with the great customer service and display cabinets brimming with delicious looking products. I placed my order and took a seat. A few minutes later it was delivered to my table with a smile and, "I've popped a little something with your coffee." There on the teaspoon was a sugar cube-sized piece of ginger crunch slice. It was so good that as I went to leave the café I bought a piece to take home.

On another occasion I went into a bakery café in another town for an early lunch (11.45am) and was completely ignored by the staff even though I was the only customer. I also noted that the cold foods cabinet was virtually empty, just two plates with plastic-wrapped sandwiches and a plate with a scone on it. The hot cabinet had a few pies, but definitely not full or inviting looking.

I left and had lunch elsewhere.

Let's keep in touch!

Bernie Sugrue



I had a thank you email from a member just recently who had been literally tearing her hair out trying to sort an issue with MPI and I was able to get it sorted promptly. She said: "Thank you for your valued intervention this week. I can't express how appreciative I am to have had your professionalism and expertise to sort this all with a single phone call. Thank you just doesn't seem enough. I have, on your advice, joined Food Safe Pro and will utilise this application to complete all our compliance requirements going forward. I have applied to MPI on today for registration with the Baking NZ Food Control Plan. (Wow it was so easy once everyone was on the right page!) Again thank you for your help, and I actually had a restful night's sleep for the first time in 6 weeks!"

I appreciated her thank you email.

Don't be scared of audits either, everybody gets picked up on the odd thing. Just keep in mind that the auditor needs to know you are following your FCP and that you are confident in what you are doing. Once they know that, the period between audits will extend, even up to 18 months.

Rising costs continue to raise concerns and my advice is keep doing your costings on everything, not just ingredients but on overheads. If you think a price is too high for something, phone around other suppliers. I did just that over boxes of eggs and I got them elsewhere at half the price the first supplier had quoted. Where you can't justify the price, change your product until prices improve. I'd also recommend talking to an accountant and getting their advice. In this issue of *Slice*, Rees Accounting gives some good tips for balancing your books.

And lastly, come and see us at Fine Food NZ in Auckland Showgrounds June 25-27. Our plan is to showcase how exciting our industry is as a career. We have some very clever people in our industry and we've got two new competitions we're launching for the show to demonstrate that. We're also there to engage with people, who are already in the industry, members and non-members, to offer advice and support where needed. So let's get Baking New Zealand! See you at the show!

Best of baking :)

Cynthia Daly



In this issue of *Slice* we have some very good advice from Raelene Rees, a chartered accountant about how to make sure your business survives the current financial stress. Raelene mentions customer service; the importance of keeping your customers happy and where possible, remembering their names.

I think Raelene's absolutely onto it! The reality is, businesses are going to have to put their prices up to cover the myriad of cost increases, but if customers receive great service, they are more likely to remain loyal, because they know the price increases are necessary for the business to survive. And let's face it; if your products are top notch then your customers will want you to remain in business. So don't give them a reason to go elsewhere. Keep them happy with your customer service and great food.

NZ News

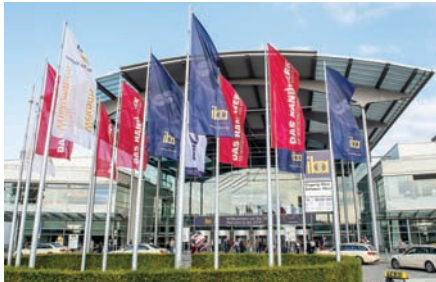
Munich welcomes bakers to iba this October

The world's leading trade fair for the baking and confectionery industry is in the starting blocks – six months to go until the international baking industry's big reunion. iba will be inviting the world's bakers to gather at the Fairground Munich from 22 - 26 October 2023.

This year is therefore all about iba: global innovations, trends, new contacts, leads and knowledge transfer in all their diversity in one place.

The countdown has started and the global baking industry is looking forward to finally meet again in person in Munich to show products, discover innovations and exchange ideas at expert lectures. Visitors can look forward to a wide range of products – more than 90 percent of iba is already fully booked.

Ali Toprak, R&D Manager of the Turkish exhibitor SARMAŞIK Group, Stand C2.410 and C2.411 says: "As SARMAŞIK family, we are glad to be a part of iba trade fair again this year. It will be a great reunion with our customers and colleagues, and we are very much looking forward to exploring the potential of our future co-operations together."



New hall structure for innovations and trends

iba 2023 will be presenting itself with its familiar product portfolio and the same high quality across 10 halls. New: the halls are grouped according to topic, thus creating a good overview of what is on offer and the best possible orientation on site.

Packaging technology will be on show in hall B1, while visitors will find the latest in production technology and equipment in halls A1, A2, B2, B3, C1 and C2.

"MECATHERM and ABI are delighted to return to iba to help provide a unique, immersive, and memorable experience for visitors. From sustainability to digital solutions and product quality to industrial performance, we're



really looking forward to meeting with industrial bakers from all over the world to discuss their challenges and introduce innovative solutions developed to support the future of the baking industry," says Raymond Nogaël, Vice President, Marketing and Business Development at TMG of the French exhibitor, Stand B2.150.

Artisan bakeries will be on show in halls A3 and A4. Raw materials and ingredients will take to the stage in the neighbouring hall B4.

From 2023, the iba. TOPICS will consist of the usual product range and the newly introduced focus topics. These are food trends, artisan bakery, health and sustainability as well as digitalisation,

complete solutions and quality management. These topics highlight the most important trends in the industry, combine supply and demand and look towards the future. The topic of food trends, for example, is about how the food culture is developing, what new products the global baking industry is presenting and what possibilities alternative ingredients offer. In the area of artisan bakery, everything revolves around traditional and modern crafts, vocational training and culture. Health deals with eating habits: the need for fresh, balanced, varied and high-quality food is also a key aspect of new business models and aligning the focus on changing customer needs.

Another focus is on how turnkey solutions are important for production – they can increase efficiency, quality management and also sustainability. Complete solutions from harvesting to the sale of processed food are presented here. If you want to remain competitive on the market, production according to qualified guidelines and standards is decisive. The topic of quality management aims to help respond to deviations and identify potential for improvement.

www.iba.de/en/

For further information on iba and help with your travel and accommodation planning, please contact Robert Laing, 09 2126200 robert@messereps.co.nz



happenings

May 1 Entries open Bakels NZ Supreme Pie Awards www.pieawards.nz/

May 26-28 International Food Exhibition (IFEX), Pasay, Philippines www://10times.com/iflex-philippines

May 26-28 International Food Exhibition (IFEX), Pasay, Philippines www://bakingtradeshows.com.au/about/

May 30 - June 1 Baking Industry Trade Show, Sydney, Australia www://bakingtradeshows.com.au/about/

June 25-27 Fine Food NZ www.finefoods.co.nz/about/

June 30 – July 2 Cake Bake & Sweets Show Melbourne www.cakebakeandsweets.com/

Diary Dates

July 27 - Bakels NZ Supreme Pie Awards Judging Day

August 1 - Bakels NZ Supreme Pie Awards www.pieawards.nz/

October 22-26 iba Munich www.iba.de/en/

Baking New Zealand to showcase future of the industry at FFNZ

Every hospitality connection at Fine Food NZ

Have you registered yet for Fine Food NZ? This is the only national hospitality show in New Zealand and it takes place at Auckland Showgrounds from June 25-27. To register go to www.finefoodnz.co.nz and click on the Register link. You must be employed within the hospitality sector or own/operate a hospitality business which includes cafes, bakeries, restaurants, quick service foods, bars or licensed premises, hotel or accommodation provider etc.



Your registration will give you:

- Complimentary access to Fine Food New Zealand throughout the open period
- Complimentary access to the Seminar Series
- Access to over 240 exhibitors, 10 different feature areas including The Best Cellar and Plant Base
- Plus so much more!

What to expect

Take our advice and allow plenty of time to visit the show. There's a good chance that you'll discover heaps of things you hadn't considered seeing and it's worth having the time to talk to stall holders; taste new things; watch various cooking, baking, mixology and barista competitions and demonstrations; and check out the seminars.

The show is divided into various categories i.e. Taste of the World has global exhibitors such as Qingdao Sun-Growing Trade Co, who specialise in oriental foods especially Japanese and Korean, and Gigi Il Salumificio S.r.l. who produce specialty products from Emilia Romagna, such as Ciccio (tender and crispy), Coppa di Testa, Strutto, Pancetta, Guanciale and seasoned Lardo.

Plant-based products and ingredients have their own area, Plant Base, to reflect this growing trend; as do artisan producers - you'll find them at Artisan Alley. When it comes to licensed beverages we all know how big the gin trend has become, but what's new in spirits, wines and mixers? Find out at The Best Cellar, and then why not meet other attendees at the Networking Bar, because we all know, being at this show is thirsty work!

The era of eye-catching baking performances is returning to Fine Food NZ and you can see all the action on the Baking NZ stand F42 Hall 3.

Expect to see an array of baking demonstrations featuring all the latest trends in baking including Instagram-able donut art.

Plans are being finalised for guest bakers to feature on the stand during the three days of the show, and in the pipeline are two national baking competitions which will be judged at the show – one dedicated to the much loved vanilla slice, considered New Zealand's most popular bakery sweet item.

On the opposite stand F45, Baking NZ executive members will be available to answer industry related questions and discuss membership benefits. Did you know that if you enrolled in a baking apprenticeship or recognised baking training programme, you are entitled to free Baking NZ membership while you train? If you haven't already signed up for it, talk to the members on stand F45.

If you are already a member and have any concerns about your Food Control Plan or audits, then come and talk with our partner, Ian Shaw from Auditing Solutions and Food & Health Standards. He will be available to answer any queries you have.

At past Fine Food NZ shows Baking NZ, and its previous brand BIANZ, have drawn the crowds with stunning displays of innovation. One jaw-dropping decorative cake on display looked like an alien having an operation! Audiences were in awe of the very best craft baking in New Zealand seen in the Bakery of the Year competition and the BIANZ executive used the show to encourage people to consider baking as a career.

This year they aim to showcase the versatility of roles within a career in baking at a time when the industry is facing a huge shortage of baking professionals from apprentices to the fully qualified. Baking NZ is keen to demonstrate that great career opportunities await those who love to bake.

Register now at: www.finefoodnz.co.nz for your free entry to the greatest hospitality-focused show in New Zealand.



Your chance to get advice from Auditing Solutions at FFNZ

Auditing Solutions NZ Ltd and its sister company, Food and Health Standards (2006) Ltd are proud to have been a food safety and verification services partner with Baking NZ (formerly BIANZ) for many years. We were instrumental in working alongside Baking NZ and MPI to review and develop an industry template Custom Food Control Plan for use by Baking NZ members. Auditing Solutions is the Baking NZ preferred verifier for their Food Control Plan.

Auditing Solutions NZ Ltd has developed since 2016 to become one of the largest providers of third party verifications under the Food Act 2014 across New Zealand. Our company and its people are well-qualified and experienced in all sectors of the food industry. An industry that we are elated to be a part of is the

manufacturing and retail bakery sector. This is where our long-standing partnership with Baking New Zealand becomes important for its member bakeries.

We take great pride in forging good long term relationships with our customers and are there to support them in securing and sustaining their businesses. If anyone is having any issues with food safety compliance and needs assistance, please contact us directly.

The team at Auditing Solutions NZ is excited about joining Baking New Zealand at their exhibit stand at the Auckland Fine Food Expo on 25th to 27th June and look forward to seeing many members at the show.

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The Iba logo, featuring the lowercase letters 'iba' in a bold, yellow, sans-serif font. The letter 'a' is stylized with a circular element inside it. The logo is set against a dark blue background with a white dotted pattern.

iba

2023
22.–26.10.
Munich
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THE WORLD'S LEADING TRADE FAIR FOR
THE BAKING AND CONFECTIONERY INDUSTRY

Al Brown tasked with finding the best 'humble pie' in Aotearoa

Globally, Al Brown is recognised as one of Aotearoa's most enterprising chefs, restaurateurs, authors and TV personalities, charity fundraisers and even condiment and wine makers....the list is quite remarkable and it carries an extraordinary weight of respect for the man originally from the Wairarapa.

His most recent endeavour, The Cooking Up A Storm fundraiser for communities ravaged by Cyclone Gabrielle.



"It was essentially the country's largest dinner party coming together on one night; 150+ restaurants, cafes, and clubs across the Motu raised north of \$370K, which was pretty mind-blowing. It restored my faith in human nature, and amplified what an extraordinary hospitality industry we have here in Aotearoa, not just the restaurants etc, but the wider group of wineries, producers, suppliers, in fact any business connected in any way to our trade. Super proud of everyone who helped make it happen, including the Restaurant Association who managed to stitch it all together and make it happen in three weeks after the Cyclone did the damage," says Al.

Mention a humble pie though, and Al's thoughts will drift back to long bus journeys to school from the family farm, a mutton sandwich or the likes packed for lunch and the promise of a mince pie from the dairy every couple of weeks, if he was good.

He can't help but lick his lips at the thought, exclaiming, "I fell in love with pies, from my first mouthful"

And so, for everyone involved in the 25th anniversary of the Bakels NZ Supreme Pie Awards, it is a huge honour to welcome Al back again as the celebrity chef judge for 2023. He's been here before in 2012 when a Viands Bakery fruit pie entry - gingered peach and pear Cointreau - proved absolutely irresistible, much to the delight of baker, Shane Kearns, who took home a Supreme for the second consecutive year.

NZ Bakels managing director, Brent Kersel says: "For our 25th anniversary Bakels NZ Supreme Pie Awards we couldn't have chosen a better person to be our celebrity chef judge. Al won't hold back on any aspect of judging day. He'll be right in there among the other judges looking at pies, checking out the pastry quality, their ingredients, tasting them and thinking, constantly assessing if they are worthy of a gold award and whether he will see them again at the Supreme judging stage. Al is that passionate about everything he sets his mind to and we're very fortunate to have him back for this monumental year."

"The humble pie plays such an important role in the culinary fabric of Aotearoa. It is an honour to play a small part in helping choose the best pie of the year," says Al as he mentions what he really wants to find at this year's competition.

"While thinking outside the box and being innovative is important, for me much of it is about nailing all the foundations of what makes a delicious eating pie. Texture of the pastry, does it work with the filling, filling to pastry ratio, balance of flavours, seasoning etc."

Brent says: "There isn't a person in New Zealand who doesn't know who Al Brown is.

He's won multiple awards for his restaurant, Depot, and his innovative Federal Delicatessen and Best Ugly Bagels are just as iconic. His travels and TV programmes capturing the people and tastes our country and in Australia have introduced him to such an infinite collection of knowledge and experience, which I'm sure, will be useful in judging some of the more exotic entries we receive in the Gourmet meat and Café Boutique categories."

Bring it on, says Al. "We used to do a 'Wild Boar' pie at Logan Brown, many years ago. It still stirs the hunger in me, whenever I think of it."

And while there's no room at judging day for condiments, Al reckons once pie fans discover his 'Old Yella' Habanero Mustard and 'Simply Red' Kasundi Ketchup, which the Aussies have already got their hands on!, they'll discover that even a humble pie can use a lift occasionally, but don't tell the bakers!



Entries are now open at www.pieawards.co.nz

Entries close June 23rd

Judging Day July 27th

Awards night August 1st

NZ HOT CROSS BUN

Perfect classic wins Great NZ Hot Cross Bun Competition

Team effort is behind the best hot cross bun in New Zealand, and its biggest critic, Daily Bread head baker Patrick Welzenbach describes it as “perfect”.

Daily Bread, Auckland took out the top place for a second consecutive year in Baking New Zealand's Great NZ Hot Cross Bun Competition, which was judged in Palmerston North on March 17.

With extra butter, a little more moisture and a faster proving of the sourdough, the winning entry is the fluffiest hot cross bun Daily Bread has created while continuing to produce a classical bun.

“I have to say that this year's bun was perfect. I was so happy. Normally I'm just 90% happy about the finished bun, but this year I couldn't make it any better. It was perfect,” says Patrick.

And he credits that perfection to locally sourced ingredients as much as possible, even the candied peel and orange glaze, which are made in the bakery, use New Zealand oranges.

Part of the secret is Patrick's baking history in which he can trace back to more than 20 generations of his family and he's grateful to his grandfather for teaching him to bake as a six year-old. “I was born to be a baker.” And while hot cross buns are not part of German bakery goods,



Patrick knows just how they should taste.

With the team at Daily Bread, he develops the recipe before individual bakers add their expertise focusing on a specific element.

“At Daily Bread we put the team in front. It was absolutely a team effort. I couldn't do it without the team. One guy did the crosses perfectly and super white and straight, another baker made the perfect dough and another made the absolute shiniest glaze.

Everyone had a small part to make the complete product and everyone is so proud that we have won for a second year.”

Nada Bakery takes second place with standout spice combination

Who would have considered adding pimento - a type of chilli pepper, or coriander to a hot cross bun spices recipe? Well Michael Gray and his mother Judith Gray did along with their bakers at Nada Bakery in Wellington.

The spicy combination blended with plump pre-soaked fruit gave their hot cross bun a stand-out flavour earning them a second place win in the Great NZ Hot Cross Bun Competition.

Nada Bakery general manager Michael Gray says: “Our dough is made in a precise way before we bulk ferment the dough to allow the yeast to feed and develop a more intense flavour. Our qualified bakers weigh off each bun at 140gm, hand mould each one before a final proofing, adding a crispy cross and baking. Once our buns are baked, we glaze them with an apricot and yuzu glaze.”



Inventive taste of Denmark wins Copenhagen Bakery third place

You can take a Dane from Denmark but their love of chocolate will always follow them.

For John Thomsen, head baker and owner of Christchurch's iconic Copenhagen Bakery with wife Donna, opening up the category for the 2023 Great Hot Cross Bun Competition meant he could add chocolate to his much loved buns.

In 2022 Copenhagen Bakery won third place in the national competition and this year they've claimed third place again.

Copenhagen's recipe features indulgent spicy flavours, three traditional fruits but also cranberries and the finishing touch of Belgium chocolate. “We made our hot cross buns for the competition with the indulgent traditional spicy flavours of a zesty three-fruited cross bun, blended harmoniously with cranberries and Belgian chocolate.

John describes it as: “Decadence - a spicy, zesty fruity, oh so nicely warmed through...with a melted chocco explosion.”



NZ News

Could your pies win you Apprentice Pie Maker 2023?



CALL FOR ENTRIES



This is a fantastic opportunity for an apprentice baker to prove that they have what it takes to succeed in the baking industry. However, unless you enter the 2023 Apprentice Pie Maker Award you may never know. Will you give it a go?

To showcase your pie-making skills, you'll be asked to produce two different categories of pies – Gourmet Meat and Mince and Cheese, and you'll be competing for this national title against other apprentices New Zealand wide. If you win, you will be invited to attend the 25th Bakels NZ Supreme Pie Awards in Auckland on August 1 where you will be presented your award, the Apprentice Pie Maker Trophy 2023 and a prize of \$500. The prize includes travel and accommodation for two people.

Previous winner in 2019, Sopheap Long of Euro Patisserie went on to win the Bakels NZ Supreme Pie Awards in 2021. That could be you. You'll have to get your entry in smartly though. **Entries close on June 2 at 5pm** and no late entries will be accepted.

What you need to know

- As an apprentice you must be enrolled through Competenz in a current Competenz approved training programme for the New Zealand Certificate in Trade Baking (Craft) – Level 3 or 4, with an accredited provider
- **To enter you'll need to contact Yvonne Gysberts at yvonne.gysberts@nzbakels.co.nz to be sent an entry form for completing, signing and sending back**
- You must enter both of the following categories. Bake two identical pies for each category – Gourmet Meat (use your imagination) and Mince and Cheese – beef and or mutton, vegetables permitted
- No overweight pies allowed! The maximum weight limit of your baked Gourmet Meat -280gm; Mince and Cheese 280gm
- The pies must be baked solely by you, the apprentice
- Your pies can be either square – maximum width 106mm; round – maximum diameter 113mm or oval maximum length 130mm
- Your pies must be manufactured completely on site at the place of business registered as your place of work. This includes all components including, pastry.

What makes a winning pie?

A panel of independent industry experts will be judging your pies and awarding them points based on four criteria. They'll be looking for, among other things, the quality of your pastry. Does the top have a controlled lift? Do the top and base hold their shape? How thick is the base pastry? And of course, what does it taste like? Does it have good eating properties and nice flavour? They'll cut into your pies to see if they have a balanced proportion of filling to gravy, texture and good colour profile. How does the filling taste? And lastly, they'll award points for the overall bake colour taking into account evenness of bake and finishing such as top glazing.

THINGS TO THINK ABOUT

As you continue working through your qualifications for the New Zealand Certificate in Trade Baking, we look to you apprentices as an important part of our baking industry future. We thought we would share a few tips to help you create the 2023 Apprentice winning pie.

Baking presentation

- ✓ Pies must have a nice golden colour all over
- ✓ Has the pie been baked to perfection?
- ✓ Does the pie have an attractive shine?

Pie filling (visual presentation)

- ✓ Is the filling balanced evenly, meat to gravy to extender?
- ✓ Is the filling a good consistency?
- ✓ Does filling look appealing?

Pie bottom

- ✓ Ensure pie tins are clean before baking.
- ✓ Has the pie kept its tin shape when cooled?
- ✓ Has the pastry been rested and sheeted gently?
- ✓ Is the pastry just right - not too thick or too thin?

Pie flavour

- ✓ Is the pie easy to eat, not too fatty or too brittle?
- ✓ Is the filling seasoned perfectly?
- ✓ Are the pastry and filling flavours well and balanced?

Pie Top

- ✓ Has the pastry risen evenly all over?
- ✓ Has the pie top kept its pre-baked shape?
- ✓ Is the pastry thickness just right, not too thick or too thin?

Weight/Size

- ✓ Please check that your pies are not overweight
- ✓ Please check with that your pies are within the specified dimensions.
- ✓ Pies exceeding limits will be disqualified and have no chance of winning.



Price survey 2023

The response

Twenty five bakeries took part in the survey, 40 percent were retail only, 4 percent wholesale and 56 percent both.

The prize

All respondents were entered in a draw to win a case of fine wine. The winner is World Famous Sheffield Pie Shop of Sheffield. Congratulations. Your wine is on its way.

Top selling vegan product

Participants were asked to name their top-selling vegan product.

Avocado Wrap	Lentil Pie
Coconut Vegetarian Curry	Muffin (flavour not specified)
Florentine	Trail Mix Biscuit
Ginger Slice (gf&v)	Vegan Gourmet Pie
Iced Doughnut	Vegan Slices - Raspberry/Hemp
Korma Pie	Vege Roll
Kumara Rolls	

Top-selling gourmet pies

Participants were asked to name their top-selling gourmet pies.

Angry Steak & Cheese	Peppery Steak & Cheese
Bacon & Salmon	Pork
Beef Cheek	Pork Belly
Beef Rendang	Pork and Chorizo
Breakfast Pie	Potato Top
Brisket Cheese	Seafood Chowder
Butter Chicken	Smoked Brisket
Cheeseburger	Smoked Fish
Chicken	Spicy Prawn
Chicken Cranberry& Brie	Steak and Bacon
Chicken, Cream Cheese & Apricot	Steak, Bacon & Cheese
Chicken, Leek, Bacon	Steak, Cheese and Mince
Chicken & Mushroom	Steak & Creamy Mushroom
Chicken Satay	Steak, Cheese Kumara & Bacon
Chicken Vege	Steak and Pepper
Curried Lamb	Ultimate Steak
Eggs Bene	Venison
Lamb Roast	Venison & Red Wine
Lamb Shank	Vegan Amok pie
Mexican Pork	
Mince & Cheese	
Moroccan Lamb	

Increasing prices is about survival

By Cynthia Daly

Right now I have a stack of returned magazines to remove the details from the *Slice* database. I've received 43 that are from businesses which have permanently closed since our last magazine went out. When I started working on this price survey, my first for *Slice*, I knew that getting comment from distributors and suppliers to the industry would be difficult. Then I heard about two highly respected bakeries closing their doors in liquidation and I knew something was really wrong.

One supplier spoke to me off the record saying that many businesses had exhausted their capital reserves during Covid lockdowns and the inflation price hikes came too soon for them to have recovered from lockdowns. Unexpected price increases were occurring so quickly that preparing for them was an ongoing challenge. By the time bakeries had calculated increases in ingredients, operating costs and wages and adjusted their pricing, there were more unexpected increases. An example given was of discovering their end-of-month invoice was \$10,000 more than they had budgeted for. Often, too, smaller businesses are so busy just keeping up with their day-to-day running, they struggle to find the time to keep up with all the cost increases. They may also be reluctant to put their prices up for fear of losing customers.

Let's have a look at consumer price changes from Statistics NZ to get a scale of where things are at.

In December 2022 vegetables rose 6.6%. In January they went up another 2.5%. That's a 9.1 % increase in two months. Eggs in December went up 10.1% and another 4.5% in January equaling a 14.6% increase to the end of January and since then they have escalated to where an egg is now worth more than \$1. Due to

export delays to China, as their ports are struggling to cope with the volume of supply, NZ meat has actually lowered in cost with beef and veal -2.3% in December and increasing 0.8% in January. But these prices won't last.

So how did that affect the cost of ready-to-eat food which includes bakery items? We saw in December a 0.8% increase and in January a 0.7% increase; a total of 1.5%. Now I'm no mathematician but surely that looks like bakery prices are not keeping up with inflation.

On January 19, 2023, Statistics New Zealand released a statement saying: Food prices were 11.3% higher in December 2022 than they were in December 2021. This is the biggest annual increase in 32 years since April 1990 when food prices increased by 11.4 percent. Even historical records show that (under restaurant meals and ready-to-eat foods category) the highest price increases around 4% were just after Covid lockdowns in 2020, but by April 2021 they had settled at 0.7% and have returned to that amount after 24 months of minor seasonal fluctuations.

Surely if food prices went up 11.3%, isn't that an indicator of where ready-to-eat meals should have increased? Bakeries are food producers after all with just as many overheads.

Comparing our bakery survey average prices between 2019 and 2023 it's interesting to see products such as a steak and cheese pie had increased by \$1.65, basic sausage roll \$1.32 and plain croissant 89c. That's in a four-year period. It seems unrealistic.

If it looks like your costs are draining your profits, then it's time to increase your prices and one of the ways to cause the least amount of upset with you customers is to put up brief notices explaining the situation. And take your increase to a level that gives you a buffer zone rather than having to increase your prices on a monthly basis.

2023 Retail Prices

Product	Average	No	Highest	Lowest
Basic Mince pie	\$5.50 - \$6.00	25	\$9.00	\$4.30
Chicken Pie	\$7.00 - \$7.50	22	\$9.00	\$5.00
Steak & Cheese pie	\$6.20 - \$6.40	24	\$9.00	\$4.70
Top selling Gourmet pie	\$8.20 - \$8.50	22	\$10.50	\$5.00
Vegan pie	\$7.20	9	\$9.00	\$5.50
Basic Sausage Roll	\$3.50 - \$4.50	25	\$7.50	\$2.00
Plain Gluten-free Loaf	\$8.00	6	\$9.50	\$3.70
White Tin Loaf	\$4.30	19	\$7.20	\$2.50
Plain White Sourdough Loaf (at 800gms)	\$7.50	15	\$9.90	\$4.60
Basic Ham Filled Roll	\$6.50	21	\$9.90	\$4.40
Afghan Biscuit (each)	\$4.00	20	\$5.50	85c
Chocolate Caramel Square	\$5.00	20	\$6.70	\$3.00
Chocolate Gateau 8" (20cm)	\$45.00	12	\$30.00	\$105.00
A slice of Carrot Cake	\$6.50	17	\$7.40	\$4.00
Cupcake	\$4.50	14	\$8.00	\$2.10
Cream Doughnut	\$5.00	18	\$7.00	\$2.80
Berliner Doughnut	\$6.00	7	\$6.90	\$4.50
Cheese Scone	\$5.00	21	\$6.80	\$3.00
Fruit Muffin	\$4.50	19	\$6.70	\$4.00
Danish Pastry	\$6.00	15	\$7.20	\$3.20
Plain Croissant	\$4.00	18	\$5.20	\$3.00
Flat White Coffee – regular	\$5.20	20	\$6.00	\$4.80

Price Survey 2023 Wholesale ex GST

	Average	No	Highest	Lowest
Basic Mince pie	\$3.50	14	\$6.40	\$2.40
Chicken pie	\$4.50	11	\$6.40	\$2.45
Steak and Cheese pie	\$3.50	13	\$6.40	\$2.70
Vegan pie	\$5.00	4	\$6.40	\$2.87
Basic Sausage Roll	\$2.00	12	\$4.92	\$1.70
Plain Gluten-Free Bread Loaf	\$4.00	2	\$4.70	\$3.30
White Tin Loaf	\$3.00	4	\$4.50	\$2.20
Plain White Sourdough Loaf (at 800grams)	\$5.50	6	\$6.50	\$4.00
Basic Ham Filled Roll	\$3.75	5	\$4.00	\$3.53
Afghan Biscuit (each)	\$2.50	4	\$2.44	.65c
Chocolate Caramel Square	\$3.00	4	\$4.00	\$1.95
Chocolate Gateaux 8 Inch (20cm)	\$28.00	1	\$28.00	\$28.00
A slice of Carrot Cake	\$2.75	3	\$4.00	\$2.50
Cupcake	\$3.00	3	\$3.50	\$2.50
Cream Doughnut	\$3.75	6	\$4.70	\$2.10
Berliner - style Doughnut	\$3.50	2	\$4.00	\$3.40
Cheese Scone	\$2.75	4	\$4.10	\$2.50
Fruit Muffin	\$2.50	5	\$4.10	\$2.10
Danish Pastry	\$3.75	6	\$4.10	\$1.41
Plain Croissant	\$2.80	5	\$3.40	\$1.38
Top Selling Gourmet pie	\$5.50	11	\$6.50	\$2.70

Thank you

We thank the following businesses for taking the time to respond to this survey.

Ten O'clock Cookie Bakery Café

Hammer and Nail

Gilbert's Fine Food

Cottage Cafe Limited

Piccolo Morso

Blanchfields Bakery

Taste Cafe and Bakery

World Famous Sheffield Pies

Rosebowl Bakery & Café

Copenhagen Bakery

Kaikoura Bakery Ltd

Fairlie Bakehouse

Bakehouse on Bond

PieFee

Andersons Pies

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Ben's buns

Baked@Devonport Ltd

The Sponge Kitchen

Beano's Bakery

Pembroke Patisserie

Renwick Meat Market & Bakery

Keripies Ltd

Sydenham Bakery Limited

In the Mix Bakery



How to ride out the current financial climate

By Raelene Rees
Chartered Accountant

As another income tax year passes us by, for those of you who are self-employed last year was probably a mix of:

- Staff shortages – due to Covid/sickness/flu
- Materials shortage, due to supplier issues with staff, freight etc
- Rising costs – petrol, cost of living etc
- Bank interest rates rising
- Weather damage/supply chain disruption
- Minimum wage increasing

All of these things, plus normal incidentals of running a business, has made for a year of change and adjustments required to face the new “norm”. In your business it is important to have up to date financial information at your fingertips so you can react accordingly and quickly to ensure your business is running as smoothly as it can.

It is no good to you finding out 12 months down the track that costs have increased and you haven't put your prices up enough. Notice I say enough, not just put your prices up. Everyone has had to put their prices up, it is a given.

The costings of all your products need to be updated regularly.

If you don't know how much an item is costing you, you can't be in a position to set a sale price for it either. Not only do you have to cover the cost of raw ingredients, labour costs, but also a share of overheads and profit for yourself. Often it is easier to work backwards from a global position, start with what you want the annual profit to look like, then, add back your overheads like rent, advertising, etc to get a gross profit margin. Then work out how many products you need to sell with differing margins to attain your gross profit required. It is essential you know the various margins on all your products as it important to sell more higher margin products than lower margin products.

If a component of your product isn't available, look for a substitute...I'm sure this is how different flavours of mainstream items came about anyway.

Work smarter, not harder...however if figures aren't your game, then spend some time with your accountant to get things in order and to help you understand your own business. Once you understand, it's easier to move forward. If you aren't a good fit with your current accountant, I am happy to work with you to get your business looking healthier.

Other helpful tips:

- Monitor wastage of stock
- If you own properties that are rented out, put your rents up
- Claim as much expenses as possible to minimise income tax such as use of home as office, motor vehicle usage, wages to family members who are working in the business etc
- Invest in your staff so they think more like you do, regular training sessions etc
- Remember in business it's often as much about the product as it is the service, remember your customers orders/habits...nobody loves anything more than to be remembered!
- Keep your customers happy as their loyalty will go a long way
- If wholesaling review any contracts – fair to all parties, review rates
- Have a Disaster Recovery Plan – a plan to reinstate all your systems and processes, know who are alternative suppliers and who can supply alternative products, an alternative place of business, are there cooperative businesses, who's got your back, who's your mates? Anything on a computer should now be cloud based, have multifactor authentication, and still backed up securely.....
- Check your insurance cover is adequate – vehicles, plant, buildings, business interruption, and who to contact if required – check cover for your home too!
- Monitor your debtors – don't be their bank, review your terms of trade
- Keep in contact with your bank manager, you need them on your side
- Also IRD, if you have an issue at any time, talk to your accountant, sooner rather than later.

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2. That materials and resources including any programmes provided by Baking NZ remain the property of Baking NZ. I/we will not permit any unauthorised copying or other reproduction of this material nor allow this material to be used other than by members of Baking New Zealand or their employees.

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Innovation by Application

LALLEMAND BAKING

Lallemand Inc. is a privately held Canadian company, and is a leading developer, producer and marketer of yeasts, bacteria and other microorganisms serving the baking, winemaking, distilling, ethanol, brewing, animal nutrition, dietary supplements, food, fermentation, pharmaceutical and plant care industries. Lallemand has more than 4,700 employees in over 50 countries. Lallemand Baking supplies baker's yeast and baking ingredient solutions to bakers all around the globe and operates yeast plants in Canada, USA, Europe and South Africa.

As a world-class producer and provider of innovative baking solutions with outstanding expert technical support, Lallemand is dedicated and passionate about:

- delivering quality products and services to industrial bakery customers
- contributing to your success through collaborative efforts
- becoming long-term baking supply chain partners
- our evolutionary mindset of driving customer value by providing innovative baking solutions.

Lallemand has been in Australia for 25+ years, has warehousing facilities on east and west coast of Australia. That currently supply into the bakery market domestically as well as New Zealand and Papua New Guinea.

Capitalizing on more than 100 years of baking experience, from its core fermentation-based technologies and scientific knowledge, Lallemand manufacture ingredients and continuously improve and expand its portfolio. Delivering baking solutions in record time to ensure customers commercial success.

Lallemand keeps on growing its network of Baking Innovation Center that now comprises 3 research and development laboratories and 5 baking application development facilities around the world where they can showcase their expertise in yeasts – liquid, fresh or dry – and bacteria, as well as in baking ingredients, including bread improvers, dough conditioners, bromate substitutes in a whole range of new applications for different segments of the bakery market.

Innovation by Application:

With a global team of baking experts focused on industrial baking processes, Lallemand deliver customer tailored ingredient solutions based on own fermentation and enzyme technologies and driven by consumer insights and application know-how. They are flexible, responsive and understand the customer business. Lallemand Baking "Innovation by Application" driven process focuses on delivering a solution that matches customer needs and delivers value to them and their customers.

Type of baking ingredients offered:

Baking Enzymes, Baker's yeast, Baking cultures, Crumb softener/strengthener, Dough conditioner/strengthener, Improvers, Oxidizing/reducing agents, Bromate replacers, Flavor enhancers/extenders, Nutritional ingredients (proteins, vitamins, minerals, probiotics), Antimicrobials, Baking powder/soda, Leavening acids/bases.





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Innovation
by Application



PhD results in prebiotic bread flour development

By Sarah Beresford



Amir Amani has always loved food and from a young age loved nothing better than hanging out in the kitchen experimenting with ingredients. “I loved making and eating food, and often mixed together odd combinations — sometimes the results were a bit strange, others were delicious,” he says talking about growing up in his homeland Iran. His early proclivities have led to serious studies in food science and a driving ambition to go beyond cooking food that not only looks and tastes good, but also offers additional health benefits.

“My parents recognised my passion for food early on and pushed me into the science side of it. I did a BA in Food Science and Technology and loved it, so went on to immerse myself in it and do a Masters degree. I was really captivated by the importance of functional food products.”

So when the time came to consider doing a PhD, he already knew where he wanted to focus his attention. “The only reason for me to continue was to concentrate on a proposal for functional bread. In Iran bread is a staple food, it’s such an essential part of the whole idea of having a meal — even if you’re having rice with a meal, you must have bread too. Bread is so important — we have

more than 20 proverbs with a wide range of meanings that mention the word bread.

“People have a lot of respect for bread there, and it’s because of that and the respect I have for the farmers and the whole process of making bread that I wanted to focus on it for my PhD.”

He proceeded to look for opportunities around the globe for his proposal to study his concept for fortifying bread using flour made from green bananas as a functional ingredient. He eventually made contact with late Professor John Birch at Otago University who was engaging in research along similar lines; the university offered him a full scholarship and he came to New Zealand in September 2017.

His concept of fortifying bread with prebiotics from using green banana flour led to a lot of experimentation — and eating a lot of bread — over the next three years of working on his PhD thesis. “I might have needed only a few milligrams at a time for my experiments but I had to bake a whole fragrant loaf to get it,” he says laughing. “I had baked bread since I was young for fun — I remember the first loaf I made I used almonds and walnuts — but this was a scientific approach.”



BREAD INNOVATION

Amir stresses that his green banana flour bread is a very different beast from the banana bread that is so familiar to Kiwis.

“Banana bread is made from mashed, fully ripened bananas which are loaded with sugar — once the bananas are ripe, the starch becomes more and more digestible. However in the early stage of ripeness, when a banana is green, it has a considerable amount of what is called resistant starch, which is not digestible but supports the growth of probiotics, which are essential for a healthy gastro-intestinal system.”

The catch with accessing the health benefits of resistant starch is that it is found only in certain raw starchy foods, like potatoes, that are unpalatable in this form. “Who wants to eat an uncooked potato or an astringent tasteless green banana?” Amir asks. “No one does. We bake or fry them, but once this happens we lose the health benefits of that precious resistant starch.”

Amir’s challenge was to find a process to transform the green bananas into an additive with the least effect on its ingredients, particularly resistant starch. The hurdle was finding the ideal drying method and he experimented with two different methods: freeze-drying and the more traditional air-forced baking. A lot of research was involved and he says that although the freeze-drying was a very successful technique, at this stage it is not as easily accessible generally as the air forced oven-drying method.

Then he had to perfect how to make bread with the green banana flour that had all the desirable qualities of taste and texture but still retained the pluses of resistant starch.

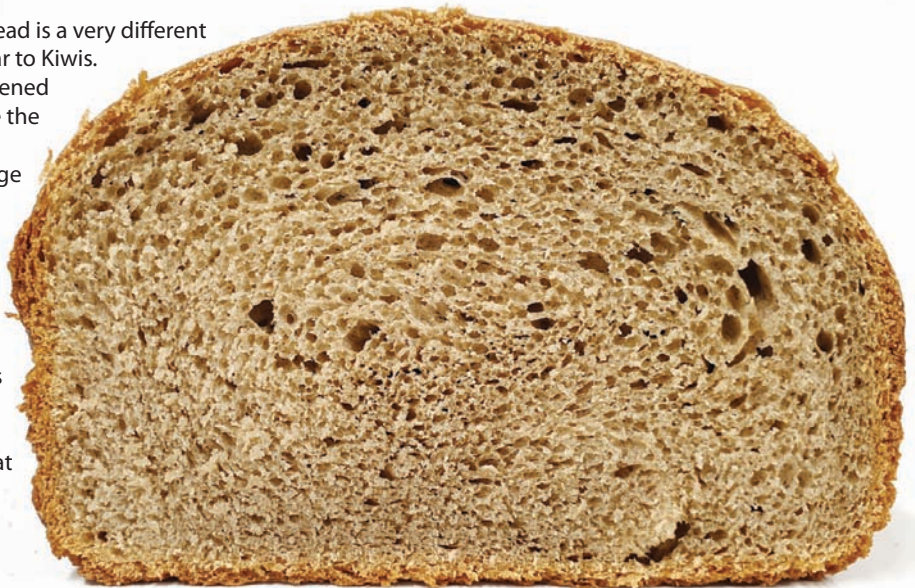
“I finished my PhD in three years and I wanted the next step to be working on commercial production. I really didn’t want to do my PhD for the sake of having a degree. I approached the innovative centre at the university but they were already fully committed, and then the next thing was that Covid happened.”

Amir is still hoping that all his research will eventually result in the commercial development of the green banana flour product.

“It’s not just that it offers so many dietary benefits, it’s also extremely sustainable. Bananas are the most imported fruit in New Zealand — it’s estimated we consume around 20kg a person a year — and a lot is discarded. It doesn’t have to be damaged, it can be that it’s just too curved or whatever. It’s bizarre and it’s a crazy amount of waste. The green banana flour uses every bit of the fruit — even the peel.” So Amir’s product ticks a lot of compelling boxes when looking at taking it a step further.

Although he hasn’t managed to attract commercial interest in developing his green banana flour further as yet, Amir has still been pursuing his interests. He’s currently working as a process technician for Synlait, and on another note has been exploring his passion for providing audio content with a range of podcasts. His podcast series with Tania Williams, looking at Maori culture through a Persian lens, was broadcast last December. “I thought it would be interesting for people coming to NZ to get an introduction to Maori culture,” he says.

It seems Amir is interested in lots of ways that he can enrich our lives, and he would love to see his green banana flour bread hit the shelves for others to enjoy and benefit from. “I always used to think I’d love to be a baker one day,” he says laughing.



At a glance

Prebiotic – Non-digestible ingredients that promote the growth of probiotics. Prebiotics increase the population of probiotics.

The resistant starch in green bananas is packed with prebiotics, which in turn encourages the growth of probiotics in food and the inherent nutritional and health benefits.

Synbiotic: Providing a co-existent living environment for probiotics and prebiotics, enhancing their growth and inhibiting pathogenic bacteria.

Green bananas – high in dietary fibre, minerals, vitamins, and resistant starch which as a prebiotic supports the growth of probiotics, which have been linked to prevention of chronic diseases like colorectal cancer, diabetes and obesity. Green bananas are also a good source of vitamins C, E and B12.



Flour so good

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CIABATTA BY TIM JONES

🕒 **Prep Time:** 30 minutes **Bake Time:** 45-55 minutes **Difficulty:** ✕ ✕ ✕ ✕ ✕

Ingredients

GROUP 1

5kg GFI Strong Bakers Flour
250g GFI Ciabatta Concentrate
35g Dried Yeast (or 105g of Fresh Yeast)
3.675kg Water (variable)

GROUP 2

500g Water (variable)

Method

Place Group 1 into a spiral mixer, mix for 2 minutes slow and then 5 minutes fast. Add Group 2 in small amounts during mixing. At this stage mixing time is 4 minutes or until dough has fully developed.

Divide the dough into 4kg pieces and place into a well oiled container (70cm x 45cm). Bulk ferment for 1 hour. Cover the dough to prevent skinning.

Knock back the dough by folding the dough over itself. Sprinkle flour on top and press down the dough so the bottom of the container is completely covered. Further bulk ferment for 1 hour.

Gently tip the dough onto a well-floured bench and adjust dough into a rectangular shape. Cut into desired shapes and weight, place flour side up on prepared baking tray. Dry proof for 20 minutes.

Bake with good steam at 220deg C° for 20 -25 mins, vent for final 5 minutes.

*Note: baking times and temperatures vary between ovens.



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Up to her elbows embracing hand and heart in sourdough

By Cynthia Daly

Sometimes it is the circumstances in our lives that can lead or change the direction we are heading and for Brit MacDonald, owner of Flour Bro, migraines triggered a new pathway that has led to her operating the only sourdough specific bakery in Invercargill.

She grew up in a very traditional foodie-focused home where mum was a great baker and dad a wonderful cook, especially with meat. As Brit got older she started to realise that maybe the sugary foods she was eating were causing her migraines. She set out on a holistic wellness research path delving into the science of nutrition and how what we consume impacts on our body both physically and mentally.

"I did my teaching degree and was in placements in preschools and kindergartens and noticing what was in kids' lunches and how they would be after it; lots of artificial foods, and their behaviour afterwards.

"Then I went to a really amazing talk by Ben Warren from BePure NZ, and I talked to him because I really wanted to do a study on mental health and wellness. How what we eat affects our mental health. I wanted to look at the whole holistic approach to what I'm putting in my body and my mental health."

Brit started to consider career changes, such as being a nutritionist and in the process of the whole journey she stumbled across sourdough through her young daughter, Kate.

"It was during the first lockdown, she was five and she kept getting really sore tummies and not feeling very well after eating bread products. So I thought I'll try and make sourdough as I'd have time to spend on learning the craft. Kate helped me make our starter, which she called Bready, using organic rye and organic stone-ground white flour with alkalinized mineral water, and we started experimenting with lots and lots of fails and flops. You could say I've learnt from experience through the school of hard knocks. A lot of people don't realise what goes into making a loaf of sourdough. And they think the bread just magically turns up on the shelves and they ask 'what do you do the rest of the week?'" Brit explains to them that her sourdough loaves take three days to make.

Her daughter started to eat the bread, her tummy settled down and Brit became passionate about sourdough from the skill of making it – unlike short proving yeast doughs, sourdough varies each time it is made due to a range of factors such as slight differences in the flour and weather (high humidity to colder temperatures).

"The further I've got into making sourdough, the more magical it has become. It's like wow this is something that is just made with water, flour and salt, time and energy and love. It's beautiful because I'm not only helping others with their eating, because bread is such a vehicle for food, it's also a beautiful process for me too. It's a meditative thing. I feel better when I've got my hands in dough."

Brit admits there have been some challenges to get to where she



is now producing a range of sourdough loaves – plain, savoury and even sweet.

The hours are long, and at times she questions how many hours she spends at the bakery, but her end products and the difference they make to her customers lives is her motivation. "It's such a strong passion that it often doesn't feel like work."

"I started out when I got tagged on a social media post by a local shop asking for local suppliers of sourdough. And I thought, is no one actually making this down here? Why isn't anyone doing it?"

Brit saw the potential and in July 2020 she launched her business, Flour Bro, from her home kitchen.

"It was hard work. I didn't have top of the line tools. I was baking in my home oven where I could only make two loaves at a time. I'd bake on a Wednesday and Saturday and I'd be baking all night from about 7pm on Friday right through to the morning. It was pretty hard going because I was a mum to three young kids.

Cronuts & Danish

You will need.

Group One Ingredients	Weight
Bakels Berliner Donut Mix	2.000
Bakels Instant Active Dried Yeast	0.026
Chilled Cold Water	0.800
Group Two Ingredients	Weight
Butter or Bakels Royal Danish	0.800
Total Weight (kg)	3.262



CRONUT

1. Mix **Group One** and fully develop (similar to mixing a bread dough the window test will confirm development). Mix for 2 minutes on slow speed, then 8-9 minutes on fast speed, FDT 22-24°C.
2. Place in freezer and allow 60 minutes rest before use.
3. Place **Group Two** on half of the dough and then fold the other half over it.
4. Give three half turns for Danish, and 4 half turns for Cronuts with 15 minutes rest in the chiller between turns.
5. After the last fold leave for 20 minutes in the chiller.
6. Sheet out to 5 mm thickness for Danish and 7 mm for Cronuts.
7. Cut into different shapes as desired, and then place on baking tray.
8. Place in prover at 32°C at 70% humidity until doubled in size.
9. Once out of prover, rest on bench for 10 minutes before baking or frying.
10. Egg glaze your Danish, fill with custard and any fruit fillings before baking.
11. For Danish, bake at 170°C (E35 oven) for 19 minutes on high fan, or 220°C (deck oven) for 20 minutes.
12. For Cronuts, fry at 185°C until golden brown on both sides. Once the Cronuts are well drained, cover with a sugar/cinnamon mix.
13. Finish with beautiful Bakels custards, cremes and fruit fillings. For that special touch, cover in fresh seasonal fruits and enjoy!

Tips and Tricks

1. Ensure you fully develop your dough; this will ensure better volume and layering.
2. Resting your dough for 60 minutes in the freezer before folding will reduce your dough temperature and slow down fermentation, allowing for ease of lamination.
3. Resting your dough between folding will reduce shrinkage and toughness.
4. Allow your dough to rest on the bench for 10 minutes before cutting. This will reduce shrinkage and will also help with keeping the shape.
5. Fry at the correct temperature 185-190°C. If the oil is too cold, this will cause higher fat absorption.



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BREAD INNOVATION

I burnt my home oven out after a while and I got another oven but there was something wrong with the thermostat and it wasn't hot enough to bake in."

Searching TradeMe, Brit found a commercial-grade Moffat stone deck oven, which caused no end of comments about her decision, but her garage had three phase power and she had a plan.

"My friends and I had a working bee one weekend and we built a garage bakery and I slowly started supplying a range of shops in Invercargill and doing Farmer's Markets. I went from two loaves at a time to 22. There was a lot of learning through experiment, self-taught. I didn't have a lot of money and I was still teaching while I was doing it."

Brit also went through some personal bumps along the road and she stopped baking for a while, "because my bread reflects how I am".

For her, bread-making is a very emotional process and she's learnt it's important to look after herself. "I make a really big effort to eat well and go to the gym most days of the week so that I'm strong and able to lift dough. I don't want to get injured, and it's good for my mind as well. It's a lifestyle."

In the midst of everything her house had to be sold and she was struggling to figure out what to do when she stumbled across a local baking company, Make 'n' Bake in Kelvin St Invercargill where Tina and Allan leased her some space.

"They were so incredible. They offered me part of their building that they don't use. It was their storage space with freezers etc. And then a couple of really good friends, Riki and Ryan, helped me renovate the space, which needed a lot of love, to get it set up as a bakery for me to use. We worked for about a month doing all sorts of jobs making shelves and counter tops, painting, and I had the help of some local heroes as I had to get the windows taken out to get the oven in. A local forklift driver had to get all my equipment off the big truck as well to get it into the shop!"

During all the upheaval, Brit kept in touch with her customers on social media and when those first loaves from her new location started coming out of the oven, they were ready and waiting.

She now opens the shop on Thursdays and Fridays and has extended her product range to include lots of local items such as honey, jams, butter, and sauerkraut. "Breads and spreads; anything that goes with bread."

Brit's minimum 50-hour fermentation process enables her to produce 10-12 different flavours of loaves a week from plain white; six seed, which is really popular; jalapeno and cheddar; Robbie's Pickled Beetroot and feta; chocolate; Canadian maple, walnut and sunflower; and she's even considered using mutton-bird fat in a loaf. "I'm trying to branch out using local products and produce in my breads, and building my relationship with local growers and producers, because I want to build the story of Southland as well."

Her 'go-to' loaf? "Definitely chocolate with hazelnut butter!"

Her next goal, if she can take on a staff member, will be to extend her range to include sourdough pastries and pizza bases, "and bake the best damn sourdough bread!"

And her daughter, who helped initiate Brit's career change because of her intolerance to 'supermarket' bread, is thriving on sourdough. "We make sourdough waffles and pancakes, and anything with flour that needs to be fermented we turn into a sourdough product." It has been beneficial for the whole family, says Brit.

She even inspired her children (aged 5, 8 and 10) to set up their own small business, Play Bro where they made and sold playdough at the market.

"I'd look up to the other bakers and think my product is not like theirs, I'm not doing what they do, but I've learnt over time to just embrace who I am and let my hands and heart do the work. That has ended up paying off and honours what I really want to do."



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Sweets cabinet winter menu

Cake happiness, all part of the service for wholesale bakery

By Monique Balvert-O'Connor

There's not much about cakes, slices and the likes that Murray Logan doesn't know.

Murray, who is national sales and marketing manager for Melba's Gourmet Delights, has been in the wholesale baked goods industry for 20-plus years.

Many a fine thing is produced in the company's Tauranga and Blenheim purpose-built workplaces, with Murray based at the latter. The A to Z of what's on offer covers about 150 offerings with the tasty tempters including varieties of gateaux, cheesecakes, tarts, pavlovas, loaves, muffins, slices and other treats.

It's little wonder Murray says he's in the business of making people happy.

"Our company ethos is wrapped around creating happiness. Who's not happy when eating a piece of cake?"

Murray works in a lamington (and other sponge-based products), pavlova and meringue wonderland – that's the focus of the Blenheim enterprise. Meanwhile, upcountry in Tauranga bakers beaver away creating cakes, cheesecakes, friands, muffins, loaves, slices and desserts that tick the mandatory delicious and visually appealing boxes.

All the cakes and desserts from the Tauranga factory are supplied frozen and many are pre-portioned which adds convenience to the end user and helps to eliminate waste, Murray explains. While the lamingtons are also from the freezer, other edibles coming out of Blenheim are ambient.

There's been plenty of time to perfect what comes out of the ovens, as this business' genesis dates back to 1982. With decades of expertise this company has long been a go-to supplier of the food service and retail sectors of New Zealand. That's many supermarkets, cafes, caterers, pubs, clubs and restaurants.





Sweets cabinet winter menu

Melba Gourmet Delights also supplies retail and food service markets in Australia.

Murray says business owners in those retail food sectors currently struggling with staff shortages may well consider tapping into what his company has on offer.

"We are a perfect solution, as we have a number of products in the freezer-to-plate range – products that are pre-portioned (which helps prevent wastage) and ready to go. They come out of the freezer, are then microwaved (we provide a microwave guide to go with them) and served within a minute, as opposed to having to be thawed out. We snap freeze our desserts to lock in their freshness – deliciousness is not compromised.

"There's the opportunity for business owners to also, in some cases, add their own touch to create their own masterpieces from a base product. Pavlovas and meringues, for example, are a blank canvas."

Murray is proud of the marketing and product support his company offers to businesses.

"We can, for example, offer new cafes the likes of menu cards and table talkers. That's a marketing resource for our end-users – something they don't have to then spend time and money on."

As Melba's Gourmet Delights' customer base knows well, everything is essentially available all year round – they're not seasonal products. But, exactly how much of certain product heads to those food service and retail sectors at given times is seasonally driven. As the cooler months arrive, sweets cabinets are housing winter favourites. Murray explains these include the likes of apple strudel, orange and almond cake, mini carrot cakes, mud cakes, banana and walnut loaves and sticky date pudding, many of which can be warmed. Cake eating is a fabulous winter-time activity, he believes.

"A cold day, a hot cup of coffee or tea, and a piece of cake... these all go together," he says.

It's the likes of citrus tarts, strawberry and passionfruit cheesecakes, pavlovas and meringues that are especially popular in the hotter months.

As for seasonal celebrations, there's no missing the impact of those.

"We're planning for Christmas already. New Zealand and Australian demand takes off like a rocket ship from Labour Weekend and this impacts the Blenheim business especially because of pavlova and meringue demand. Although, Tauranga gets busier in the lead up to Christmas too as that's where we do traditional plum puddings," Murray tells.

Always in demand, and increasingly so, are cakes, slices, desserts etc that vegans, for example, and those with food intolerances can eat. The company boasts an impressive number of products that cater for different dietary requirements, Murray assures.

"We are continually listening to demand plus innovating, pushing boundaries and reimagining new ways of doing things in order to provide new creations and inspiration," he adds.

Different flavoured lamingtons are an example, says Murray, who has fond memories of the orange ones. But, alas, they and the lemon flavoured variety just didn't appeal to consumers the way the chocolate and raspberry ones continue to do.

Lamingtons aside, Murray finds there's much to tempt his tastebuds this winter. Sticky date cake with caramel sauce, custard and vanilla ice cream get a mention, as does walnut loaf with lashings of butter. His go-to in summer is anything in the citrus tart and citrus cheesecake range. Regardless of the season he loves

custard tarts, blueberry and almond tart and caramel sin gateau.

The inclusion of the word "sin" in that gateau says all, and sometimes Murray has to make the call to simply feast his eyes. There's irony, he admits in the fact he is an insulin-dependent cake and pavlova salesman.

Being diabetic does nothing to curb his enthusiasm for his place of employment. He anticipates his sector is set to strengthen.

"We're continually growing year-on-year and looking forward to a bright

future post Covid, with the food service market bouncing back to where it was pre Covid. Things are heading in the right direction."



BAKERY SOLUTIONS

Collective kitchens catching on fast as efficient concept

By Sarah Beresford

Harrison Stott likes nothing better than to sit in the reception area of The Kitchen Collective and watch the happy faces of customers as they depart with elaborately decorated bespoke cakes from Zi Sweet Bakery. "It's one of my favourite things to do, it's a fun part of what we do here," says the co-founder of The Kitchen Collective. "Zi Sweet is moving on to a new commercial kitchen closer to the owners' home soon so they won't have to do the long commute any more. I guess you could call it one of our success stories."

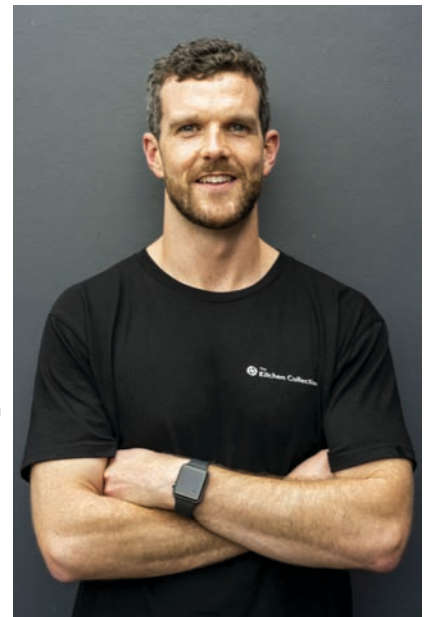
If it seems odd that Stott is celebrating one of their members moving on, that's probably because the concept behind The Kitchen Collective is very innovative for the hospitality industry generally. With branches in Auckland and Christchurch, they offer a range of options for leasing commercial kitchen spaces that are all housed under one roof. The model caters to food businesses of all shapes and sizes, from established players, to those experimenting with up-scaling production of their edible offerings or those catering for one-off events.

Harrison admits that he was a complete newbie to the food world when he first encountered the concept of collective or cloud kitchens. "I'm from a tech background first and foremost and was working out of a WeWork in London when I first encountered the concept of co-working commercial applications for hospitality. I knew nothing about hospitality, couldn't cook, but immersed myself in that side of the business for six months and really loved it."

Harrison moved back to New Zealand with his wife in 2020 just before the Covid lockdowns, got a 'regular' job, but then was made redundant. "I started thinking about how much I loved what I had been doing in London within the cloud kitchen market. That business was focused on the delivery side of things, like Uber Eats, and I thought I could do something using the same premise but with more of a collaborative, community emphasis.

"So I raised some money and launched it here in Auckland in May 2022 using the basic idea but tweaking it into something a bit different."

The Kitchen Collective in Auckland is based in Glendene where 20 private commercial-grade kitchens and eight



Harrison Stott



The Kitchen Collective,
9a Akatea Rd, Glendene, Auckland
TuCK, 466 Tuam St, Phillipstown, Christchurch
www.tkcollective.co

BAKERY SOLUTIONS

bench-shared kitchen spaces are included on the 1100m² site. The Collective takes on all the day-to-day hassles and responsibility for running the kitchens, including equipment maintenance, cleaning, waste management and council compliance.

“Some of the kitchens are leased on a yearly basis, and the shared kitchens are booked on a shift basis so there’s lots of flexibility. We have everything from businesses doing food delivery like Uber Eats, to people catering for events, pre-made meals, food trucks and market providers up-scaling production... it’s very mixed and variable.”

One thing that straddles the whole business is an emphasis on a sense of community and communication. “It goes right down to small things that I think are important, like the driver windows for the delivery kitchens being opened up so the different businesses aren’t isolated,” Harrison explains. “And the shared kitchens offer opportunities for people to talk, develop and swap ideas.”

Designing the site itself was a challenge, making sure everything ticked compliance boxes and was fit for purpose.

“It was really a balancing act — it’s not easy to build and design one kitchen let alone doing it on this scale. We made sure that we covered things like easy access for pallets down hallways, and our dishwashers operate on a shared conveyor belt system which is really efficient and maximises space.”

One thing Harrison did insist on were some little design touches to help make the spaces more intimate. “There’s lots you have to do for compliance and commercial kitchens can seem quite scary spaces,” he says, laughing. “One design aspect I was adamant about was using coloured tiles in the shared kitchen, which I did get a bit of push back on, but it helps to make the spaces more inviting.”

In 2022 TuCK in Christchurch came under The Kitchen Collective umbrella, offering similar opportunities for both large and small food producers in the mix of private and day shared kitchens. It seems Kiwi food businesses are very much embracing the collective concept.

“We do have expansion plans,” says Harrison. “We have had interest from literally all over New Zealand — it’s been awesome. There’s certainly the demand but it’s difficult finding the right spaces that we can adapt so the design can be more specific for certain tenants.”

“We’re actively looking for another site in Auckland, and I’d love to start something in Wellington, as that’s where I’m from so it would be great to be able to give back. Also of course there’s lots of challenges at the moment with creating cost-effective spaces. Our overall premise is to help bring costs down for food producers, so we’re really aware of the importance of that.”

The Collective has tapped into a demand to short circuit the time and expense involved in running and growing a business, and provides an ideal platform for smaller concerns to make the leap from home kitchens, or small premises, to larger work spaces that allow for production growth.

“We have established brands that use our private kitchens but we also have smaller members who are just starting out in the shared spaces. I see success stories daily in people like Adam from Ansum

Pasty Company who moved from a home kitchen to us and is really upping production and doing great. Then there’s Frankery that is totally taking the scale of production to the next level as she balances full-time work and a rapidly expanding business producing her artisan breads and pastries. It’s incredible to watch.”

Their website homepage states: ‘We manage the kitchen so you can do the cooking.’ It looks like The Kitchen Collective has come up with a recipe for success in the food business.



Soft, chewy Canadian-style cookies win over Kiwi palates

By Monique Balvert-O'Connor

Ellen Waymouth's former colleagues may well rue the day they told her that her homemade cookies were good enough to sell.

Canadian-born Ellen took their word for it, "took a punt" and launched an artisan cookie making business. That was two years' ago, and Pt Chev Cookies is thriving. The downside is that those former colleagues – Ellen was a nurse at Starship hospital and then a researcher at The University of Auckland – no longer get to munch on those "soft, chewy and delicious" cookies she'd share at work. They are now amongst her online customers buying cookies by the tub!

Initially Ellen juggled nursing and her fledgling cookie business, but the latter smartly became a full-time enterprise.

"It all happened quite quickly. I approached Farro Fresh and love the creative license and support they have given me ever since. When I come up a crazy cookie idea, I pass it by them and most have stuck," Ellen tells.

Husband, Nicko Waymouth (a lawyer) is her right-hand man afterhours. He's happy his wife's business evolved early this year from the commercial, registered kitchen in their Auckland home to an especially built, bigger commercial kitchen on the front of their property.

"Our little kitchen was pumping out quite a few cookies before we moved to the bigger space. Nicko says it's good that kitchen is separate from the house as he was eating too many cookies," Ellen laughs.

The tempters are many, including Nicko's favourite, the salted caramel cookie, which took away a silver medal at the 2022 Outstanding NZ Food Producers Awards and was a finalist at the 2021 NZ Artisan Awards. Ellen is a self-professed "choc fiend" so it's little wonder Triple Choc and Choc Chunk get a mention when favourites are discussed. Her taste buds also adore coffee and almond, so cookies including these ingredients also rate highly on her list.

"Eat one of those and it's like a cookie for my soul. It's like quality bites of deliciousness and certainly staves off the hanger <hungry, angry> monster for me," she laughs.

As for the crowd favourite? That would be the Salted Caramel one, followed closely by Choc Chunk.

Ellen tells how her heritage and where she lives influences her recipes. She has Norwegian blood on her father's side and says the liberal inclusion of almond in some cookies is an ode to that. While New Zealanders tend to enjoy cookies with crunch, she's truly Canadian in her love for the soft and chewy versions.

"I think what I offer is different to what's out on the NZ market – especially given the chewy aspect. I can't crunch all the way.

"Now, living in Pt Chevalier, I enjoy trying out different combinations of salty and sweet flavours to reflect the unique vibe of our beachside community," Ellen enthuses.

In amongst key ingredients used is the goodness of Kiwi companies like Fresh As Freeze dried berries, Whittaker's chocolate and Heilala Vanilla.

By the end of Ellen's first year in business, Pt Chev Cookies featured a range of seven options. Now it's more like 14, with some



going and returning, and some seasonally produced. Some flavours like maple syrup and nuts are more appropriate for winter, while cherry white chocolate is more of a summer cookie, she explains. And then there are those that feature at Easter and Christmas, for example.

New Members

Ellen may have a sweet tooth, but savoury cravings come her way too, and with that, voila, the arrival of The French Brioche Toast version.

"I love it – it's like a breakfast cookie that excites and intrigues people. It's now not unusual for cookies to come out at breakfast time in our house," Ellen confesses.

New cookies are getting added all the time. The latest ones are Oatmeal Coconut Toffee and Hazelnut Choc Chunk, that came out in January. And, seasonally, the Easter egg Choc Chunk one has also appeared of late.

The back story

Ellen took to baking at an early age, and memories around Christmas baking are especially strong and poignant. Her Norwegian grandparents lived across the road and baking was frequent and it inspired their son, Ellen's father.

"For our wedding, Nicko and I got dad to make a big, baked almond Norwegian celebration cake – a Kransekake." It was a wonderful, nostalgic inclusion on the day she married her Kiwi man.

Ellen emigrated about 20 years ago, initially coming to Dunedin simply to pursue a Master's in Science degree at Otago University. She left with more than a qualification; Nicko, too was studying there.

Inspiration and experimentation

Baking is a little like chemistry, says this former science scholar who tries to dedicate one day a week to "messing around and experimenting".

"You get to see first-hand what does and doesn't work and how factors, like Auckland's humidity, can affect the dough.

"There's lots of trial and error and I am grateful for this opportunity to flex my creative muscle. Sometimes there are big fails and at other times, pleasant surprises."

Friends and family are her trialists and they're wonderful, she says, as she can rely on them for brutally honest feedback. The ultimate compliment is "I can't stop eating this".

She says the shower is a good place for inspiration, or when she is baking, hand-balling balls of dough.

Recent developments and what to expect.

The installation of Pt Chev Cookie's very own kitchen has been timely, as Ellen is keen to expand production. Her handmade cookies are sold via Farro, at a Kingsland boutique store (The Nest) and online. There have been developments as regards the latter - nine months ago Pt Chev Cookies' ecommerce store opened to include more than the Auckland populace. Now, Ellen's eco-friendly cookie tubs are whizzing around the country, with nearly 50 per cent of sales going to the South Island.

As for other flavours to be launched?

"Expect the unexpected.

But I do love the caramel, so maybe there will be more twists on that," Ellen teases.



PT CHEV COOKIES



Cottage industry bakery bursting at the seams with orders

By Monique Balvert-O'Connor

Debbie Harlow's Auckland neighbours are used to the delicious aromas wafting out from her suburban kitchen.

It's five years since Debbie launched In the Mix Bakery, but she's been in love with the creation of food since her pre-school days.

Inspiration came mainly from her Grandad, the late 'Jack' Harlow, whom she affectionately called "Poppy".

"I started taking an interest in what he was doing when I was four. Poppy was my idol. Mum and dad were working, and I would go up to the bakery and watch Poppy (and Nana too) make pies and lamingtons. Then my aunties, who had cafes and did some catering, would bake and make tarts at my grandparents' too and I would help out occasionally.

"I probably always liked it. It's something I always wanted to get into," tells this business owner who, until her early 50s had worked in administration and property management (she still does some of the later.)

It's appropriate, she says, that baking with family is part of her food journey. After all, the passion for baking in her family has passed down five generations.

"My great-great-grandfather was a qualified baker who arrived in New Zealand, from England, with a vision for a new life, a passion for baking, and a trusted recipe book in hand. He set up business in Broadwood, Northland."

While a specific business hasn't been handed down, a love of baking has been embraced by members of all generations in various ways - such as through the establishment of a bakery (Debbie's Great-Great Granddad handed the bakery down to Poppy and Nana who moved it to Mt Eden), or a baking business servicing cafes (the aunties). Poppy's brother Bert Harlow was also a qualified baker with a couple of bakeries in Central Auckland. And now there's Debbie's take on it. As an aside, Debbie has an uncle (Graeme Dew) on her mother's side who was also a baker and sold bakery supplies.

Debbie is continuing the family's legacy by sharing wonderful baking creations with the community via wholesale and online sales. A lot of her cake recipes are adapted versions of what earlier generations of her family produced. And she's diversified.

Debbie started In the Mix with a focus on cakes and slices - initially solely at the Clevedon markets - then incorporated pies to generate more business. Plus, she'd always loved the pies her Poppy made.

"Adding pies was the best thing I ever did - though perhaps not from a sleep perspective," says Debbie who confesses to sometimes clocking up 18 or 19 hour days. Hundreds of pies a week come out of her standard-sized oven.

"The pies add a whole new kettle of fish. They have their own market." And she introduced meals.

"The pies and the meals are the big sellers," Debbie tells. "Five generations on and I feel I have added strength to the business of baking by adding the savoury."



The pie options are many. There's the varieties of mince and steak that you would expect, coupled with those not as predictable. Salmon and dill; steak and blue cheese; pork, apple and sage; Thai green chicken; venison in red wine gravy; and steak and oyster. There's even a macaroni cheese pie.

And yes, gluten free, dairy free, vegetarian and vegan needs are catered for in these pies and the fresh, readymade meals too. Chicken and mushroom fettuccini, meat and veg lasagne, venison meatloaf and roast vege salad meals are but some of the offerings, and there are family-sized pies too.

In fact, there are about 27 varieties of Debbie's so-called River Valley Pies - named after the River Valley Meats' butchery, supplier of her meat.

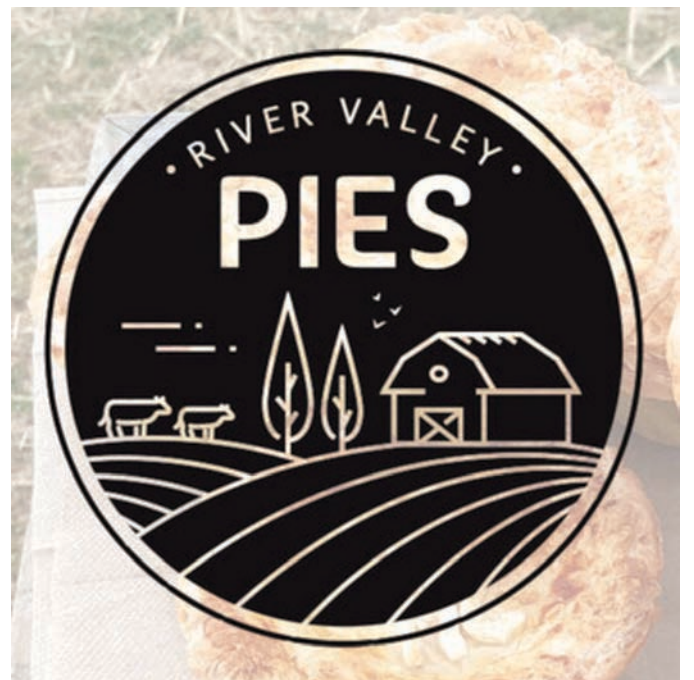
The general favourites are the steak and mince pies and three of the chicken options - chicken and leek, chicken and mushroom, and chicken, bacon and mushroom. There's a nice following for the no-gluten-added varieties too, and the cottage and seafood chowder pies.

"Smoke fish pies are also a big seller and that's my favourite," says Debbie who smokes the fish herself. It's a wee skill she learnt as a child, from her dad, Terry Harlow.

The pie she won't eat is the steak and oyster - it's on the menu for those, like her dad, with a great love for oysters.

Debbie's clients are celebrating not only the flavours she delivers, but the sizes too.

"We don't do anything small. Hearty is the word. River Valley Pies are 400 or 420gms in weight on average. The truckies love them. Elderly people buy them too, cut them in half and have with mashed potatoes and a side salad."



NEW MEMBERS

Savoury sales are indeed soaring, but Debbie hasn't forgotten her sweet side. There to satisfy sweet cravings are a whole host of things from classic cheesecakes to fluffy sponges. She bakes celebratory cakes too. It's the cheesecakes that are especially popular. Think oreo, lemon curd, banoffee pie (in cheesecake form), and Reeses' peanut butter cup cheesecake.

Overall, online sales are the biggest ("they really took off when Covid hit"), with wholesale then encompassing about 35 to 40 per cent and the bulk of that going to Waiheke Specialty Store. River Valley Meats also sell Debbie's pies, and for the last nine months or so she's been delivering pies and sausage rolls (also large, of course) to a few city cafes.

Everything that comes out of Debbie's kitchen is made to order either the night before or day of delivery. Those keen to sample should be aware it's advised to book days in advance – such is demand.

Debbie is increasingly receiving calls nationwide. Now for the sad part (for many) of this happy tale. Her customer base is Auckland only.

Will that change? Debbie knows there's room to expand her business – no doubt about that.

"I'm bursting at the seams now. To expand involves a whole new business model. I like to keep it close knit anyway, I like my cottage industry and I don't want automation but expansion is always on my mind."

And, of course the big question is... what of a sixth generation of bakers? That may not involve Debbie's offspring. Daughter Stacey is a vet nurse, so that's unlikely, Debbie states. But daughter Jessica (a new mum) has experience in hospitality, so you never know, Debbie muses.

In the Mix Bakery's in safe hands for now, anyway.



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Pie relief earns smiles

By Cynthia Daly

When Cyclone Gabrielle hit the Hawke's Bay region with a massive, destructive wallop overnight on February 14, the impact left everyone in the region shell-shocked.

As those in the worst hit areas looked dazed around them and overwhelmed with grief and loss, others who remarkably were relatively unscathed, started pulling together to provide relief.

Hastings bakery owner James Buckrell says the hardest part was getting over the shock in order to help others. The destruction shown in the media, while intense, still didn't give a true picture of how terrible and desperate the situation was and still is.

"The ground was already sudden before the cyclone from all the rain that we'd previously had and looking around the farmland and various places, there are now slips where you just wouldn't expect them, but some areas had 800mils of rain in 24 hours! You look at the destruction and think 'where do you start?'"

"We came through it okay but I have friends, close friends that were left with only the clothes they were wearing. They lost everything else. What do you do? You have to support people. You have to find a way to put a smile on their faces, even if it is only for a moment," says James.

Offering support in a State of Emergency isn't new to James and his bakery staff. As the owner of BJ's Bakery in Hastings, in partnership with David Hewes, James instigated a massive pie delivery to Christchurch within days of the earthquakes in support of the volunteers and emergency services personnel. His pallet load of pies went some way to feeding those involved, so that they could continue their work.

The Hawke's Bay disaster hit him hard mentally he says, just seeing the destruction, and it was his wife, Paytra, who suggested providing pie relief for the region in areas they could reach. "I have to give her the credit. She was the one that said we needed to get baking pies to feed everyone."

"When the Christchurch earthquakes struck I spoke to my suppliers NZ Bakels and Weston Milling (now Mauri) and asked if they would donate ingredients so we could bake pies for the people involved. They gave us enormous support. They were very generous and I couldn't thank them enough.

"This time when I asked NZ Bakels and Mauri to help again they gave me everything I needed to bake pies to give to anyone in need and all the relief workers. In fact many of my suppliers gave generously, I couldn't have done it without them and I want to



spotlight on

acknowledge that. ANZCO, the local freezing works gave me all the meat; amazing!" (At the end of this article is a list of all the suppliers that James would like to thank for their support.)

Within four days of Cyclone Gabrielle the staff at their Karamu Road bakery started turning up for work at 3am, two hours before their shift started, and with the help of James, David, and bakers, Greg, Aimee and Amanda they baked pies, thousands of mince, mince and cheese, and bacon and egg pies.

"A Cyclone Gabrielle emergency hub was set up at the showgrounds in Hastings and I had a friend with a coffee cart, Caffeine And Chills, who was going to set up there to provide free coffee, so I put a pie warmer in the cart which we kept filling up for all the emergency crews, the volunteers and the Army and Navy. And we put the word out on Facebook for people to tell us where volunteers were working.

One of the Facebook messages: "Everyone who has been affected over this time is in our thoughts; it's been a tough and tragic time for many. Community is everything and we are very proud to be a part of Hawke's Bay. Love, your BJs family"

"Then my dad, Barry, whose in his 70s, and I would drive the van around to the locations and hand out pies.

"You get a sense of wanting and needing to help and I knew with pies people could have a meal and then keeping going. And I did it to put a smile on peoples' faces, to take their minds of the enormity of the situation for just a moment. You should have seen their faces when we handed them a pie. People were so excited to get a pie."

As a thank you, James was given a naval cap and people took to Facebook thanking the bakery.

A Facebook message of thanks after a visit to Taylor Corp: "Awesome efforts from the packhouse clean-up team. These guys have been working tirelessly clearing mud from the packhouse. We appreciate your hard work so much! Special shout out to BJs Bakery for delivering hot pies to them all today. Thank you for the kind words as well, it doesn't go unnoticed."

James says over the following three weeks they donated something like 4000 pies. "To be honest we lost count. We just kept churning them out, as long as there was a need."

"A lot of the people in the wider community have been our customers for years and we wanted to return their support for our business by helping them out in their need."

James explains that his family has been farming in the south Hastings area for generations. He still has a sizeable lifestyle block, though his dad sold the family farm in the 1990s and took up making pies in the back of a local restaurant.

They must have been good pies. They still are, without a doubt. In BJ's Bakery's heyday, NZ Bakels launched the Bakels NZ Supreme Pie Awards and they won Supreme in 1998, the second year of the competition. They went on to accumulate 32 medals in the Pie Awards, many of them golds, before calling it a day when they felt they had "done their time".



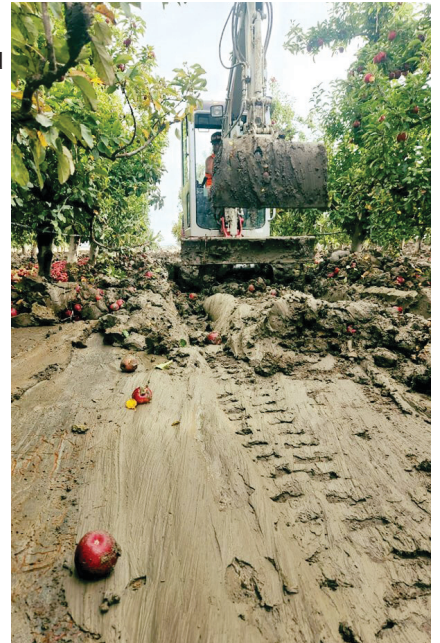
As a young guy James "fell into the job" of being a baker, originally training with local legendary baker Ian Holloway and working and training with the likes of Heaven's Bakery, where Graham Heaven managed to get James years of experience officially NZQA certified.

Now days the roar of a stock-car engine has far more appeal than an early morning start in the bakery and James is happy to leave a decent part of the running of BJ's Bakery to his business partner David Hewes.

As Hawke's Bay Speedway Club president, the role has gone from hobby to more of a full-time one at times. He's pleased though that it gives him the flexibility to spend time on his small farm and help out where required, including in supporting his community as the region rebuilds.

"We have been lucky enough to be supported by:"

- NZ Bakels
- Davis Food Ingredients
- Rangi Dykstra at Hessels poultry farm
- Henry Heke
- Ovation New Zealand
- Mauri NZ
- Leonard's Bacon Company
- Altura Coffee Company.



The dedicated team from BJ's Bakery (from left) Greg Burfield-mills, Amanda Jack, Aimee McKay, David Hewer and James Buckrell.

Shakoy (Filipino fried donuts)



Ingredients

- 400g Farmers Mill Summit flour
- 55g White sugar
- 5g Salt
- 260g Warm milk
- 70g Egg
- 50g Melted butter
- 10 Instant dry yeast
- 475g Canola oil for frying
- 100g Sugar for dusting
- 5g Vanilla essence

Method

• place in mixing bowl with dough hook, milk, egg melted butter flour, sugar, salt. Along with yeast, mix on slow for 2min stop, scrape and resume mixing for another 3-4 min or until dough is well combined.

Tip the dough on a floured surface and Form the dough into a ball and lightly coat with oil. Place it in a bowl and cover with and place it in a warm area and let it rise until it doubled in size.

• divide dough into half, cut the dough into 16 round dough balls and leave to rest 2-3min.
Take dough ball and roll it out until it is 15/20cm long.

Twist/ plait the dough, Pinch the ends so it is sealed and will not unravel when frying. Place the twisted doughs on a surface or tray dusted lightly with flour. Cover them with a and let them rise again to almost double.

• Start to heat the oil in a pot or deep pan over medium heat. Gently, turn the logs over and let them rise for another 4-6 minutes Fry until the bottom part is golden brown rotate and fry until colour is even on both sides.

• Remove from oil Roll the fried donuts in sugar.

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MAURI

Custard Slice Recipe

Ingredients

- MAURI RAP Instant Custard Mix 1.8kg
- Cold Water 3.2L
- Fresh Cream 1L
- Puff Pastry Sheets

Method

1. Add cold water and MAURI RAP Instant Custard Mix to bowl.
2. Blend on low speed for 1 minute. Scrape down.
3. With a whisk, mix for 5 minutes on high speed.
4. Leave to stand for 5 minutes.
5. Whip cream, then fold into custard.
6. Spread custard onto a docked pastry sheet.
7. Place another pastry sheet on top.
8. Ice with your favourite icing.

Note: Once made up, custard should be refrigerated for up to 3 days.

This custard is also great as a filling for eclairs and fresh fruit tarts.

Mix Weight: 6kg

Yield: 1 Full Bakers Tray

Product Code:
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Instant Custard Mix 15kg
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Puff Pastry

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INGREDIENTS (Baker's %)

GROUP 1

100% Total Flour
100% Bakers Flour
2% Salt
25% Pin & Peel Pastry Blend

GROUP 2

51% Chilled Water

GROUP 3

75% Pin & Peel Pastry Blend

METHOD

DOUGH

1. In the bowl of a mixer fitted with a dough hook, dissolve the salt in the chilled water. Add the flour, and Pin and Peel Pastry Blend.
2. Knead just until a smooth dough forms, approx. 1 to 2 mins.
3. Wrap the dough tightly in plastic and chill 1 hour.
4. To roll-in the Pin and Peel Pastry Blend, first prepare by placing it between two sheets of parchment paper or plastic wrap. Use a rolling pin to soften the fat so that it remains firm yet pliable like clay. Shape the fat into a 20cm rectangle. It is important that the dough and fat be of almost equal consistency.
5. On a lightly floured workbench, roll the dough into a rectangle approximately 46cm long. Lift and rotate the dough as necessary to prevent sticking.
6. Use a dry pastry brush to brush away any flour from the dough's surface.
7. Position the fat on the left side of the dough rectangle, fold the right side of the dough over the fat and press on all sides to seal. Stretch the dough if necessary; it is important that none of the fat be exposed.
8. Starting from the seamless side, roll the dough out in one direction into a smooth even rectangle approximately 60cm.
9. Use a dry pastry brush to remove any loose flour from the dough's surface. Fold the dough in thirds, like a business letter, the single book fold. This completes the first turn. Wrap in plastic for at least 20 mins.
10. Rotate the block of dough 90°C and roll out the dough again into a smooth, even rectangle approximately 60cm. Fold the dough in thirds again, completing the second turn. Cover the dough with plastic wrap for at least 30 mins.
11. Repeat the rolling, folding and chilling technique until the dough has had a total of five turns, cover the dough completely and chill 1 hour before shaping and baking.



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APPLE STRUDEL BY ANTONY BEAGLEY

⌚ **Prep Time:** 30 minutes **Bake Time:** 45-55 minutes **Difficulty:** ✕ ✕ ✕ ✕ ✕

Ingredients

PUFF PASTRY GROUP 1

2.500kg GFI Premium Pastry & Noodle Flour
250g Pastry Margarine
2g Salt
1.350L Water

PUFF PASTRY GROUP 2

1.250kg Pastry Margarine

FILLING

3kg Diced Apple
150g Chelsea Caster Sugar
90g Colset
15g Cinnamon
300g Sultanas

Method

Mix group one on slow speed with dough hook for 2 minutes until a dough has formed. Add group two and continue mixing for another 1 minute – until the Pastry Margarine has broken up and evenly dispersed through the dough but still visible. Fold the pastry with 1 x half turn and 4 x full turns. Rest for 30 minutes between each turn. Keep the pastry covered while resting so it doesn't dry out.

Once all the turns have been completed, rest the pastry overnight (covered). If storing the pastry in the chiller overnight, ensure it is brought back to room temperature before use the next day. Sheet the pastry out to a thickness of 2 3/4 on the pastry brake and roll out on the work bench. Mark out the strips for the strudel – you should achieve 4 strips wide and cut to the appropriate lengths required.

APPLE STRUDEL FILLING

Place approximately 900g of Apple Strudel Filling on a full length strip of pastry (full length of baking tray). For the top of the strudel, fold a strip of pastry lengthwise and using a knife cut the folded part of the pastry on a 45 degree angle. Place the top over the fruit and press down around the edges. Brush the pastry with egg wash. Bake in a pre-heated oven at 220°C oven for 25 to 30 minutes. Once cool, drizzle with some soft fondant icing.



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ROAST CHICKEN AND BACON PIES

Makes 10 pies (approximately)

INGREDIENTS

550g roast chicken meat (roughly shredded)
110g bacon (cooked and diced)
300g **Barker's Professional Cream Style Meal Base**
150g water

METHOD

1. Mix all ingredients thoroughly together. Place in an airtight container in the chiller until ready to use.
2. Lay short or base pastry across the pie tins and using a scrap piece of dough, hammer the pastry into the base of the pie tins. Leave to rest for 5 or 10 minutes, then repeat.
3. Deposit 110 grams of the mixture into each pie tin.
4. Lightly brush the rims of the pies with water. Place flakey pastry across the top and roll down with a rolling pin. Remove any scrap pastry.
5. Glaze with egg wash and decorate as desired.
6. Bake at 180°C for approximately 20 to 24 minutes depending on the oven.
7. Remove from the tins when cool.





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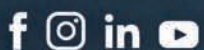
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