

slice

The latest in baking industry news proudly brought to you by BIANZ

Issue 42 May 2019

We celebrate the
modest sausage roll
– a bakery star

PLUS social media – a
guide for the perplexed



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providing the latest in baking industry news
from across New Zealand

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 **BAKELS**



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on the cover

We pay tribute to a modest bakery star, the humble sausage roll.
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BIANZ Partners:

For full details and member benefits, see page 44.



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Reasonable care is taken to ensure that Slice magazine articles are up-to-date and as accurate as possible at the time of publication, but no responsibility can be taken by BIANZ or Slice for any errors or omissions contained herein.



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From the president



KEVIN GILBERT KEEPS IN TOUCH

Bedlam every year

Easter is done for another year which was made even more challenging with Anzac Day following immediately afterwards meaning, for some, a seven-day fortnight and for others as few as six non-stat holidays in the weeks either side of Easter weekend.

I was talking with a group of people from within the hospitality industry during that period and was surprised to hear that they weren't aware of the impact Easter has on, arguably, the majority of bakeries.

We decided that, unlike Christmas which is bedlam for all areas of hospitality and food manufacturing, Easter is a time that is, almost entirely, set aside for bakers as the only things that people crave are chocolate (that can helpfully be made months in advance) and hot cross buns.

Pies rise

As the madness of the Easter season subsides, we can start turning our attention to winter which, for many, means a notable increase in pie sales. It's also a time when getting up at silly-o'clock can be a little harder with the colder temperatures making it far more inviting to stay under a warm blanket than head out into the freezing winds.

But it's also a time that we can have some fun and start to focus our attention onto our pies. What are some ideas for new flavours and/or do we have some tweaks we want to make to our current offerings? Which do we want to work on and which are the best? And, of course, which are the ones we're going to enter into the Bakels Supreme Pie competition later in the year?

At our bakery we use the annual pie competition as a sort of team event. Let's face it, if you're working in the food industry you probably are, to some degree at least, a foodie. Getting the team involved in breaking down why you may not have got 'that' call from Brent Kersel at Bakels always gets a conversation started and generally several ideas. At least it does down our way.

Training in review

At the time of writing there is no news about the Vocational Education and Training review. BIANZ put in a submission regarding this after significant discussion with members of the industry. We will let you know as soon as we hear something as this is an topic which has the potential to significantly alter the way we attract people to the industry and to train them once they've entered it.

World Skills

At the beginning of April, Neroli Lancaster (the bakery competitor for New Zealand's World Skills team) competed in the Global Skills Challenge in Australia.

If the World Skills competition is the Olympics (and it is second only to the summer Olympics in terms of international size and scale), then the GSC is a little like the Oceania Games – a

warm up, preparation competition to iron out the kinks and get 'competition ready'.

Neroli was up against countries that spend several millions of dollars a year on training. These include China, India, Brazil, Malaysia, and Russia (the host country of the World Skills Competition in August) and came away fourth, a fantastic effort for the first time out and up against such strong and heavily funded competition.

For some of her competitors, their whole lives are training for competitions. Neroli represented us and our industry very well, now we just need help getting the funding to get her to Russia.

Unox visit



While in Melbourne as part of the World Skills Competition, I took the opportunity to call in on Wayne and the team at Unox, one of our newest partners.

Their facilities are incredible with the wall of technology in their training academy looking like it's always ready for a magazine shoot – but it was in use.

They have new technology coming through that will allow us to make the most of our time and the bakeries downtime so that throughput can increase. Very interesting stuff and I'm sure Wayne, Robin and the team will happily talk you through the options if you want to know more.

Mobile bakeries

The team at Burns & Ferrall continue to work on the mobile bakeries for us and I hope to have some significant news for you by the next *Slice*.

Scholarships

The two scholarships that I have mentioned previously are nearly ready for launch and, once Puratos are happy with the details (they are the ones providing the international trips and training as the prizes), I will be announcing how you can enter those later in the year.

Kevin

From the office

TEGHAN MEAR KEEPS IN TOUCH



Hello all. I hope that Easter was prosperous and hopefully you got some sleep over the hot-cross-bun-mad season.

I would like to take a moment to mention and congratulate again the bakeries in the Top 10 of our Great NZ Hot Cross Bun competition.

Everyone I have spoken to had a very busy Easter period due to the success of a place in the competition.

This is a great result and really shows the value in entering the competitions and the hard work that goes into BIANZ competitions.

I encourage you to enter our Hot Cross Bun competition next year if you haven't before. The benefits of winning speak for themselves and if the two previous years of the competition are anything to go by, it will really change your business.

Since the last issue of *Slice* there have been a number of employment law changes that you would have noted. As an employer it is important to make sure your employment contracts are up to date with the 2019 changes.

Breaks required

Employees must be given set rest and meal breaks based on the number of hours worked, to help them work safely and productively. Employers must pay for minimum rest breaks but don't have to pay for minimum meal breaks.

Employers and employees can agree when the breaks can be taken. If they cannot agree, the law will require the breaks to be taken at set times, so long as it's reasonable and practicable to do so.

Trial periods

Ninety-day trial periods are restricted to businesses with 19 or fewer employees, to restore protections from unjustified dismissal for most employees when they start a new job.

Businesses with 20 or more employees can continue to use probationary periods to assess an employee's skills against the role's responsibilities. A probationary period lays out a fair process for managing performance issues and ending employment if the issues aren't resolved.

We have updated the BIANZ Individual Employment Agreement Templates for the 2019 changes and these are now available in the 'Members Area' of the BIANZ website.

Discounts available

Finally something to take note of, we have a discount mobile app. Search BIANZ Member Benefits in the app store and have your member number on hand to access all the benefits.

There are benefits such as a 30% discount with Hertz, 35% off with Thrifty car rentals and discounts with Placemakers and Bunnings plus much more. If you need any help logging into the app please get in touch.

Until next time, send me an email or give me a call with any queries.

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New Members

We welcome

Lunch Shack Ltd	Hawera
Artisan Bakehouse	Christchurch
Hollywood Bakery	Auckland
The Old Bakehouse	Masterton
Gluten Free 4u	Wellington
Harbour Street Bakery	Oamaru

Events calendar

What	When	Where
Bakels Supreme Pie Awards competition 	Entries now open. They close 27 June, Judging 25 July, announced 30 July	National
International Baking Industry Exposition 	7-11 September	Las Vegas Nevada USA
	9-11 September	ICC Sydney, Darling Harbour
	19-20 October	Auckland

news & views

Chinese muddy bun demand poised to push up price of butter

Report from Gerald Piddock on *Stuff*

Kiwi butter-loving bakers may have to dig deep later this year as low supply and a Chinese craze for a new buttery bun cause a large spike in prices.



Butter prices lifted for the 10th consecutive time during the latest Global Dairy Trade action, up 42 percent since the start of the year. Prices were below US\$4000/tonne at the start of the year and had jumped to US\$5544/t after the most recent auction.

That price hike will start to hit New Zealand bakers around July-August. Current prices still reflect the period late last year when the Global Dairy Trade went through a period of consecutive falls.

According to Statistics New Zealand's March food price index, prices for a 500g block fell from \$5.20 to \$5.11 between February and March.

"Retail prices are always slow. Assuming the spike lasts for the next few months, we'll see it in the supermarkets this year. It does take time to filter through," ASB Bank senior rural economist Nathan Penny told *Stuff*. He predicted prices would go close to hitting the record highs seen in 2017.

The price hike was due to what was occurring in both New Zealand and abroad. The local dairy season had "turned on a dime" from a positive outlook in December to talk of a possible drought. This coupled with low outputs from other dairy producers saw a fall in supply.

"There's just not a lot of milk out there and we know that demand is still pretty good," Penny said. That demand was centred around a global trend that butter was more healthy than polyunsaturated products such as margarine. China had also emerged as a major butter buyer, fuelled in part by demand for 'muddy buns' made from chocolate pastry which were being avidly shared across social media.

"We have this massive market that is growing pretty quickly as well.

"We're just really big in butter in terms of the global market. We are the dominant exporter."

It meant good news for dairy farmers, not so much for bakers.

Wellington's Arobake Café no longer uses single-use coffee cups

Stuff reports that Wellington's Arobake café and bakery has stopped serving coffee in single-use, disposable cups.

Customers have to either bring their

own cups or they can "hire" a reusable steel cup provided by Wellington business Again Again for \$3, getting their money back when they return it.

The café's owner Max Fuhrer believes his could be the first café in the country to stop using single-use cups entirely.

"It's an idea my daughter Grace and I had," he told *Stuff* reporter Rob Stock.

Arobake was part of the Wellington Again Again network of around 40 cafés, but the pair thought simply offering reusable cups would not bring about the dream of a low-waste café culture.



"My daughter and I were brainstorming, and said unless cafés stopped offering single serve cups, then it would not change," Fuhrer told Rob Stock

Most customers have welcomed the move, especially those who had already turning up regularly to the café with their own mugs and cups.

Fuhrer said so far only one customer had become angry and stormed out to head across Aro Street to a rival café. A handful of other customers had left without expressing anger.

He said he was all right with that, seeing it as the price of progress. "Re-using is so much better than recycling," Fuhrer said.

Backlash following change of ownership of beloved family business

Shawn and Sharon Fisher took over Sharrocks Cake Shop on Govett Ave, New Plymouth in August last year and some customers were so shocked they were moved to tears.

"They were really surprised. Some were really sad, we had people in tears in the shop because they were upset these guys had gone," Sharon told *Stuff* reporter Brianna McIlraith.

These guys were Royce and Wanda Sharrock who, after 27 years at the helm of Sharrocks Cake Shop in New Plymouth, quietly sold the business and moved on.

The backlash was swift and ongoing. "Seven months on they're still asking after them. They were so established in the community," Sharon told *Stuff*.

"There were quite a few who were really staunch about it and it took a lot to convince them that we weren't going to ruin their bakery and they've come back and they're happy."

Sharon, a school office administrator and Shawn, a trained chef, work six days a week, with occasional help from their sons



Lachlan, Kellen and Conall who help run the shop they have now named The Bake Shop on Govett.

"It's hard work but if we don't put the effort in we're not going to see the results. It's tough, but it's really rewarding," Sharon said.

"We're starting to feel like a community

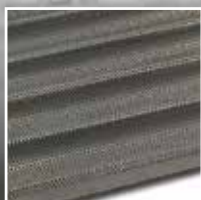
and it's really good."

Since opening they've put their own flavour into the bakery by redecorating, adding a coffee machine, bringing in new pie flavours and putting their own twist on traditional doughnuts.

Sharon doubted the pair would be able to leave the same legacy the Sharrocks had, but told *Stuff* she was content with how the little bakery on Govett Ave was going.

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The pot-bread shop next?

Synthetic biologists have engineered brewer's yeast (essentially identical to bakers' yeast) to produce marijuana's main ingredients – mind-altering THC and non-psychoactive CBD – as well as novel cannabinoids not found in the plant itself.



Feeding only on sugar, the yeasts are an easy and cheap way to produce pure cannabinoids that today are costly to extract from the buds of the marijuana plant, *Cannabis sativa*.

"For the consumer, the benefits are high-quality, low-cost CBD and THC: you get exactly what you want from yeast," says Jay Keasling, professor of chemical and biomolecular engineering and of bioengineering at the University of California, Berkeley and a faculty scientist at Lawrence Berkeley National Laboratory. "It is a safer, more environmentally-friendly way to produce cannabinoids."

Cannabis and its extracts, including the high-inducing THC, or tetrahydrocannabinol, are now legal in 10 American states, and recreational marijuana – smoked, vaped, or consumed as edibles – is a multibillion-dollar business nationwide in the US. Medications containing THC have been approved by the US Food and Drug Administration to reduce nausea after chemotherapy and to improve appetite in AIDS patients.

CBD, or cannabidiol, is used increasingly in cosmetics and has been approved as a treatment for childhood epileptic seizures. It is being investigated as a therapy for numerous conditions, including anxiety, Parkinson's disease, and chronic pain.

But medical research on the more than 100 other chemicals in marijuana has been difficult because the chemicals occur in tiny quantities, making them hard to extract. Inexpensive, purer sources – like yeast – could make such studies easier.

Plus, he adds, there is "the possibility of new therapies based on novel cannabinoids: the rare ones that are nearly impossible to get from the plant, or the unnatural ones which are impossible to get from the plant."

Cannabinoids join many other chemicals now being produced in yeast including human growth hormone, insulin, blood clotting factors, and recently, morphine and other opiates.

One of the pioneers of synthetic biology, Keasling has long sought to exploit yeast and bacteria as "green" drug factories, eliminating the expensive synthetic or extractive processes common in the chemical industry and the often toxic or environmentally-damaging chemical byproducts.

Indoor cultivation under grow lights with ventilation fans uses a lot of energy, accounting for a growing percentage of annual power consumption. One study estimated that California's cannabis industry accounted for three percent of the state's electricity usage. Indoor grows have caused blackouts in some cities, and energy consumption can add more than \$1,000 to the price of a pound of weed.

Hence Keasling's interest in finding a "green" way to produce the active chemicals in marijuana.

Colour sells in Canada

Canada's Bakers Journal reports that, to remain competitive and attract more customers currently, bakeries should offer uniquely flavoured products that cater to the latest consumer tastes and food trends.



Whether it's creating classic loaves reinvented with a twist, far-out flavours in unusual combinations, or perhaps making the most of local and seasonal ingredients, many Canadian bread makers both big and small are offering products that are anything but run-of-the-mill.

So, what are some of the hottest bread flavour trends cropping up this year? In a recent report, the market research agency Mintel predicted a taste for brightly coloured, vegetable-based breads will increase in 2019.

Such breads currently remain niche in Europe, using ingredients such as carrot, beetroot or spinach and gaining traction as they appeal to consumers' demand for food with greater health benefits. Not only do these vibrantly hued breads catch consumers' attention, they make the vegetable content more tangible and offer an overall flavour boost.

The research group suggests that due to the increased popularity of the Ketogenic or Paleo diets, people continue to cut their carbohydrate intake. This shift could make bread producers offer lower carb products, but often with added protein and fibre. Additionally, as people seek out products with low or zero gluten, bakers are experimenting with alternative grains and flours.

The third upcoming trend observed in the bakery industry is bread products accented with global flavours. As international fusion restaurants and food trucks carve out a space in the food service industry, baked goods featuring exotic spice blends such as warm, North African flavours of cumin, turmeric and cinnamon could appeal to adventurous consumers who want to switch their bread routine up.

Subway UK launches vegan sandwich



Subway in the UK has expanded its menu with its first-ever vegan sub and salad, available nationwide since mid-April. Both feature a patty made from sweet red pepper, chilli, garlic and red onion.

Subway is also introducing a Vegan Garlic Aioli to accompany the subs and salads.

The vegan launch follows successful product trials in three stores in different parts of the country as well as demand from customers via social media.

In addition, the brand is rolling out Cheesy Garlic Bread made with mozzarella and red Cheddar cheese plus a roasted garlic and parsley butter.

"The new Vegan Sub and Salad and Ultimate Cheesy Garlic Bread is an exciting next step in what we're able to offer on our menu. We're always looking to introduce new, balanced choices so as to continue to cater for everyone, whether that's offering more choice for 'meat-free Mondays' or for those following



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a flexitarian diet," said Colin Hughes, Country Director for Subway UK & Ireland.

Seven of Subway's sauces are already vegan, as are the Italian and Hearty Italian breads. The launch of the new Vegan Sub and Salad was supported by a nationwide marketing campaign.

Marijuana in the bakery raises new issues

With the legalisation of cannabis in Canada, many companies there may need to revise their health and safety rules, and know their employees' rights.

Marijuana in the Workplace: Best Practices for Your Company and Employee Expectations was a symposium recently organised by **Bakers Journal Canada** for bakers looking at the implications for anyone working with bakery equipment and decision makers across all levels of the industry.

Marijuana in the Workplace brought together a panel of experts and industry leaders who addressed hot-button issues regarding the legalisation of recreational marijuana and its implications for workplace safety in Canada.

Attendees gained insights into compliance rights and learnt best practices in ensuring fitness for duty to manage worker expectations and balance compliance/enforcement with employee privacy.

This seminar was aimed at for CEOs, senior safety-management executives, professionals in managerial and/or safety

supervisory roles, human-resource planners and joint health and safety committee leaders.

Attendees learnt to:

- Understand fitness for duty issues, recognise signs of impairment and know when to intervene;
- Balance compliance and enforcement with employee-privacy issues;
- Design and implement an effective drug-testing policy and procedures;
- Demonstrate due diligence and compliance with other legal considerations;
- Learn about best practices and recommendations toward pre-employment screening and drug-testing;
- Managing employee expectations; and
- Appreciate the importance of education and training for employees and supervisors.

more news & views

Let art be your inspiration

The 2019 Pettinice Cake Art Show and competition is rapidly gaining momentum with the organisers, NZ Bakels, announcing that the theme for this year will be Cake Art itself, in other words art in icing.

Competitors will be required to replicate a piece of artwork using their own interpretation for their cake design. Their subject might be a famous sculpture or painting, modern art or even comic book art. It must be art of some description and part of the entry criteria will be that an image of the original artwork is displayed with the competition entry.

Dates for the 2019 Pettinice Cake Art Show and competition have been changed due to a venue booking clash. It will now be held on 19 and 20 October at Pakuranga Rugby Club in Auckland.



White wine and lemon juice prevents pastry dough discolouration

Scientists have developed a natural way to prevent discoloration of pastry dough during storage using a combination of white wine and lemon juice, according to a report from the American Chemical Society.

Pastry doughs are susceptible to enzymatic browning, a chemical process, driven by an enzyme called polyphenol oxidase (PPO).

It's the same process that causes bananas and other fruits to turn brown. Commercial additives can help suppress this reaction but with ever more consumers requesting natural ingredients in their foods, manufacturers are seeking alternative ways to preserve pastries. To address this concern, scientist Peter Fischer and colleagues sought to find a more natural way to inhibit enzymatic browning.

The researchers initially tested various synthetic additives and showed that they had different effects on dough. After a series of experiments with white wine, grape juice and lemon juice, the researchers observed that a combination of white wine and lemon juice did the best job of inhibiting PPO activity.

IBIE offers virtual reality bakery tours



The International Baking Industry Exposition (IBIE) has announced a new experiential attendee offering at the upcoming IBIE 2019 in Las Vegas — iba.Virtual Bakery Tours with enhanced content from IBIE.

Remaining true to IBIE's mission to serve the industry by providing inventive, interactive experiences, this new added-value offering is designed to give attendees the opportunity to explore the world of baking in an engaging and unique way.

With the help of virtual reality glasses and 360-degree videos, attendees will be able to see right into renowned bakeries from around the world, including Tartine Bakery, San Francisco; Sandholt Bakery, Reykjavik; Joseph Brot, Vienna and more. iba initially launched the virtual reality bakery tours at its 2018 trade fair in Munich, Germany and IBIE will bring the tours to life once again — with enhanced content from the wholesale sector — at this year's industry event.



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Bullying claims on the increase

by Alice Porter



Workplace bullying is a topical issue receiving significant media attention these days. A recent staff survey at Waikato DHB found that 60 percent of staff reported seeing bullying at work, and Housing NZ had a suicide linked to alleged workplace bullying type behaviours last year.

Surveys generally report 20–30 percent of employees have personally experienced bullying at work. There are several explanations for these high statistics:

- The wide definition of workplace bullying adopted by WorkSAFE New Zealand. Their definition is “repeated and unreasonable behaviour directed towards a worker or group of workers that can lead to physical or psychological harm”. Most other bullying definitions focus on whether behaviour is intended to harm by exerting power and dominance over another person. The WorkSAFE definition does not require the behaviour to be intentionally harmful and departs from the traditional idea of bullying being about exerting power and dominance.
- The wider definition means that management behaviours that may not be reasonable but haven’t traditionally been construed as bullying can now fall within the WorkSAFE bullying definition. That can apply so long as that behaviour is repeated. This can include being rude or dismissive, making unfair decisions, and getting visibly angry in response to a problem.
- Research suggests the current generation of school and university leavers are less resilient than previous generations of workers. They are more sensitive to behaviours that can be construed as bullying under the WorkSAFE definition. Additionally with the current level of media attention on the subject, workers are more inclined to label behaviours as bullying than they have been in the past.
- Some managers and business owners are being caught out by bullying allegations being raised in response to behaviours or reactions they have exhibited for a long time.
- Managers and business owners often find themselves

managing staff for the first time without having received a lot of training and support. This can lead to legitimate management actions, such as addressing poor performance or mistakes, being implemented in ways that aren’t currently considered to be ‘reasonable’.

- Previously acceptable behaviour such as demonstrating anger or frustration is increasingly likely to be perceived as unacceptable bullying behaviour.

While large corporate employers are dominating headlines around workplace bullying, small and medium employers are just as likely to receive allegations of bullying from workers. Addressing these allegations is often disproportionately expensive and disruptive for small employers who don’t have

the management capacity available to dedicate to resolve complex staffing issues.

Aside from being aware of the problem, small employers can consider the following steps to mitigate the risk of bullying allegations being raised:

- Provide management training and a dedicated support/mentor for new managers.
- Hold regular conversations/ catch ups with each staff member to provide for routine discussion of performance and other issues. These provide a dedicated channel for concerns to be raised at an early stage when they are much more easily addressed.
- Seek feedback from staff or other managers on how you are perceived in different

scenarios, to ensure you are aware of and can address any issues.

- Have a bullying and harassment policy and a process for addressing issues that staff are aware of. Many employers choose a more traditional definition of bullying in their policy to mitigate the issues arising from the WorkSAFE definition which will otherwise apply as a default definition. These issues have high media focus and are not just the domain of large employers.



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BAKELS

BAKERY INGREDIENTS SINCE 1904

Billy's Bagels hit the spot

by Monique Balvert-O'Connor

Australian-born Will Hickerton has found his way into Kiwi hearts.

The journey's been largely via the stomach, driven by his bagel baking and barista skills.

The former Queenslander has based himself in Tauranga where, by day, he mans the coffee machine at a suburban destination cafe called Tahlula, and by night he bakes bagels. That's on two nights, to be exact.

Two years ago, this 25-year-old launched his own sideline business, Billy's Bagels, which is delighting an ever-increasing number of Tauranga customers. His one-man-band initially sold about 30 bagels a week, now it's more like 250. They're on the menu in Tahlula and about 10 other cafes, and word is spreading amongst the general Tauranga population, thrilled to have a local, fresh supply of such caliber. Friday's especially busy at Tahlula when those in the know come to collect their ordered boxes of bagels, baked on Thursday nights.

But this self-professed foodie says he never intended to establish a bagel baking business. It was simply a personal challenge to master the baking of what he considers the ultimate breakfast food.

Will's love affair with bagels really hit it off when he was a teenager visiting New York with his family – mum, dad, and a big brother. He returned, on his own, as a 19-year-old for another taste.

"Bagels are massive in The States. I tried amazing bagels in New



York – just incredible. You can go to pretty much any deli there and get a really great bagel. Maybe not the best coffee, though," Will laughs.

When Will made the move across the Tasman five years ago he shared a Tauranga flat with Texans. Conversation turned to bagels. The attempt to make them wasn't a far reach given Will enjoys spending time in the kitchen on his days off, and given they are his ultimate breakfast food – a big deal considering breakfast is his favourite meal.

"I thought, why not give it a crack?

"The first 100 batches weren't excellent," he says candidly.

Will spent about eight or nine months, using "kilos and kilos" of flour, trying at least two or three batches per week.

"Baking bread seems easy on paper. But there are a lot of processes. I modelled my bagels on a base recipe which I have tweaked and changed. They are not your traditional New York or Jewish bagel," Will tells.

He says getting the recipe right became an obsession.

"I was not going to give up. My Texan flatmates were a great sounding board. They were really honest, telling me if the

texture needed to change, or if I had cooked them too long... They helped me refine my product.

"I remember the day I gave one of my flatmates a taste of my latest, final product and he said 'yip, now you've got it right'.

Will says his bagels are a cross between a brioche and sour dough - adhering to the naturally leavened bread aspect, but beyond that it's his own take.

"I never intended for this to turn into something financially beneficial, or a business. I just wanted to make a good product for myself and my people."

Tahlula owner Tahlee Henry forced his hand, however, suggesting he bring some to work for a taste test. One taste and she wanted them on the menu. And she offered use of her kitchen.

"I said: I can't do that as I don't have a legitimate business. She said 'well, you'd better get your act together'," Will recalls.

The early days were challenging - fitting in bagel baking after a full day in the café. But he's perfected the art. Where he used to finish at 10.30pm, he's now shaved two hours off that time.

Will says his business growth has come minus any real marketing and it's been "exciting stuff".

"People just seem to love them," says this creator of a whole assortment of savoury and sweet flavours. Sesame topped bagels are the best seller, and the most popular flavoured offering would be jalapeno. On the sweet front, it's black forest with its inclusion of freeze-dried blackberries and raspberries and Whittaker's 70 per cent dark chocolate.

As for Will's favourite?

A tough call, but sesame, he says.

While Will's a dab hand on the culinary front, it was carpentry that first captivated him. He worked as a tradesman in Australia for two years after completing his apprenticeship in his hometown of Innisfail.

It was a flatmate - a teacher by profession - who was instrumental in changing his career path.

"He was passionate about coffee and had his own espresso machine. He would source green coffee beans from different origins around the world and roast them. This really opened my eyes and I became interested in all the steps of coffee."

Will took him up on his offer of using his machine and developed his barista skills at home, making coffee for himself, his flatmates, and his mum.

"I know this sounds arrogant, but the best coffee to be found in Innisfail was at our flat."

When he decided to make the move to New Zealand he applied for a barista job. The lack of work experience wasn't an issue when his prospective employer suggested he make a flat white. It was deemed a goodie.

Will says the fact he has ended up in a food-related profession isn't surprising given his upbringing.

His parents shared cooking responsibilities and expected their sons to assist. They loved experimenting with food and impressed upon their boys that cooking was an important skill.

"It would never be 'you wait for your dinner' it was 'come and help us make it.' We initially thought that sucked and then realised we enjoyed it," Will says. His brother, Jeff, also has a love affair with food and is a dab hand at making desserts. Meanwhile, Will's favourite meal to cook is Thai green chicken curry.

The story of Will's journey to New Zealand involves more than a love of food. It has also netted him a wife. He married Bella in November last year.

"She is not a foodie, but she loves that I cook. When we have children there's no question about whether or not they will be in the kitchen. I definitely want to give that to them."

Who knows where that will take them.



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From Australia to Carterton for a pie

Cynthia Daley looks at keen pie awards competitors – 1



It says a lot about your pies when an Australian customer keeps returning for one of your steak, garlic and mushroom pies year after year when he's visiting New Zealand.

Wild Oats bakery café owner Crystal Thompson says the customer is a geology lecturer and he brings students to the area regularly, each time calling in at the bakery and announcing that he's back for another of his favourite pies.

"We've formed a friendship with him over a pie as the years have gone by.

"When he comes in he tells his students he's the first in line. He doesn't want to miss out on his pie," says Crystal.

Wild Oats bakery café is located on Carterton's High Street, the main route through the Wairarapa to Masterton and onwards, so it's a popular place for a meal stop, though equally popular with mothers in the town who head there for a coffee and pie while the children enjoy the play area.

Head baker, Ben Clarke, says: "There's always people passing through and lots of things going on in the Wairarapa. When there's an event going we're crazy busy."

Wild Oats' reputation for a great pie got a boost last year when they won first place in a local pie competition run by the Wairarapa Times Age newspaper.

Ben says he accidentally became a baker but he hasn't looked back.

He was training to be a chef at Wellington Polytech when he went looking for a part-time job and found one at Pak 'n Save Petone bakery where Craig Bachelor was his boss.

"It just happened from there. I moved over the hill from Wellington to the Wairarapa and sort of fell into it literally."

Ben had previously trained as a printer, and had worked as a chef before picking up a full time position as bakery manager at Right Price in Masterton.

When the late Martin Chait and the late Peter Gray opened Wild Oats almost 19 years ago, Ben saw an opportunity to work in a less intense environment with a more professional approach and applied for the job. Crystal joined the staff 18 years ago and went on to buy the business.

"I started a couple of weeks after they opened up the shop properly and I worked under Peter learning the Nada Bakery (his signature Johnsonville bakery) way of doing things. We still use many of the Nada recipes today."

Ben says in that time the business has grown, as the area has grown, to the point now where they are outgrowing the building. In the last five years its pie sales have doubled. "We're struggling to keep up."

He's looking forward to training his new apprentice so that he can help with the workload.

At Wild Oats the pies are all made from scratch as are most of their baked goods.

"We use rump steak, no TVP (textured vegetable protein) just pure beef. For some of our pies we make a béchamel sauce so it's not just a lump of grated cheese on top of a pie filling. With our pepper steak, we make a pepper steak sauce from scratch and the garlic mushrooms are a scratch sauce as well. We do 10 flavours including beef steak with tomato, and steak with blue cheese."

Wild Oats has previously entered the Bakels NZ Supreme Pie Awards and is keen to enter again, possibly with its steak, garlic and mushroom in the Gourmet Meat category.

Ben is quite passionate when it comes to pies and says if he had free rein to make the pie of his dreams it would be a steak and oyster one. "But I also like the pepper steak, it's a good seller."

"These guys do an amazing job," says Crystal. "They get up at all hours of the morning that no one else wants to, to do this. They put in the effort, the passion. So when people go and have that amazing pie, it's down to these guys and that's credit to them. We've got people that come in for a steak and cheese or a steak and garlic and they keep coming back. It's like that feel good in a bag, that comfort food that they want and the happy vibes and that's all down to you guys (her bakers)."

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Tradies can clean out pie warmer by 8.30am

Cynthia Daley looks at keen pie awards competitors – 2



Something has changed in recent years at Pak 'N Save Petone's bakery. Local support for their business can lead to the pie warmer being emptied by 8.30am as the tradies 'grab 'n go' for the workday. It's a good thing then that the seasoned bakers are prepared for such sales.

It could also have something to do with the fact that the bakery has won numerous awards in the Bakels NZ Supreme Pie Awards. Since 2013 they've collected five golds, two silvers, four highly commended and been in the top 10 for various categories.

While some of those gold awards went to categories such as Steak & Cheese, Steak & Gravy and Potato Top, bringing home the gold for Gourmet Meat in 2016 for their steak and mushroom pie was an absolute thrill. The gold awards lead to heaps of extra sales and the development of new flavours including chicken and stuffing, and a sweet chilli beef with cheese.

Pak 'n Save Petone bakery manager Ray Chantung started in the bakery as a young man 24 years ago and worked his way up becoming manager a decade ago. He says his crew of 19 all love

baking, from the 'old school' baker who takes real pride in his work to the younger ones learning the trade.

From thirteen flavours, the most popular are the steak and cheese and potato top. However, a year ago they introduced the steak and pepper pie which is now nudging at the top.

Each morning a few hundred pies will start being baked-off and then there's the rush.

"We have like three different groups of scaffolders and builders that come in in the morning pretty much from six till half eight. So by 8.30am we're normally filling the pie warmer for the third time. Our pies are pretty popular. Then we've got these workforces just behind us and our lunchtime trade is huge. The majority of our trade is lunch."

On top of that, Ray says several schools in the area order pies in bulk for their bought-lunch days and large companies such as Carter Holt and the Stationary Warehouse place bulk orders.

"Sometimes we'll get a few businesses in and they actually clear at least two-thirds of the warmer. It can get a bit busy, and when you've got people waiting to get a pie and they see all the pies disappearing! You can't really do much and it happens quite often so we try to get businesses to give us warning."

To help ease the pressure, extra pies are baked and chilled ready for warming or boxed in a three-pack and available from a chiller ready to just heat and eat.

"We've had customers say they really like them because they just have to boil some veggies and they've got a meal. We do quiches as well and they work well as an easy meal."

Ray says pies and sports games are a sure winner, so they keep an eye on the previous year's calendar of events and pie sales to help them allow for increased demand at certain times.

Every year Pak 'n' Save enters the Bakels NZ Supreme Pie Awards. It gives the bakers a challenge and boosts sales even if they don't win anything.

They enter most categories including vegetarian last year.

"We're thinking of entering the Steak & Pepper one again and possibly our Chicken & Stuffing one in the Gourmet Meat. It's got a really nice flavour. I get excited about the competition but our bakers tend to stress a bit because they are passionate about what they do. When we win golds though it goes crazy and our sales more than double. Anytime our customers know the Pie Awards are coming up our sales increase. NZ Bakels always gives us the promotional signs and we love to advertise that we are entering the awards again. Back in the day not too many supermarkets got awards for pies so it's pretty special having them here."

Ray says his favourite pie is the chicken or the Potato Top. "I love chicken and I love my potatoes."

A major roll

Sadie Beckman considers a beloved bakery product.

There are some things that are just part of the fabric of Kiwi life.

When it comes to food, we are a nation that loves our pies and pastries, and sausage rolls are arguably one of the most widely beloved items to emerge from thousands of ovens and grace hot cabinets and pie warmers across the country each and every day.

A long-time favourite, sausage rolls seem to hold a universal appeal. Golden pastry that flakes when you take a bite and that filling of classic sausage meat, often steaming hot – you know where you are with a sausage roll. But amongst the eternal search for innovation and originality, can this humble pastry item be improved?

The answer, according to New Zealand's baking industry, is a resounding yes. Gone are the days of the soggy, greasy sausage roll, with the expectations of a country with an increasingly discerning palate demanding quality in the classic version, creativity in any new incarnations and expertise in the execution of both.

In recent years, the sausage roll has become almost cultish, with a multitude of recipe ideas appearing online and in print

suggesting all manner of interpretations. Gold medals have been awarded for top examples of this tasty favourite in baking competitions, including BIANZ's own awards schemes. There was even a special sausage roll category in the BIANZ 50th anniversary baking competition in 2017 – won by Arobake of Wellington.

New Zealand Masterchef winner and celebrity chef Brett McGregor is no novice when it comes to the delicacy in question, telling *Slice* that nothing beats a good old Kiwi sausage roll.

"That crispy pastry with a savoury meaty filling can be magical," he says.

"As a kid I have fond memories of being in the back of the car, flakes of pastry covering my clothes with sauce running down my fingers devouring them as fast as I could. I love food memories."

In 2017 McGregor undertook a six week search across the country to find the best sausage roll as part of a competition run by Coast radio station. Dunedin's Ward Street Depot came out tops that year with owner Dan Davidson facing some stiff competition from finalists Hororata Village Café in Canterbury,



Contrasting interpretations of the classic at the BIANZ 50th Anniversary competition in Queenstown.



Rotorua's Mistress of Cakes, Tart Bakery in Auckland and Central Café in Te Awamutu.

Davidson's recipe involved a mix of different meats with a dash of curry powder, mixed herbs, carrot and onion.

"The carrot gives it moisture - that little bit of X-factor," he told the *New Zealand Herald* at the time.

"Balancing the ingredients and seasoning it correctly is important."

The competition proved so popular it continued in subsequent years.

Another bakery leading the charge in sausage roll innovation is Hamilton's Volare, helmed by Ryan Simmons.

The business took the gold medal for their sausage rolls in the BIANZ Bakery of the Year competition in 2018, with certain specific attributes constituting excellence in Simmons' view.

"Personal preference plays such a big part when it comes to food, especially Kiwi classics, but flaky pastry with distinguishable layers and a filling that isn't clogged up with overpowering fillers [are important]," he says.

"Texture is very important here, you don't want it to blend into the pastry."

For their award-winners, Volare used all-butter puff pastry, 85 percent to flour weight, and a filling that was coarse cut chicken thigh, bound with fresh sourdough breadcrumbs.

"Not only was the flavour combination a winner but the mouth feel and textures were on point," Simmons says.

"You knew you were getting exactly what we were advertising."

As well as these factors, he reckons the popularity of the Kiwi sausage roll also has something to do with practicality.

"It's a whole meal you can fit in one hand," he says.

"You don't have to worry about it falling apart as you eat it either, no burnt lips or filling down your shirt."

Since the win, Volare has continued to focus on quality, as well as responding to the increased demand for options suitable for those with particular food requirements.

They have been developing a lamb version, which Simmons says needs care to ensure the fattiness of the meat is cut properly with sweetness or freshness. A vegan mushroom and sage roll has also been developed, which is in keeping with global trends in this area.

For example, huge UK bakery chain Greggs launched a vegan sausage roll earlier this year to great fanfare, crediting the publicity around it with inducing a sales surge of almost 10 percent in its almost

2000 stores. In a humorously ironic turn, a critical tweet by controversial UK broadcaster Piers Morgan, where he called the company "PC-ravaged clowns" for making the quorn-filled vegan roll, only served to cause interest and publicity in the product to explode online and sales to increase.

Back home, innovative sausage rolls haven't caused any media storms as yet, although admittedly vegan options aren't very common. Creativity is certainly not lacking though.

In the BIANZ 50th anniversary competition, ABC Bakery entered what they termed a "different sausage roll." And different it certainly was. Their description read: "A new way to make your sausage rolls a bit more attractive: grease a French stick tray and lay flaky pastry into the well. Pipe a line of sweet



ABC Bakery's "different" sausage roll.



The sausage croissant at the Bakery of the Year competition 2018.

and sour sauce or barbecue sauce along the bottom. Pipe sausage meat onto the pastry and top with potato."

This is certainly upping the ante, and although the introduction of a potato topping may not wash with purists, it is surely a clever nod towards that other Kiwi favourite, the

potato-top pie, where in any civilised person's view, slightly crisp peaks of golden mashed potato waves signal the perfect specimen.

Equally novel was a sausage croissant entered in the innovation section of the Bakery

of the Year competition in 2018. A mix between a croissant and a sausage roll, it had croissant dough enveloping the sausage pre-enhanced with tomato sauce and topped with melting cheese.

So what is it that makes the conventional sausage roll hard to beat? It seems it can be a number of factors, but a blend of tradition, innovation, creativity, care, quality and expertise seems to be a recipe that works.

With such high quality products being made each and every day throughout New Zealand's hardworking baking industry, we are lucky to be spoilt for choice when it comes to great food, including our nation's favourites, one of which is still, undoubtedly, the good old sausage roll.

UK bakery chain Greggs launched a vegan sausage roll earlier this year to great fanfare, crediting the publicity around it with inducing a sales surge of almost 10 percent

Humble Pie business does owners proud

by Sue Fea

Baking great pies and biscuits is a family affair full of award-winning flavour for small, but successful, Central Otago business Eat Humble Pie.

Sue Rowsell and business partner Mike Bourke have grown this humble little pie business from its early days starting out as a 'hole-in-the-wall'-style operation in downtown Queenstown in 2012 and from baking in the kitchens of the local community hall in the tiny town of Becks.

Sue and Mike originally owned Berkel's Burgers in Queenstown where they were in business for 10 years and



their former 'hole-in-the-wall' operation was just around the corner.

They had both developed a passion for pies some years earlier while working at the Arrowtown Bakery, near Queenstown. However, Queenstown rents drove the business back to its home base in Alexandra in 2016 where Eat Humble Pie pies had long been a hot favourite at the local Friday Food and Produce Market.

The premises of the old Leaning Rock Café – a former Alexandra institution – were all boarded up and sitting idle, so in 2017 Sue and her husband, Allan, expanded their successful little pie business into a full café and pie operation. Mike retired to Alexandra, but continues to help out.

"We've still got wholesale customers along the Rail Trail and we supply pies to the Clyde Rugby Club and some major events, like the NZ Open in Queenstown," says Sue. "But we don't want it to get so big that it stops being a lifestyle choice."

Family is a winning ingredient for Eat Humble Pie in a business that can at times have very unsociable hours. There would be no winning pies without the skills of Sue's husband, Allan Rowsell, and her 80-year-old mother, Wendy Andrews, with her secret-recipe sausage rolls.

A vet nurse by day, Allan can have as many as seven slow-cookers on the go in their Alexandra kitchen every night preparing the meat perfectly for the pies. Allan does all the baking while Sue is in charge of making pies, sandwiches and serving coffee, with the help of 'right-hand girl' Ainslie, who started out working after school and is now the main baker.

Wendy too brings a whole new flavour to this little business with her light-hearted humour – a winner with the customers.

"Mum always calls my till, 'Arkwright's Till' because she can never get it to work," laughs Sue. Wendy comes in every Wednesday to make her winning sausage rolls. "She buys the sausage meat in a three-kilo lot and I think half of the mix is vegetables," says Sue.

"She has her own secret recipe and she finds it quite entertaining that people don't realise how many vegetables are in it," says Sue.

Wendy's Anzac biscuit recipe is also under wraps. "We feed her coffee and she makes sausage rolls all morning, then



Wendy with her famous sausage rolls.

Anzac biscuits all afternoon and we send her home exhausted. It really is a family affair and it's really lovely," says Sue.

Eat Humble Pie turns out hundreds of pies every day with a distinct local flavour. The company's venison and pinot pie stars beautifully marinated venison, slow-cooked in local thyme, and netted the People's Choice Award at last year's Eat Taste Central Awards.

"It was pretty amazing for our little humble pies when we were competing with entries in the pie category from all over the wider Central Otago region, including full-on restaurants," says Sue. "We knew we were selling lots of pies but nobody was giving us feedback."

Probably their biggest seller is the steak, blue cheese and bacon pie, with steak and kidney coming a close second, alongside lamb shank and pulled pork pies.

Eat Humble Pie is also famous locally for its custard squares, oozing with homemade custard and a 'secret ingredient' in the base. "Those are so popular that we generally sell out by 3pm, or even lunchtime, each day," she says.

Eat Humble Pies' scallop pie with its citrus-flavoured, creamy, silky sauce also cleaned up at the Arrowtown Autumn Festival Pie and Pint Competition several years ago.

Flavours always focus on what's seasonal with Central Otago summers producing delicious fruit pies like cherry and blueberry pie, served with lemon, lemon zest and yoghurt.

"We'll try anything but Central Otago apricots are always so tasty too. It was a bad year for them this year, but they're so yummy with only a little caster sugar and lemon juice added," says Sue.

In fact the little business even won the highly-sought after local Alexandra Blossom Festival Parade with its huge, swivelling cherry pie manned by friends and family dressed up as bakers, large and small.

Friday mornings is their local 'morning tea shout'. Eat Humble Pie lovers from all over the Alexandra and Clyde region can post where they'd like that morning tea to be delivered to for free each week, with Wendy's famous sausage rolls luring in the punters from far and wide. "We choose where we're going to deliver the shout to that Friday," says Sue. They also sponsor the local kids' rugby teams most Saturdays, arriving with family-sized pies for the little blokes.



Eat Humble Pies' fruit pies packed with local summer fruit.



Will Dobson (right) of NIWA Research Station in Lauder, Central Otago, and his colleagues tuck into some Eat Humble Pie in Antarctica.



Passing on the aprons at Sim's Bakery

by Belinda Carter



Family bakeries are the backbone of New Zealand baking but as the owners age they face the question: what happens next?

Some bakeries will list on sites like Trademe and find new owners. But family bakeries often prefer to keep the bakery in the family if they can. So it is for the nearly-100-year-old Sim's Bakery in Tinwald, across the river from Ashburton in Canterbury.

Sim's Bakery is now undergoing a transition from the third generation to the fourth.

A long slow handover is helping the news generation get to grips with the business side of running a bakery – tracking inventory, ordering supplies, sending out bills, digitising it as much as possible with Xero. (Invoices are now input daily, making an end of the month task easier.)

Carmen and Glenn Ross, who both started off as bakers in Carmen's parents' – Brian (known around town as Manny) and Pam – bakery, have notched up many years' experience there and also in Christchurch bakeries.

Leaving behind Carmen's parents and aunt Judy Tuki – who has been driving the delivery van for more than 50 years – and Carmen's brother Wayne in Tinwald, the couple purposely left Sim's Bakery to gain experience at other bakeries, spending nearly 15 years at well-known Christchurch bakeries such as Kidds Cakes, Sydenham Bakery and Bunrunners.

They returned home in May 2018 with a view to taking over the business.

Carmen was surprised on returning to find many of the same products on sale in the shop or delivered to cafés and canteens in Ashburton that were there years previously. Unsurprisingly she has brought with her new ideas and they will find their ways on to the shelves in the next few years. Nothing major, she says,



Brian (Manny) Sim and Glenn Ross at the back behind Pam Sim. Carmen Ross and Judy Tuki (Brian's sister who drives the delivery van) in the bakehouse at Sims bakery in Tinwald, near Ashburton.



Family album – Below: Thomas Sim in about the 1980s. Top: Thomas and Gladys Sim.

but customers can expect to see more cake decorating and speciality cakes as a result of her experience with Kidds Cakes.

"It's good to have new blood," Brian says, "and new ideas ... stuff I don't know."

Sim's Bakery was set up by Brian's grandfather Thomas McGill Sim in Methven in 1925. Born in Scotland, he arrived in New Zealand as a 19-year-old in 1900 and worked in a bakery in Invercargill before moving north.

Brian is not sure exactly when the bakery moved to Hinds, on State Highway 1 near Ashburton, but during the 1950s there were two Sim's bakeries operated there after Brian's father Arthur and his brother Stuart's families had a falling out.

Brian's father called his bakery Hinds Electric Bakery because it used electric ovens rather than wood-fired ones.

The dual Hinds bakeries came to an abrupt end in 1958 when Stuart was killed on a railway crossing while taking mates home from the pub. Two years after that fatal accident, Arthur shifted Sim's Bakery north from Hinds to Tinwald, nearer Ashburton township, adapting a small house on the main road for the purpose.

Brian, who had been working at the bakery all his working life, started to take over from his father in November 1985, not long before the introduction of GST. Brian and Pam invested in the bakery which helped fund Arthur's retirement. In April 1986, "he finally hung his apron up and got out of my ear. He was a horsey man and he went and trained his horses," Brian says.

While Brian did not have a formal apprenticeship, he credits his father with teaching him good work habits. "He taught me how to work. That was what he taught me."

He taught him well and over the past 33 years Brian has been able to expand the business from five to 14 employees, increasing the turnover of \$250,000 in 1985 to around 10 times that in the process.

In 2000, Sim's Bakery was rebuilt on the site of the old one. With its corrugated aluminium façade, the single storey bakery is in a good position on the main road heading south. The shop



opens at 5am (the bakehouse starts at 1am), catching trucks and tradies, and is particularly busy around morning tea time and lunchtime.

Brian has lived through lots of changes in baking in the 60-odd years of involvement with the bakery. "In the early days, in the 60s and 70s, when I first started working here as a boy," Brian recalls, "it was all bread: lots of bread, lots and lots of bread."

In those days bread was baked in brick-based flat-deck ovens with peels to get bread in tins in and out.

These days stacks of bread trays are simply wheeled into huge electric ovens.

Brian took part in the transition from whole loaves to sliced bread, using a bacon slicer adapted for the purpose. "We used to slice it one slice at a time". This was replaced by something called

a record slicer which was a lot faster and the bread was then wrapped and heat-sealed in wax paper. "Crazy yeah but that was what we did in the early days."

These days people tend to get their sliced bread from the supermarket and bakeries stock loaves of artisan breads. Huge mixing bowls have been retired and found a new use as huge flowerpots in the bakery's adjacent car park.

Tastes have changed over the years and the bakery has adapted to meet customer needs. Fewer cream cakes are sold with the trend to healthier options and lighter fruit cakes have replaced darker ones. Pies are now sold all year round instead of being just being a winter warmer. Gluten-free and vegetarian options are stocked and cupcakes, donuts and cronuts have found their way onto the product list.

Brian says he pretty much retired from the business in August 2018. He's been busy since supervising the building of his and Pam's new house. Pam still helps out occasionally with the books at the bakery although Carmen has learnt to do most of it as well as working in the bakehouse out the back of the shop.

A final handover date has not been set but you get the feeling it's close. Carmen and Glenn call themselves directors or managers and will purchase the business to help fund Brian and Pam's retirement in the long term.

It's the same as the way Brian and Pam enabled Arthur to spend more time with his horses. In the short term, once that retirement home is finished and other properties sold, Brian and Pam will probably take a holiday, maybe a cruise, before settling in to the next phase of their lives. They'll be hanging up their aprons and getting out of their daughter and son-in-law's ears.



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A guide for the perplexed

by Sadie Beckman

... around 45 percent of the world's people are active social media users.

Whether you love it or hate it, social media is not only part of everyday life but it is an intrinsic part of business marketing and communication these days.

Luckily for the industry, the nature of baking lends itself particularly well to social media and many bakeries are already doing a great job at creating content that is proving successful online and, in turn, for their business.

Social media can be a highly effective way to increase sales and build a regular customer base – as long as you have someone behind the platform who understands the potential power they are wielding. There are some real advantages to getting savvy about social media, or at least engaging someone else who is, as today's potential customer is more clued-up than ever about how you market to them.

Social media and websites go hand in hand

First, having a website that goes hand in hand with social media is pretty much vital to be taken seriously in business nowadays.

Make the site appealing in design and image-heavy. If you are a bakery you probably have a treasure trove of photo opportunities emerging fresh and hot from your ovens every morning. Editing photos is fine but remember you are dealing with a marketplace full of people who know exactly how to do this themselves and who value authenticity. Similarly, your writing needs to be bang

on, as people read far more between the lines than we think.

Mangled grammar, poor construction or a mish mash of 'voices' can have the subconscious effect on an audience of making a business seem less professional or trustworthy.

Employing the services of a website designer and professional writer is always a good investment!

Website inspiration?

Scratch Bakers in Auckland has a good site, with appealing design and ease of use.

Olde Beach Bakery in Waikanae Beach, north of Wellington is another business that knows the value of good design and branding. Hand drawn illustrations characterise their look, and their community-focused philosophy is one of the first things you see on the website, immediately adding an extra dimension to the business and building local loyalty.

Which social media platforms?

Alongside your website, choosing which social media to use is important. The big three for business are, of course, Facebook, Twitter and Instagram.

All three have different formats and targets that require a bit of understanding: Facebook has a bigger user base and tends to cover a wider age-range of people, while Instagram has the

highest levels of audience engagement and content sharing, and it is far more visual.

Twitter offers more direct communication and great networking potential.

If you aren't a digital native and don't know your hash tags from your hash browns, there are plenty of resources out there including online or physical courses, tutorials and videos – or just rope in a nearby millennial and get them to show you!

If you aren't a digital native and don't know your hash tags from your hash browns, there are plenty of resources out there ...

Advantages of using social media for business

Social media is a cost-effective form of marketing, and can be free if you know what you're doing. You have the option to choose paid advertising add-ons and your customers help spread the word. Far beyond the usual adage of one person receiving a good experience telling around ten other people – nowadays a simple click can result in sharing with dozens, hundreds or even thousands of other people. You can also easily update your customer base about a new product, service or promotion and alter marketing to reflect any changes both simply and without financial loss. If a business has effective social media, followers feel like they are part of something and develop brand loyalty.

Who is doing it well?

An example of a great Facebook account is Tart Bakery in Auckland (see screen grab right).

Their vibrant page includes humorous photos, witty wordplay and a sense of belonging, with the target audience (in this case vegans) addressed with affectionate familiarity and posts that are not just about the bakery's business or promotions included on the page. The page's 6700 followers are testament to the fact this approach is working for them and they have the advantage of being able to directly communicate with that many potential customers with ease and for free.

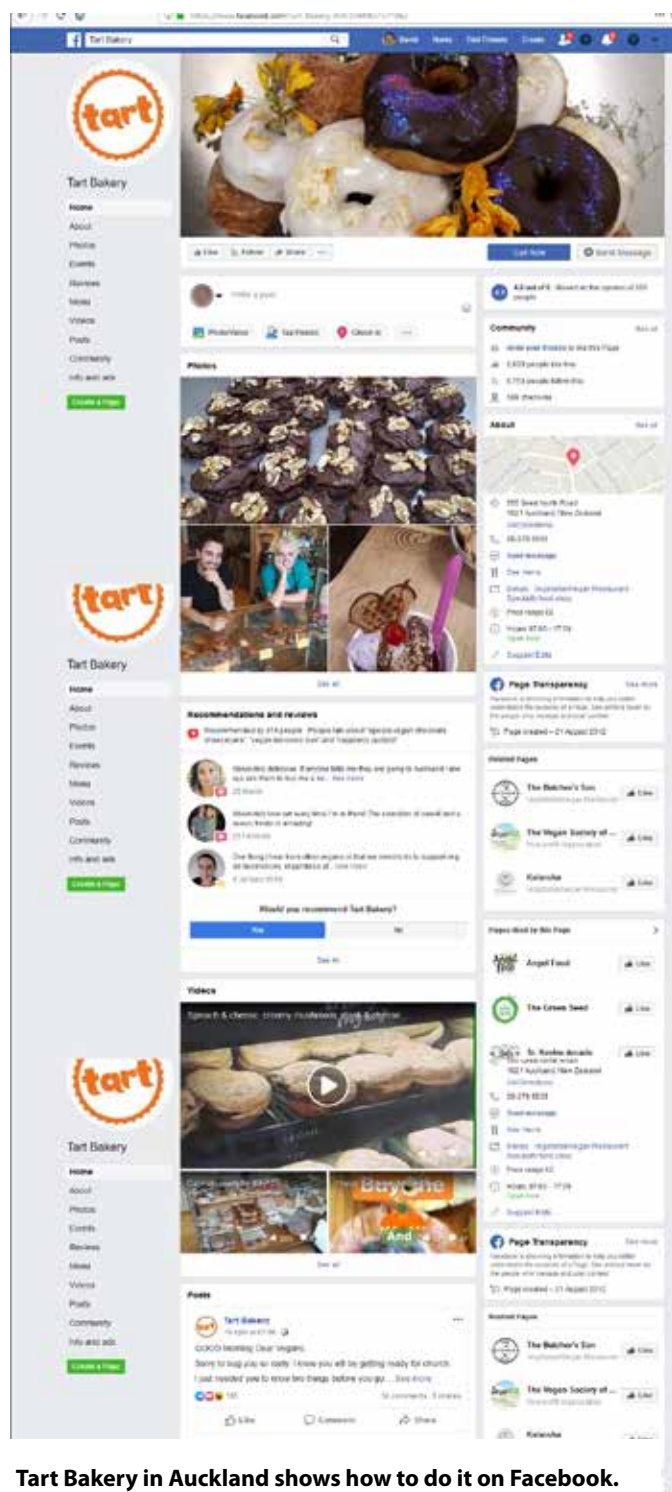
Being authentic in a virtual world

Anyone who has been in business would probably agree that authenticity is key to establishing and maintaining a successful brand, and the same is true of social media.

Allowing some personality into your posts goes a long way towards being approachable as a business, while responding to feedback and queries shows you are listening to your audience and care what they think.

This approach will get more 'organic' interaction (people who see your content by finding it themselves, not through boosted advertising) resulting in increased unique views, or 'impressions' (the number of times a post is seen).

One of the advantages for the baking industry is the visual aspect of baking itself. Bakers have known for centuries that the tempting sight of freshly made goodies displayed effectively attracts customers, with plenty of creativity put into the appearance of their baked products. This now translates onto social media, with beautiful images now showcasing photogenic offerings and drawing in punters.



Tart Bakery in Auckland shows how to do it on Facebook.

Scratch Bakery in Auckland is an example of how a bakery can do visual social media well. Their Instagram feed – see overleaf) is full of gorgeous photos of their wares interspersed with a few images of people and other aspects of the business to add a personal and approachable element.

How to manage it all

There are plenty of advantages to finding your way around the various platforms and learning how to use them to your best advantage. If you are planning to take care of it yourself, management programmes such as Hootsuite are a great way to keep a handle on several accounts at once. They create one dashboard you can use to schedule posts and manage multiple platforms from one place. However, if you can employ a social



One of the advantages for the baking industry is the visual aspect of baking itself. Bakers have known for centuries that the tempting sight of freshly made goodies displayed effectively attracts customers ...

media manager you'll be at a distinct advantage. As well as crafting posts, being responsive in real time and monitoring any comments and feedback that might be submitted by the public, a social strategy can be developed based on experience and knowledge of what works and what doesn't.

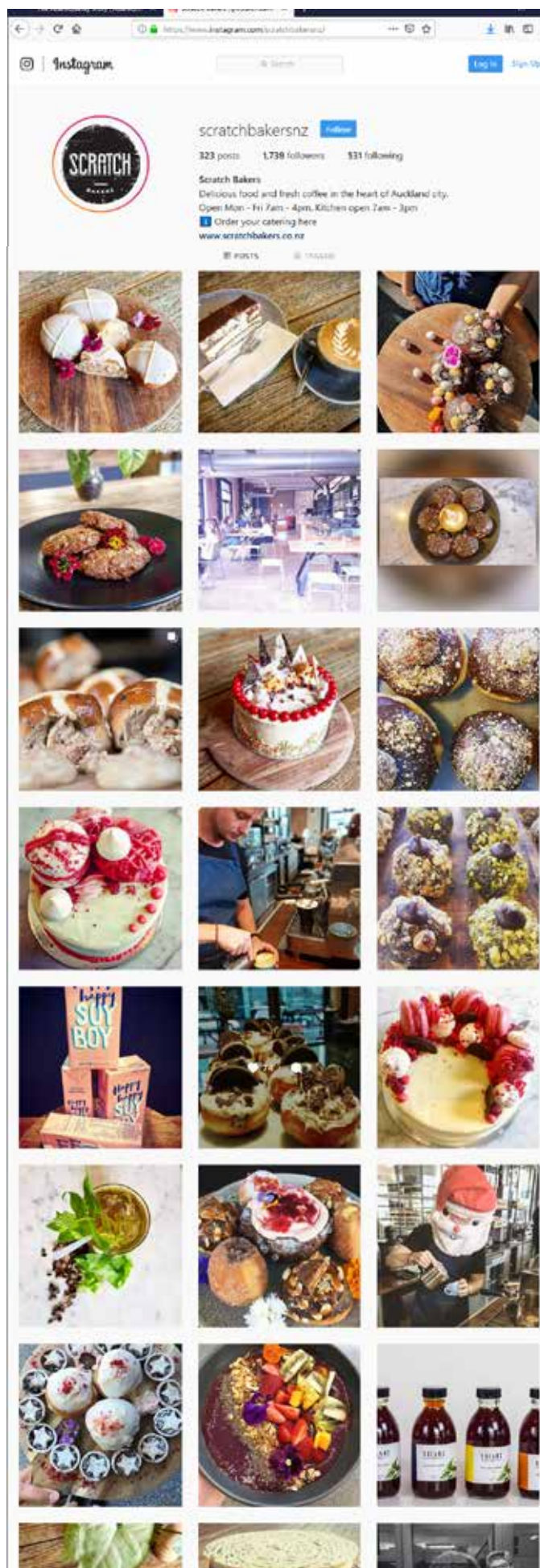
The statistics speak

According to analysts at www.socialmedia.org.nz, last year's figures show 3.5 million Kiwis are active social media users and they spend an average of 1 hour and 53 minutes on social media networks each day. Worldwide, almost 3.4 billion people – that's around 45 percent of the globe's population – are active social media users.

With these sorts of statistics, businesses can't really afford to ignore social media. The key is to make social media something that works for you and your business, not just another chore to be done.

A little bit of homework and set-up can mean the platforms do their job and attract new customers, help you interact with the ones you already have and then prompt those people to go on and promote your brand for you.

You can keep up with what the competition is doing and gather ideas and inspiration from the wider industry. In terms of business, the advantages of good social media are considerable, so if you haven't already, there's no time like the present to take the plunge and dive into the digital world.





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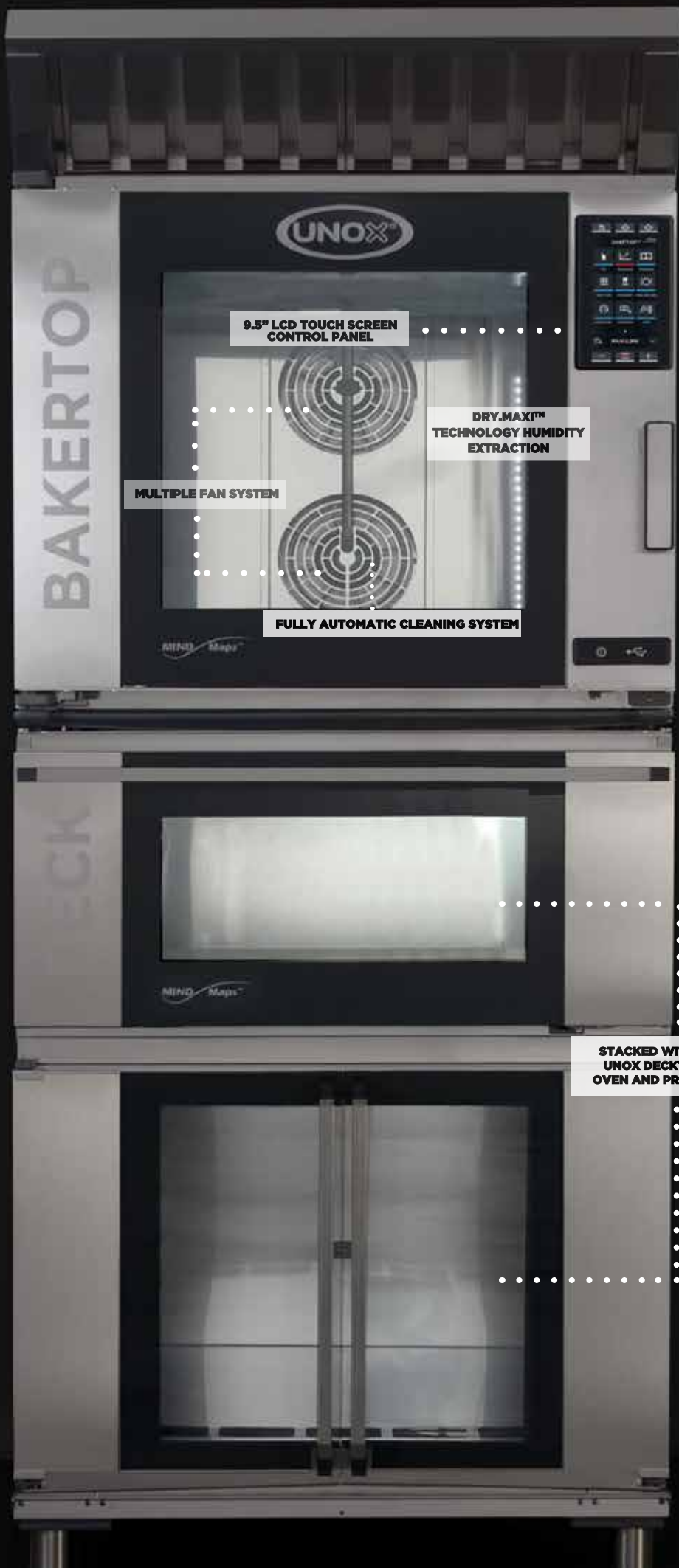
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Naughty name does nicely

by Sue Fea



They're a bit risqué in the south where the customers are flocking to the latest pie craze, Fat Bastard Pies, where top pick on the menu is the 'Big Nude Seafood' pie – a homemade chowder of fresh fish mussels and prawns.

That's followed closely by Creamy Farmhouse Chicken – chicken and bacon in a delicious sauce that's set to ruffle any pie lover's feathers.

They're happy to be a bit tongue-in-cheek in Southland, so Southland-raised chef owner James Owen decided to take a risk with the name of his popular new pies, and make a stand against the world's obsession with body image in the process.

His tasty deep-dish pies aren't necessarily fattening, but James takes great pride in making his own pastry and fillings himself from scratch, pumping many long days into the business.

He likes to let the flavours speak for themselves.

There's nothing malicious in the intent behind the name – rather more of a marketing gimmick, says marketing manager and James' cousin, Simon Owen. "We're saying be comfortable with your body type and don't let anyone judge you," he says. "If you want to eat a pie, eat a pie and we say, 'here's a big arse pie'."

"It was a bit of a risk as to how people would take it but we rarely ever get any negative feedback about it," he says. However, they did get rejected by TripAdvisor when they first tried to list it as a business. "We posted a message on Facebook and all of our followers and customers submitted to TripAdvisor and eventually it was recognised," says Simon. The business is now ranked number one bakery for Invercargill by Trip Advisor.



The Classic Mince.

The bakery sign outside is the focus of many a tourist photo as visitors pass through town, as is the very large branded T-shirt hanging on the wall inside.

James loves pies – they're a Kiwi icon – but as an experienced chef he saw a gap in the market in his hometown for great, quality deep dish pies, says Simon.

Once a chef at the former upmarket Gantley's Restaurant in Queenstown and Gibbston Valley Winery, James returned home to run Invercargill café, Sassy's, for several years. He then opened his own fish and chip shop, 'Salt and Batter', which became an overnight success. Fans were flooding from across town to the suburb of New Field for "fish and chips done properly", says Simon. "That was his first eye-opening experience in which he learned that if you produce quality people notice and you can get a big following by just doing the basics right."

First love

However, pies were still James' first love and he purchased the fish and chip shop with the intent of using the commercial kitchen to bake pies. However, the fish and chip sales exploded and James was too busy to handle making both at once. He did bake some pies though and sold them at lunchtimes in the fish and chip shop, and cold in takeaway boxes for people to take home at night. "It was all very labour intensive and eventually he got too busy so he sold up and moved to his current art deco-style pie shop-bakery on the corner of Tay and Jed Streets."

There's no cutting corners and the flavours like Little Fat Lamb, Southland Mutton, Magic Steak and Mushroom, Veggie Thai Curry, Mr Mince and Big Cheese, and the butter chicken-inspired Skinny Indian speak for themselves. So do the sales. James sells on average about 700 pies a day – a thousand on a busy day.

Pies online

Simon says they get so many requests from out of town, especially fans in Christchurch contacting them on Facebook, that they're launching an online, subscription-based pie shop, The Pie Club, later this year. Soon fans will be able to buy the



Vegan Thai Curry.



Get the T-shirt



Mayor Shadbolt tucks in

cold pies online. "We already sell heaps of boxes of a dozen pies for \$48 so that people can take them home and store or freeze them to savour later," says Simon. "Every week when we put a post on Facebook and social media we get messages from people asking us to courier a box of pies to Christchurch," he says. "We even have people taking our pies back to Australia."

The company's 'Fly for a Pie' social media competition recently saw one lucky pie lover flown in from Christchurch for a day in Invercargill tucking into James' pies and enjoying a tour of the south.

Invercargill Mayor Sir Tim Shadbolt is also a regular fan.

The kitchen is already being expanded to pump out more pies. James now has a staff of seven, including a baker who stamps the pies into the tins, fills them and puts them in the oven, while James makes the pastry and fillings.

Il Forno

Meeting a big challenge in Auckland's foodie-central

by Sarah Beresford



Walk up the stairs into the spacious interior of Il Forno bakery and café and at 8am all is a picture of serenity – the display cabinets are stacked with tempting baked goods, specialty breads are ranged behind the counter, there's the reassuring hiss of the espresso machine, and customers are enjoying a relaxing start to the morning seated at two large communal tables.

It's hard to reconcile this wonderfully calm ambience with the fact that behind the scenes staff are busy working in the kitchen which operates 24 hours a day, seven days a week, baking not only for the café but also supplying specialty breads to an array of discerning clients from Auckland city's restaurants and bakeries.

This activity is orchestrated by Andrew Kleine who, together with co-owner Helene Meade, has cemented Il Forno's reputation as a premier bakery and café in the competitive Ponsonby Road strip.

Andrew is a chef by trade. "I trained in the old-fashioned fine dining tradition," he says, "and then I went to London and trained as a pastry chef. I worked at places like the Ritz and at the time it was hard to get that level of training here."

When he returned to New Zealand, a temping job ended up leading him in a new direction. "I started helping out at Toto Italian restaurant and ended up running it," he says laughing. He went on to help the then owner of Toto, Antonio Crisci, open Non Solo Pizza in Parnell and worked there for some time before he left to help start Wild Wheat Bakery.

"After a few years there, I joined Antonio who was setting up Il Forno. He wasn't involved for long, as he went on to start his vineyard Al Crisci on Waiheke."

Since opening in 2003 Il Forno, which is snuggled down a side street, has become a Ponsonby stalwart.

"Il Forno is an amalgamation of all the things I've done in the past. A lot of the pasta dishes and soups are inspired by dishes I created for Toto and Non Solo. We also offer them as takeaway prepared meals – the aim is to offer fine dining Italian meals in a package at a reasonable price. We make special things like the oxtail soup – it's something you usually can't buy and it takes three days to make so you wouldn't attempt it at home but it's something special for our customers."

In winter the kitchen produces more than 30 different soups to keep customers' tummies warm and sated.

Then there are all those sweet treats that become favourites of regulars.

"We started with a lot of tinned baking but now the focus is on Danish pastries, brioche and croissants. But the really popular item is the doughnuts. We make a dozen different types and sell 200-300 a day."

And in between all this there's a lot of bread baking going on. "A big focus for us is doing small runs of specialty breads for contract wholesale customers. It accounts for about 80 percent of our business. We supply more than 70 restaurants and the bread is seen as a vital ingredient on their menus, not just an add-on.

"We have developed lots of different breads and at any one time we're baking 200-300 various kinds of bread specifically for a particular restaurant or cafe. It's customer driven — we work really hard to come up with the unique qualities each chef wants. It's all about the ingredients, texture, flavour...it's always a challenge to nail something down."

The other major challenge is managing such a prodigious output in a relatively confined space. "We really need a bigger kitchen but



that's not going to happen. It's always evolving. We have different set ups for the daytime and night-time shifts.

"At the moment we're looking at getting new ovens. We need more capacity and also there's so much new technology. There's a big choice so it's going to take a couple more months to decide what we will buy. There's more computerisation now and it's all about looking at how we can maintain quality and also make things work more efficiently."

Another new initiative is launching an online ordering site using a tailored software program. "We wanted to look at ways we could be more interactive with our customers and we've tried to ensure it's more consistent and easier to use. It also will hopefully free up our baking staff to spend more time in the kitchen."

With 22 staff in the café and kitchen, there's always the demand for skilled staff in an industry that's been affected by shortages.

"We're always training staff. Making bread isn't complicated but it's producing it consistently that's vital. You train them up and then they move on," Andrew says with a wry smile.

But perhaps the biggest consideration of all for Andrew is the quest for ongoing creativity. "We are always looking at fresh ways of making bread that's unique or fits a specific requirement. The real challenge is to continually produce exactly what our customers want."

Il Forno
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Beer-fed sourdough gives rise to successful local partnership

by Campbell Gardiner



Tony Beazley, left, and Adrian Kemp.

The recipe for a successful business partnership involves equal parts inspiration and trusted relationship. Just ask bakery Pandoro and craft beer specialist Black Dog Brewery, who've joined forces to create a beer-fed sourdough.

Each week, Black Dog deliver a special keg of beer to the bakers at Pandoro in Wellington. It helps grow their Beer and Barley sourdough in double quick time.

Details of what's in the beer and the process used to feed the sourdough are a closely guarded secret. But loaves fed by Black Dog beer have been flying off the shelves. Customers can't get enough. Pandoro owner Tony Beazley reports hundreds of sales a week.

The arrangement began two years' ago when Black Dog Brewery manager Adrian Klemp popped into Pandoro for a coffee and asked what was in their Beer and Barley sourdough. A hospitality industry stalwart, he knew Tony and Pandoro operations manager Neville Thompson from years' back.

Adrian offered them a bulk 10 litre bucket of specially-concocted Black Dog beer. Applied to the sourdough, growth was immediate and invigorating. The arrangement has been going strong ever since, with Pandoro now going through about 30 litres a week.

Black Dog brew everything from lagers to pale ales, IPAs, stouts and sours. The varieties delivered to Pandoro differ each week. All work wonders. "Sometimes they get an American Ale, sometimes a lager or a Belgian Saison yeast," says Adrian.

The sourdough collaboration is an example of two local Wellington companies supporting one another in creating a

product to meet customer desires. Sourdough can be a good option for people with gluten intolerances, for instance.

Pandoro puts the success of the collaboration down to the one-on-one, trust relationship they have with Adrian, plus, of course, the quality of Black Dog's product.

During initial trials there were more than a few tasting sessions arranged!

Tony says baking and brewing have much in common - not least the process of fermentation and major ingredients yeast, wheat and water. "Coming from the same space" has put the collaboration with Black Dog on a solid footing from day one.

It's a commercial arrangement, but there's plenty of back-scratching.

In exchange for a handsome discount on the weekly keg of beer, Pandoro displays Black Dog's branding in-store. Customers at Black Dog tasting sessions get to sample Pandoro bread.

For Adrian, the initiative takes him back to his childhood in South Africa where he used to make beer bread on open fires in cast iron pots. For his part, Tony has experience in brewing, having owned a brewery before setting up Pandoro Wellington in the mid-nineties.

It's been a highly successful collaboration, which may yet bear more fruit. Discussions are underway that could see Black Dog using leftover, stale bread from Pandoro in its malt bases. This would reduce waste, save on Black Dog's malt bill and may complete a virtuous circle - those malts potentially used in the self-same sourdough beer supplied to Pandoro.

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Focaccia – a winter winner

Recipe courtesy of Canadian Bakers Journal

Yield: 2 loaves

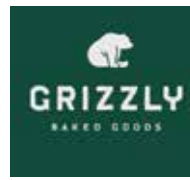
Ingredients

450 g	All-purpose flour
20 g	Salt
15 g	Sugar
25 g	Fresh yeast
25 ml	Olive Oil
300 ml	Lukewarm Water

Method

- Mix water and yeast together.
- Combine flour, salt and sugar together, and add the water/yeast and the oil.
- Mix for two minutes in first speed and eight minutes in second speed to develop the gluten. This will be a wet dough.
- Let stand (bench time) until dough doubles in size.
- Punch down and round up two pieces of 420 grams each and place into two pre-oiled 10-inch round pans.
- Dispose toppings of your choice (for example, tomato sauce, onions, dry herbs, chilli pepper flakes, coarse salt, olive oil) and proof to double the size.
- Bake at 163°C for about 45 minutes. Serve warm.
- Italian twist: Cut Focaccia in half horizontally and add slices of mortadella or similar. (Rookworst is probably close enough for non-Italians).

Source: This recipe is courtesy of Chef Philippe Corbiere, baker/pâtissier and professor at the Canadian Food and Wine Institute at Niagara College. www.canadianfoodandwineinstitute.ca/
www.niagaracollege.ca



How to bake...

Baguette *with Sam from Grizzly Baked Goods*

(makes 10)

Sourdough Levain 525g

Water (FDT needs to be 23C so adjust water temperature accordingly) 1852g

Farmers Mill Pioneer Flour 2558g

Salt 59g

First things first, use your levain when its ready. Ours is 100% hydration wheat levain which is ready for use 16–18 hours after final feed, when it's doubled in volume with a slight recession in the centre. We're aiming for a long room temperature bulk ferment so you may need to adjust your levain % to meet the timeframe.

Combine all ingredients in a spiral mixer. Mix on 1st speed for 6-8 minutes or until the dough is halfway developed. Transfer to container and place in a 24C room for 4.5 hours. Stretch and fold the dough at 30 minutes intervals for the first 2 hours, and then a final stretch and fold after 3 hours.

Divide dough into 500g portions, pre-shape to a round, and let rest for 10 minutes. Shape your baguettes to 45 cm in length using your preferred method - ideally one with very little degassing - and place in a floured couche.

Prove for 90 minutes in the 24C room you used earlier. Preheat your stone deck oven to 265C.

When your baguettes are ready, load onto wooden peels, give them 3 shallow cuts with a blade and load them into your deck oven. Give them a 15 second steam. After 3 minutes steam again, and lower your top elements to 60%. We're looking for a hot and fast bake, so after 16 minutes they should be looking great with a blonde finish with nice burnished ears.



Recipe by Sam at Grizzly Baked Goods
Phone Darryl Norriss for more information
Mobile 027 285 0046
www.farmersmill.co.nz

Blueberry Cheesecake



Recipe for 10 cakes

10 discs of **Pettina Sponge Supreme**
 650 g of **Pettina Classic Cheesecake**
 50 g of **Bakels Blueberry Fruit Filling**

Pettina Sponge Supreme (800 g for 1 tray)

Pettina Sponge Supreme Mix	460 g
Eggs	180 g
Water	160 g

Place all the ingredients into mixing bowl.
 Whisk for 1 minute together, then scrape down.
 Whisk on top speed for 10 minutes, then 2 minutes on second speed.
 Bake the sponge at 190°C .

Blueberry Cheesecake

Pettina Classic Cheesecake Mix	325 g
Water	325 g
Blueberry Fruit Filling	50 g

Place the cheesecake mix and the water into mixing bowl.
 Whisk for 1 minutes on slow speed, then scrape down.
 Whisk a further 4 minutes on top speed.
 Fold Blueberry Filling into cheesecake mix.
 Pipe 70g of cheesecake mix into each moulds.

Finishing suggestion

Glazing with Diamond Neutral glaze with Sapphire concentrate, coloured with purple.
 Do not mix too much to get a marble effect.



Golden Syrup Lemon Slice



DIFFICULTY
MEDIUM



SERVES
16



PREP TIME
30 MINUTES



BAKE TIME
1 HOUR

BASE

200g soft butter
200g **Chelsea Caster Sugar**
200g rice flour
3 tsp baking powder
140g ground almonds
2 eggs

TOPPING

225g stale bread (ciabatta if possible)
675g **Chelsea Golden Syrup**
90g butter
100mls cream
5 egg yolks
Zest and juice of 1 lemon

GLAZE

100g **Chelsea Icing Sugar**
Juice of 2 lemons (as required)

Method

BASE

Preheat oven 170°C. In an electric mixer, using a paddle attachment, add butter and sugar and mix until pale and creamy. Add rice flour, baking powder and ground almonds, and mix on a medium speed until combined. Add both eggs and mix on medium until well combined. Line a 30cm x 20cm baking tray with baking paper. Put the base mix in the tray, using your hands press the base evenly on the tray. Bake for 20-25 minutes until golden brown, turning once during the cooking time. Allow time to cool.

TOPPING

Using a food processor, place stale bread (ciabatta if possible) into processor and pulse until you have a very coarse crumb, then spread on a baking tray and toast in the oven on 170°C until the crumb is golden brown. Put the golden syrup and butter into a saucepan on a low heat. Gently melt butter without boiling. Once butter is melted remove from heat and stir in cream, egg yolks, lemon zest, juice and breadcrumbs. Mix well and pour over cooled base. Bake at 170°C for 30-40 minutes or until firm to the touch.

GLAZE

Mix the icing sugar with enough lemon juice to make a thick paste. Place in piping bag and pipe onto finished slice. Cut into 16 slices.

Nutrition

Contains nuts, eggs and dairy.

Serving Suggestion

Must be stored in the refrigerator.

Can be served with dried lemon and/or mascarpone.



More recipes at chelsea.co.nz/foodservice

OVERALL FORMULA

White liquid levain	500g
Mashed roasted potato	500g
Farmers Mill Pioneer flour	1500g
Farmers Mill Purple wholemeal flour	200g
Water	1100g
Salt	35g



— **WILD WHEAT** —
SPECIALTY BREAD

Recipe by Andrew Fearnside
from Wild Wheat.



Farmers Mill is the only independent grower owned and operated flour producer in the country, enabling manufacturers and bakers to pass on the promise to their customers of baking from 100% New Zealand wheat for a 100% NZ made product.

METHOD

1. Mix all but the salt in the mixing bowl on slow until combined. Rest for 20 mins.
2. Add the salt and mix on fast until developed.
3. Leave the dough on the bench for 1-2 hours to begin the bulk fermentation.
Give one knock back. Then place in fridge for 10 - 12 hrs.
4. Remove dough from the fridge, scale at 600gm and shape into desired shape, prove in baskets for 3-4 hours.
5. Bake on the stones at 230°C with 2 shots of steam in the first 5 mins.
6. After 25 mins open vent, reduce the temp to 220°C and bake for a further 20-25 mins.
7. Baking times are approximate and oven dependant.



Chicken, Capsicum & Apricot Sausage Rolls

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Makes approx. 11 (70g each roll)

Ingredients

450 g	Chicken mince
50 g	Egg (approximately 1 egg)
2 g	Salt
2 g	White pepper
220 g	Barker's Professional Capsicum & Apricot Savoury Filling

Method

1. Combine all the ingredients in a mixing bowl fitted with a paddle. Mix on low speed for 1 minute.
2. Transfer meat into a canvas piping bag, fitted with a large round plastic piping nozzle.
3. Pipe a thick line of savoury chicken mince across the pre-lined flaky pastry, taking care not to drag the meat.
4. Egg wash just below the line of the savoury chicken mince.
5. Roll the pastry over the meat to form a sausage roll.
6. Gently score across the top. Brush with egg wash then sprinkle with sesame seeds (optional).
7. Cut into 3 cm lengths and place rolls on an oven tray making sure the seam is on the bottom.
8. Bake at 190°C for approximately 22 minutes depending on the oven.



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