



Baking Industry Association

(NSW Employers) est 1876

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THE MEMBERSHIP CONTINUES TO GROW IN NSW

Bakeries, Patisseries from all around the state find there has never been a better time to join the BIA NSW and be part of a national body that is committed to delivering services and assistance in an ever changing world.

There are many benefits to becoming a member today heres.just, a few.

- Continual updates with Industrial Relations Laws
- 7 Days a week assistance speaking directly to BIA NSW
- Payroll assistance with initial setup for MYOB and ongoing support
- Business health checks with stock takes, cash flows and profit and loss reporting all part of your membership

- Insurance rates that are competitive and with no brokerage fees (Wesfarmers Logo)
- Technical support for baking and pastry



So what are you waiting for contact us today, **we are more than happy to answer any questions?**

THE NEWCASTLE BAKING SHOW

The newcastle baking show was held on wednesday april 9 at the hamilton tafe. As usual gary sewell and his team offered the finest hospitality to all who participated.

The baking show schedule is a little out with regular dates this year due to easter being early and the f.S.A expo in may at sydney.

However all classes were well supported with the bill lewis trophy being taken by craig mcvernon of brumbys at rouse hill, you may have seen some of craigs great work at the f.S.A expo when he competed in the master baker bake-off.

As an initiative towards supporting apprentices in the industry the association in conjunction with our gold sponsors offer \$150 at each show in the form of an encouragement award for 1st and 2nd yr apprentices. This money will go towards assistance for books and tools.

Congratulations to all other winners and big thank you again to our industry representatives who continue to support the bia



▲ DOUG PIPER (MEAT AND LIVESTOCK AUSTRALIA) PRESENTS Matt Heap who represented Leigh Sayer of Bakers Delight Umina Champion Loaf of Show the Arthur Dennisson



▲ Sharon Latter presents Adam Sheehan B B Bakery with Most Successful Bread Exhibitor



▲ Neville Drake (Cereform) presents Tim Jackson Bread Basket Kurri Kurri Champion White Loaf of Show.



▲ Larry Stewart (JL Stewart and Son) presents Matt Heap Bakers Delight Umina Champion Wholemeal Loaf of the Show



The BIA NSW recently welcomed a new member to the Association



What inspired you to start Choice?

Living with allergies on a day to day basis can be a problem for some families. Some members of Fiona and Lynette's families are allergic to eggs and nuts, one of their daughter's is to dairy, eggs & nuts, another daughter nuts & soy. Fiona's daughter is also Ceiliac.

The two of us have come together to do on a commercial scale what we have been doing on a day to day scale.

It's not just Gluten Free it's to do with a multiple of allergies. We believed there was a whole in the market and we had a fantastic product, that nothing came close too.

Other people have a lot of choice in bread, but if your gluten free, you only have one from the supermarket.

We are not trying to be purest, we don't make the flour. But we are trying to give people with allergies the choice, just like everybody else.

What Products do you make?

We make paninies, hamburger buns, high-tops and brownies and desserts. It is just trying to let people have a regular lifestyle. We did hot cross buns at Easter, it was huge.

Did you feel that the business would be as successful as it has been to date?

We didn't realise how many people would be ceiliac or intolerant. Celiacs are a huge part of the market but there are a lot of people who are intolerant. So they can't go along and get some magic test and put a label on it. It is very difficult for them because they have to figure it out.

Are you doing both wholesale and retail?

At the moment we are not wholesale. We are retail, we have had people coming from miles away. We believe that the product is fantastic and people will travel for a really good product.

What are the most popular products that you are selling at the moment?

Baguette's, high-tops, crust loaf. We have the desserts, brownies, cookies, we do a pizza which is very popular. Bases and a complete pizza. Our crustinis for dips.

What sort of customer reponse are you getting?

We have excellent response. Here is an email I received last night.

"Hi there, I came in with my son today and tried some of your products. I am gluten intolerant while my sone has gluten, dairy and soy allergies. I am absolutely trilled with your products. The hi-top loaf was a huge hit. My son had his first real sandwich in four years and he is just over the moon about is as am i. I personally loved the baguette and my brother who struggles with avoiding gluten because the bread has been so awful in the past really enjoyed the sun dried tomato loaf. And for him to enjoy anything gluten free is a big compliment.

So thank you very much for giving us such wonderful options. I hope the business is a huge success for you. For the fires time in a long time I did not feel as though we were missing out on great bread. I will be telling every one I know about it. Looking forward to more lovely bread very soon, especially with school going back next week. Regards Monica Melki"

They are so excited to eat normal bread. It is quiet rewarding

We have people who are not intolerant buying our bread.

Do you have a website?

Yes, www.choicesglutenfree.com.au Its for "choices without sacrifice". People can order from the website, see all of our products.

Are you from a baking industry background?

No. This type of baking is different. Every thing you do one way for normal dough you do different for gluten free. Even the equipment is different.

How did you learn the technique?

Experimenting. Everything is made from scratch, no premixes.

Has the BIA NSW been of assistance to you?

Definateley. When we hired the casual person, we just went to the BIA NSW and asked what do we do? Anton got us the info, letter of engagement and follow ups are great. Tony, when we were first setting up, we didn't know where to go. We would just ring Tony and ask where to I get this from, he helped with suppliers. We didn't know so they pointed us in the right direction which was fantastic. The National body B.M.I.A.A have been of great support with gluten free topics and the celiac association

Meet Fiona and Lynette from Choices Gluten and Wheat Free in Turrumurra NSW