



Phelan hungry - Phelan's pies

SOUTH AUSTRALIANS may have their 'Pie Floaters', but the third generation of a North Queensland pie making and bakery family can boast its own popularity, and after extending its tentacles into the northern suburbs of Brisbane some 30 years ago, continues to expand its outlets.

Phelan's Pie Shop has been a household name in the twin towns of Ayr and Home Hill - on the Burdekin River south of Townsville - since the early Sixties.

Irishman Shaun Phelan began his pie shop in Ayr, but it was his pasties that were the biggest seller. He brought his sons into the business, and in the early Eighties eldest son John and his wife Fay (Webb) moved to Strathpine and began making the famous Phelan's pies.

Over the next decade the Phelan name had extended to three shops, which were sold-off in the early Nineties.

The family moved a little further north to the Caboolture area - an expanding part of Brisbane - where they again began building a baking business.

John and Fay's son Rodney, a butcher by trade, had risen through the ranks of the Woolworth's Supermarkets in the area over a 10-year period, and by the age of 19 was in charge of the butcheries within the supermarkets in the area.

But he was seeking a change, and joined with his father and mother to again build the business for which they had become popular.

The business expanded, and about five years ago they built a factory where all varieties of bread and the famous pastry lines are made and then delivered to their outlets at Narangba, Morayfield, Caboolture and the newest shop, Burpengary.

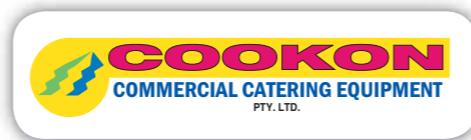
Rodney Phelan refers to himself as a "third generation pieologist" and says that while he learned a lot at Woolies, having seen how hard his mum and dad worked to build-up their businesses is his motivation.

He also says that Burdekin people favour Phelan's pasties over their pies by a vast majority, but in Brisbane it is the Phelan pie that is most popular.

"When someone comes in and asks for a pastie with peas and black sauce, I instantly ask if he or she is from the Burdekin," said Rodney. "It's a Burdekin icon."

When Rodney Phelan began planning for the Burpengary store, he went straight to Cookon Commercial.

"I had a vision in my head of how I wanted it set-up," he said. "We had previously installed Cookon cabinets, and didn't go anywhere else for quotes."



"In my mind Cookon has not only the best designed cabinets, but they are good looking," he said. "They are especially what I was looking for."

Rodney Phelan had particular praise for Cookon Commercial's managing director Ron Pattinson and factory manager Damian Piscopo, whose planning, attention to detail and customer service made his job that much easier.

Phelan's Bakery has what Rodney describes as an excellent core staff of about 40, the majority of whom have been with them for many years.

The Phelan Bakery chain sells all bread lines and slices, pies, pasties and sausage rolls, and is "pretty big" into birthday cakes.

And he pays particular tribute to his wife Jo, who he says is "an extremely important part of the business."

"She maintains the standard of cake decoration, ensures the salad rolls remain of a high quality, and conducts staff training with an emphasis on customer service."

with quality workmanship and state-of-the-art products that offer longevity and innovation.

Cookon Commercial's expertise makes a shop fit-out 'that much easier!'

Rodney Phelan had a vision of how he wanted to set-up the fourth Phelan's Bakery outlet at Burpengary on Brisbane's northern outskirts.

They had previously installed Cookon Commercial cabinets, and he knew he wouldn't have to go any further for quotes.

In his mind Cookon Commercial Retail Bakery Cabinets were just the right ones for his new store — "they were just what I was looking for."

He said he believed they were well designed cabinets

and were extremely good looking — something very important for a retail bakery outlet.

But it was the planning, attention to detail and customer service from managing director Ron Pattinson and his staff that made Rodney Phelan's job of planning his new bakery that much easier.

Talk to people like Rodney Phelan who have installed Cookon Commercial Retail Display Cabinets — they will recommend them.

Then talk to Ron Pattinson. That's the difference — and you will be so glad you did!



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