



Fletcher International
Pty Ltd
03 9770 8536
Contact us for our FREE Catalogue
www.fletcherinternational.com.au

Editor
David Smith
david@leadedgejournal.com.au

Art Director & Webmaster
Hani H. Ghalay
hani@leadedgejournal.com.au

National Sales & Marketing Manager
Paul Norris
paul@leadedgejournal.com.au

Prepaid Classified Advertising
mailbox@leadedgejournal.com.au

Publisher
Media Plus (Aust.) Pty. Ltd.
ABN 39 122 375 982.
P.O. Box 162 Patterson Lakes, VIC 3197

Telephone
03 9773 4266

Facsimile
03 9773 4285

Website
www.leadedgejournal.com.au

Email for Advertising Material
mailbox@leadedgejournal.com.au

Contributors
Leon Bailey, Alan Wickes, David Smith, Mike Fleming, Jurek Leon, Janet Clarkson, Ashley Gurney, John Ross, William Angliss, Greg O'Shea, Laurent Meric, Col Jackson, Tony Smith, Graeme Lukey, Craig Perry and Paul Norris.

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The Bakery industry will again take centre stage at the 3rd Foodservice infocus Expo from 23 - 25 June 2009 at the Melbourne Exhibition Centre. Building on the success of the 2005 and 2007 shows the centrepiece of the event will be the Bakery Australia series of competitions.

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Paul Norris
National Sales & Marketing Manager

Welcome to the 67th Edition of Leading Edge Bakery & Food Service Journal.

This time of year we start to realise that Christmas is just around the corner.

For so many of our readers who run bakeries, bakery cafes, patisseries and cake shops now is the time to gear up in preparation for the busy holiday break.

Fine Food Australia Expo 2008 Melbourne (September 22-25) was a great success and our Leading Edge stand HQ 44 at the show, positioned nearby the crowds visiting The Great Aussie Meat Pie Competition and Bake Skills, was flat out.

It was also great to catch up with so many of our clients and friends in the industry.

Our Leading Edge give-away show bags were a massive hit with show attendees. We'd like to thank well over 20 companies (i.e. brochures catalogues, promotional items, product samples, etc) to place in our deluxe show bags and we were very pleased that 2000 of them were eagerly snapped up over the four days of the expo.



We are very pleased to welcome a new member to our Leading Edge Team, Viv McLean-Wilson.

'Vivacious' Viv brings an added professional sparkle to Leading Edge and is a valuable team member.

She'll be working hard on our focus of expanding and growing our magazine as part of our continued success in our 13th year of publication.

Viv's contribution will also ensure that we deliver increased levels of customer service.



Welcome aboard Viv!

Remember if you'd like to take out new subscription, or renew your current subscription to Leading Edge Bakery & Food Service Journal, please call Viv on 03 9773 4266.

Viv can also help you organise a Gift Subscription to Leading Edge Bakery & Food Service Journal for your business associates, staff or friends. Alternatively you can also find a subscription form in this magazine or apply online @ www.leadedgejournal.com.au

Kind regards,

Paul Norris

Paul Norris
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