



Keeping the fun factor in his life

Ex-Warwick man still at the helm of Brumby's

WITH more than 28 years experience at the helm of one of Australia's leading bakery chains, Brumby's Michael Sherlock claims to have the secret ingredient to a happy life.

The former Warwick fruit shop owner, who has also tried his

hand at teaching, property development and fishing said he lived by the old adage that money will never bring you happiness.

"I have worked in a variety of roles and the key is to keep that fun factor in your life, to make sure that when you go to work it is what you love doing," he said.

"It's all in your attitude, earning every dollar has to be fun, it's about turning obstacles into stepping stones."

Mr Sherlock moved to Warwick in the early 1980s when he became involved in the Helensvale Foundation.

He operated a fruit shop and later opened the first Brumby's in

Stanthorpe in March 1982.

"Led by a genuine Indian guru, the group created the bakery, which was the genesis not just for Brumby's but also Baker's Delight bakeries, in order to pay overheads," he said.

"We now have more than 310 stores with a projected plan to reach 400 in the next four years.

"With expansions into New Zealand and the Middle East we have a strategy focused on domestic and international markets."

He said the Brumby's philosophy was "to sell more bread, to more people more often while building more profit, fun and lifestyle for all stakeholders".



From fruit to bread: The former fruiterer in his Warwick fruit shop in the 1980s.

The bread of life: Michael Sherlock says Brumby's is planning to expand internationally.