

## FOOD ICON VOTED MOST INFLUENTIAL

Margaret Fulton has been voted as the most influential celebrity chef on Australian cooking habits, according to a new survey by the Good Food & Wine Show.

According to the results, Ms Fulton was by far the most influential on Australian home cooking habits – some 43 years after her *Margaret Fulton Cookbook* was first published. Curtis Stone took second place while the *MasterChef* series garnered the majority of votes for being most influential on Australian cooking habits.

However, when asked which chef they would most like to be, Aussies went abroad. Out of a host of famed celebrity chefs, respondents voted for Jamie Oliver, with more than one in five selecting the English Naked Chef, closely followed by Nigella Lawson.

When it came to our favourite dish, the Australian BBQ is Australia's most iconic dish with the meat pie and sauce taking second place, followed by the family roast. ■



## RETAIL FOCUS THE PATH TO SUCCESS

Former Brumby's managing director, Michael Sherlock shares his experiences leading Australia's second-largest baking franchise in his new book *Jump Shift!*.

Co-written with consultant Alan Anderson, the book offers advice on planning, production and management strategies for business owners.

It provides insight into Brumby's board decisions, corporate consolidations and branding campaigns as it was transformed from an ailing set of franchises into a \$46 million company under Mr Sherlock.

Mr Sherlock, who still owns five Brumby's stores, recommends bakers look at their business from a fresh perspective each time they come to work.

"Go to your store everyday and look at it for the first time. Think like a customer," he said.

The bakery owner said franchise bakeries were successful because of their customer focus.

"We're a brand, we've got consistency and we're focused on the customer that comes to the store and pays full retail (price)," he said.

Connecting with customers can happen in unusual ways, as Mr Sherlock discovered when one of his Queensland bakeries kept baking despite being affected by flooding in January.

"Since then, that store has ingrained itself more into the (local) people. Those local people were grateful we were open," he said.

Mr Sherlock still works as an industry consultant and has observed how Australian companies are responding to market demand for quality par-baked production.

"Par-baked previously had a bad name. They could do it in Europe but we could never do it in Australia. Now (Australians) are bringing it into Coles and Woolies, they can provide better bread because it is made with all of the sour and cultures and those good crusts and flavours," he said. ■



Bakers Delight stores are introducing the energy-efficient Green Oven

## GREEN OVEN REDUCES FRANCHISE BILLS

Bakers Delight is rolling out an energy-efficient artisan oven range across its stores. The Green Oven has several technological features, including insulation properties that result in improved heat retention, enabling it to achieve a 25 per cent reduction in energy consumption.

Bakers Delight general manager, Gerry Gerrard said ovens use most of the energy in a typical bakery, costing \$15,000 to \$20,000 a year in electricity bills.

"You can imagine that with 700 bakeries doing this each day, the cost across all bakeries was around \$10 million a year in electricity alone," Mr Gerrard said.

Bakers Delight began working with Moffat Ovens in 2006 to develop an exclusive oven that would maintain various heat levels

required for the numerous bread products the bakery produces each day. In the old oven, the insulation factors meant that the temperature loss was significant each time the oven door was opened and, as a result, the oven had to re-heat itself back to the ideal temperature. This action alone took up more energy and therefore cost.

Each chamber in the green oven had to be fully insulated so that when the oven doors were open, the temperature remained. Also, the viewing window was clearer and yet smaller, therefore reducing heat-escape.

"These are important aspects when considering electricity consumption, because without resolving these issues, you will not be able to reduce your carbon footprint," Mr Gerrard said. ■

