



BREAD WINNERS

DOES anyone remember Bread Zeppelin?

Brumby's founder Michael Sherlock was heard the other day speaking fondly of a marketing campaign the bakery chain ran in the early 2000s.

A battle of the bands was waged to raise money for cerebral palsy with Brumby's employees forming bread-themed bands, including Talking Breads and Bread Zeppelin.

Sherlock claimed to have played "air guitar and fake vocals" in the short-lived band that did once perform in the Queen St Mall with Angry Anderson. Brumby's never went with the most obvious band name of all.

"We never went with 'Bread'," Sherlock said. "And we didn't want to go with Simply Bread either because we didn't like their music that much."