

Mackies

moments



Newsletter issue 1 Summer 2009



THE Mackies story

OUR FIRST company, Ern Mackie Pty Ltd, was founded by the late Ernest Albert Mackie in 1946 although he had been active in servicing the bakery industry for over 10 years before this date.

Prior to and during World War II, Ern Mackie saw an opportunity to provide a service to the numerous bakers throughout Australia and New Zealand by travelling the countryside, quite often camping outside a bakery for several days while he hand-repaired and re-shaped the baking tins/pans and re-lining the dough troughs. New materials were unavailable during these times and a repair service was of great importance to the bakers to enable them to continue to produce baked products.

July 2008 brought a main turning point in the Mackies story - the Woolcock family sold the business

The young Company occupied a small factory in Botany Street, Redfern. Business progressed making it necessary to seek larger premises and in the early

1950's a facility of some 5000 sq ft was purchased in Regent Street, Redfern, a block away from the old rented space.

A South Australian Company, named Rawlings Metal Products, was added to the small conglomerate in 1958. Rawlings made a range of tinsplate kerosene pumps, oilcans and measuring vessels etc. and later that same year, a manufacturing operation was established in the locality of Albion Park in Brisbane, Queensland.

From the early 1960's and throughout the next two decades, the company diversified into manufacturing, materials handling equipment, food processing equipment and machines, commercial kitchen equipment, wire products, products manufactured from extruded aluminium sections and many more fabricated and engineered products along the diversification path.

During the 1970's the Company had grown to be the largest bread pan manufacturer in the Southern Hemisphere. Due to automation and improved methods and growth in the other States, the Sydney plant had become the smallest and was bursting at the seams. It was time to rationalise and consolidate and a plan was put into place to lower overheads and improve efficiency.

The mid 80's saw the company move into export beginning in South East Asia and gradually expanding this activity into the Middle East and Gulf countries. This thrust was taken a step further with the opening of a UK office in 1987 under the name of Mackies UK Ltd.

So, the 21st century has seen Mackies further develop its core business of serving the bakery industry with an increasing dependence on our export sales territory in view of the structural changes in our domestic customer base.

The aggressive acquisition campaign of Goodman Fielder and George Weston Foods in the 70's and 80's has seen a rationalization with consolidation back to about half of the number of bakeries that existed 20 years ago. Symptomatic of this is the recent opening of George Weston's Tip Top bakery at Chullora, which is the third largest plant bakery in the world and the largest in the Southern Hemisphere.

July 2008 brought a main turning point in the Mackies story, the Woolcock family sold the business to a consortium, consisting of Lars Bryndum the MD of W&P Reedy Pty. Ltd., and partners. Lars in his capacity of the CEO has embraced the everyday managing of Mackies with great enthusiasm and a clear focused drive to succeed and lead the company and its people to new heights.

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did you know?

- Did you know Mackies products can be found in bakeries in Kuwait?
- Did you know that Mackies recently refurbished Pans that were manufactured in 1971!
- Did you know that all new bread products launched into the Australian market place since 1983 were baked in a Mackies made product?
- Did You Know" that a Victorian baker called John Downes was the first person to introduce Sourdough bread to Australian consumers in 1978.
- Australia's Baked Food Industry was worth more than 4 billion dollars per annum.
- Australians consume half the amount of cereal based products that is consumed in Mediterranean countries.
- In 1948-1949 Australians consumed an average of 64kg of bread annually. This decreased to 54kg in 1998-1999.
- A scene from the award winning TV series Sex in The City inspired the recent popularity of cupcakes.
- Retail sales of bakery products in the Asia Pacific region reached US\$48 billion in 2007
- Mackies was the first quality pan manufacturer to supply internationally accepted baking pans to countries in South East Asia and the Middle East.
- The Australian friand is based on a light teacake made from almond flour, brown butter and egg whites and in France it is called a financier. The French friand is a puff pastry wrapped around a sausage.
- It's recorded that the Ancient Egyptians were baking bread 2500 years ago.
- Bread in the Philippines has on average a sugar content of between 14-16%
- The Morris J Van was the vehicle in the 50's that took the bread industry from horse and cart deliveries in Australia to the motorised era.



IN Continental Europe the current trend in bread consumption is towards Rye and Grain, this category currently represents 80% of all sales. White sliced toast and sandwich bread, otherwise known as American style does not enjoy the same popularity. Generally, in Europe Bread Loaves tend to be smaller, more compact in portions, and mostly sold as unsliced. The development of paper and clear panel packaging is very prominent and popular throughout, with the product being exposed for viewing to the consumer; it is thought that paper packaging tends to be viewed as a more environmentally friendly option than plastic

On another hand, in the UK, consumer preference tends to be closely related to what it is in our domestic market, similarities exist in style, shape and further packaging. Another interesting trend to note is the immense growth over the past 10 years of In Store Bakeries. It is argued that this is a contributing factor to the decline of the small High St. baker, with data suggesting that nationally the number have diminished from 21,000 to just 3,000, with further reductions expected.

In the UK, competing supermarkets usually set up their stores outside towns and villages at opposite ends and are stand alone and not part of a shopping centre with multiple stores. They then use price pressures to squeeze the independent High St. baker, florist, chemist, newsagent, butcher, and greengrocer etc. until they are forced out of business. The Australian experience has taken a different course, whereby large shopping centres have been built, usually with one or two major supermarkets, which are surrounded, by small specialty shops selling a whole range of products, which compete with the offerings from the supermarkets. This environment has enabled small to medium size businesses to survive and compete.

The Northern Europe trend in major bakeries is to use more and slower lines, which run at the rate of 4500 loaves per hour. In the main each line has at least two and sometimes three sets of pans per line and each line is dedicated to one type of

Bread, Europe & Beyond...

bread. In some highly automated plants labour costs are lower than packaging costs. Some bakeries have done away with plastic crates as delivery mediums and replaced these with one-stop cardboard boxes. These boxes are not returned to the bakery and are placed into the re-cycling bins at the supermarket.

Graham Hughes

tips don't spray your money away



"Don't spray your money away" will become more and more of a catchcry as bakeries try to reduce the amount of release oils

used for many and varied reasons. Apart from the ongoing costs of oiling bakeware daily, there are the numerous hidden costs such as consumables, raw materials and the cleaning to attain a hygienic bakery.

Another major concern arising out of the use of oil sprays and oiling rags, is the amount of residue, or burnt carbon that accumulates on the pans. This is known to impact on the overall presentation of the product and further to contaminate the product. This often creates the perception to the consumer that insect or rodent droppings are present in the goods, even discounting the damage this can have on the goodwill of the brand, it can further require the involvement of the Health Authorities.

What's the answer?

Very simple, the answer is to use Teflon® coated bakeware for the following reasons:

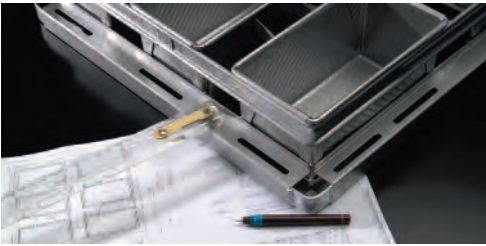
- Oil free
- Non-stick
- Non-toxic
- Hygienic – easily cleaned
- Low friction
- Excellent dough flow characteristics
- More consistent bake
- Economical

With proper care, Teflon® coated bakeware can remove many headaches from bakeries; however, there are certain criteria that have to be observed to get the best return on this investment, which if adhered to will provide bakeries with a trouble free, hygienic and economical environment.

(A use, care and guidelines bulletin can be provided upon request)

Francis Reader

Inside Mackies



NEW PRODUCTS

With space at a premium in many bakeries and businesses such as cafes, restaurants and further foodservice companies seeing value in producing their own range of freshly baked goods, an explosion in the use of European sized ovens has occurred. These ovens require a smaller 600mm x 400mm trays compared to the traditional 406mm x 737mm trays that bakeries have used for many decades. Mackies prides itself in reacting to our customers ever changing Bakeware needs and has realized the need to produce and stock a range of Bakeware suitable for these European ovens.

September saw the launch of Mackies Catering Range of Bakeware, our initial range consists of:

- Flat Baking Tray
- Stainless Steel Cooling Wire
- French Stick Tray
- Mini Muffin Tray
- Regular Muffin Tray
- Texas Muffin Tray

All the trays with the exception of the French Stick Tray will be PTFE coated. PTFE coating gives terrific release properties, which dramatically reduce the required oil usage, a great cost saving feature. The range is HACCP accredited and the trays are fully compatible with the existing Mackies Stainless Flat Pack Racks including the complimentary Rack Cover, visit the Mackies website for more information www.mackies.com.au.

THE MACKIES SMALL BUSINESS FAIRNESS APPROACH

The issues confronting a smaller size baker are varied and challenging. Many Independent Hot Bread Shops regularly report staff shortages, ever increasing raw material prices and often feel lack of any significant buying power, as the support network enjoyed by larger Franchisees, just does not exist. Mackies have tried to help in this area, all Mackies stock bakery pans and trays, as seen on our website www.mackies.com.au are manufactured in maximum quantities ensuring that the Independent Bakers can buy 1 or 100 pans or trays at a very competitive price. This is another great example how we at Mackies support the "smaller end of town".

EVERYBODY'S TALKING



Mackies Stainless Steel Production Racks have been a huge success over the past few years. Mackies innovative solutions with Flat Pack design has resulted in Great Value for the Baker and returns Mackies to its once prominent position of leading supplier & manufacturer of Australian Bakeware. Many Hot Bread Shops have used this great opportunity to update those old Chrome Plated, rusty production Racks with one of Mackies Quality Stainless Steel Racks that are packaged with a Free Rack cover (valued \$80.00). See what everyone's talking about, visit www.mackies.com.au or call your local Mackies Representative.

markets

export

MACKIES EXPORT WORLD

Mackies has had an exporting strategy in place for over 29 years, beginning with South East Asia. Since the first Mackies pioneers introduced quality and robust bakeware to this market, the name has become a baking industry icon and this situation has been mirrored in New Zealand, Central East Asia, North Asia, Pacific Islands and the Middle East. Mackies now reaches out to 32 countries Worldwide.

Many other countries have been supplied to and visited as part of our ongoing export expansion programme. These include USA, Canada, UK, Russia, South Africa, Sri Lanka, India and most recently Vietnam.

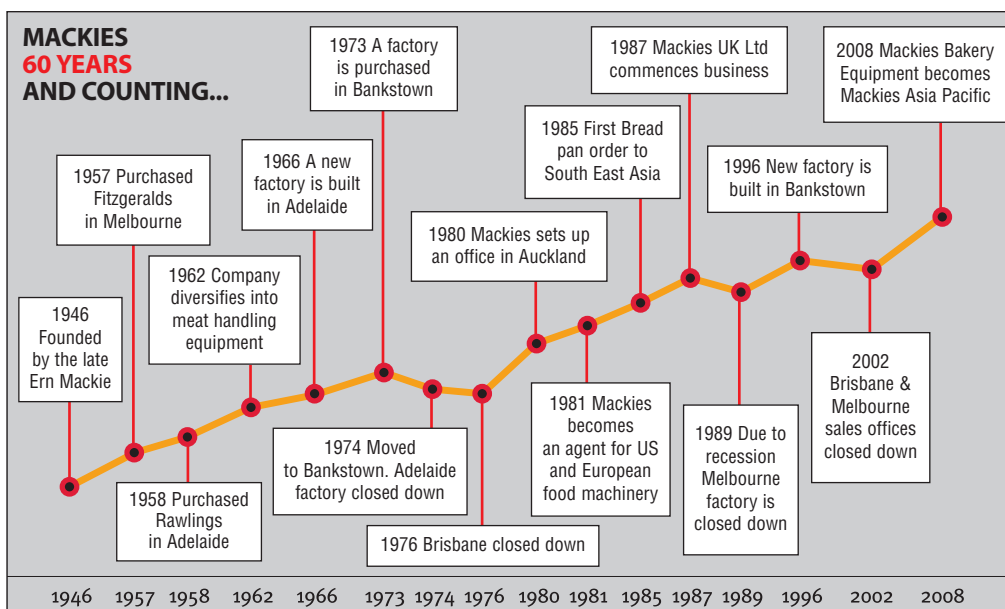
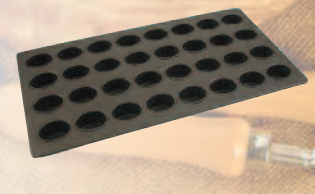
Our state of the art bakeware has become the benchmark for the baking industry in many Asian and Middle Eastern countries because of the pride we take in maintaining our core values: Quality, Commitment and Service.

Mackies are proud of the fact that in fiscal year 2008-2009 export sales grew by 25%, this in itself is testament to the successful exporting strategies implemented all those years ago.

JUST OFF THE PRODUCTION LINE

Mackies has completed its first production of the new Friand Tray.

The tray features 32 of the popular Friand moulds and the PTFE coating so either update your current Friand moulds or add it to your range of products.





PROFILE



CHRISTINE BUSUTTIL

Christine has been an integral part of the team at Mackies for more than 20 years. Most customers have had contact with Christine at one

point or another, her proactive and everything is possible attitude is invaluable when challenges arise.

Works: Mackies for 20 years, Despatch & Warehousing Manager

Holidays: Relaxing, Overseas Cruising

Reads: Not Enough!

Drives: Weekend Jaunts throughout Country NSW

Shops: At Miranda Fair with the girls

Eats: Anything, Anywhere, Anytime

Drinks: Mostly Australian Merlot & Cabernet Sauvignon, sometimes too much!

Needs: More Holidays

Says: Everything is possible...



Australian Pride

Whether it is our national cricket team winning the ashes, or the Rugby World Cup, or an Olympic medal or even a local wine that has attained the gold medal status mostly impresses us, as we Australians are known for our pride and support of local talent and achievements. It is also so for the local Baker who proudly displays medal, awards & prizes originating from a local, regional or even national baking show. The prizes, trophies & ribbons are proudly displayed to their customers to contribute to customer satisfaction and once again reiterate the achievement within the industry.

Also consider the benefits available, not only to your business, but also the added value in staff satisfaction in being able to share and appreciate the effort in preparing, entering, comparing, learning

The Gluten free revolution

CELIAC disease and Gluten free diets are closely connected to the Australian Baking industry. The ever-increasing spread of this disease has seen the introduction of a variety of gluten free baked food products. Queensland have raised the bar with plant and independent bakeries accepting the challenge and providing this very important market with their gluten free products that continues to grow.

Mackies Asia Pacific have assisted and contributed in the development, design and supply of custom made manufactured Bakeware including loaf pans, bun and roll trays, specialised baguette and stick trays, cake and muffin trays. Gluten free baking has been embraced by not only the traditional bakers, but also by the homebake supply segment of the industry. Do give this trend a serious consideration in your next Business & Product Development meeting.

John Wade

Recipe – Gluten Free

This gluten free bread has great taste and texture as it rises and has air pockets just like regular wheat bread. Despite having a lot of ingredients, this recipe is quite easy to make. You can make it in a bread machine or in the oven. if you use a bread machine, make sure it is a heavy duty one as with all gluten free dough, it is quite thick.



and last but not least winning the recognition for the outstanding goods made by you and the staff. Do involve yourself in the baking industry as for all that it's worth, we are all part of what we make of it.

Wayne Rapp

MACKENZE Bakery

Sales over the past 12 months have revealed an interesting fact. Mark Drljaca from our Melbourne Office reports that approximately 8 out of 10 pan and tray sales are finished in MACKENZE (Teflon) coating.

A sure sign of Hot Bread Shops and Master Franchisees taking a major step towards eliminating oil usage in their bakeries. Please feel free to contact a Mackies representative for a no obligation discussion on the merits of MACKENZE.

Mark Drljaca

recipes **gluten free bread**

INGREDIENTS:

- 1 egg
- 1/3 cup egg whites
- 1 tablespoon apple cider vinegar
- 1/4 cup canola oil
- 1/4 cup honey
- 1 1/2 cups warm skim milk
- 1 teaspoon salt
- 1 tablespoon xanthan gum
- 1/2 cup tapioca flour
- 1/4 cup garbanzo bean flour
- 1/4 cup millet flour
- 1 cup white rice flour
- 1 cup brown rice flour
- 1 tablespoon active dry yeast

BREAD MACHINE DIRECTIONS:

Place ingredients in the pan of the bread machine in the order recommended by the manufacturer. Select cycle; press Start. Five minutes into the cycle, check the consistency of the dough. Add additional rice flour or liquid if necessary. When bread is finished, let cool for 10 to 15 minutes before removing from pan.

OVEN DIRECTIONS:

Preheat oven to 350 degrees. Grease loaf pan. In a large bowl mix egg, egg whites, vinegar, honey and milk. In a separate bowl mix salt, xanthum gum, tapioca flour, garbanzo bean flour, millet flour, white rice flour, brown rice flour and yeast. Fold the dry ingredients into the wet ones. Bake approximately 1 hour, or until loaf is golden brown.

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