

BAKERS FORUM

Autumn 2012

ANCHOR BAKERY SPECIALTIES SHOW OUR TRUE COLOURS

"The Bakery Specialties Business Unit recently undertook an extensive and critical look at our product and service offering to our customers, and with this process now completed, we have prioritised and further refined our offering to customers, to ensure that their needs are met. We are extremely satisfied with the outcome that has resulted in our new positioning which will allow us to focus on remaining the leaders, partners and specialists within the Baking Industry", says Lorraine Bezuidenhout, Bakery Specialties Business Unit Director of Anchor Yeast.

The new positioning is built around 3 definitive pillars, these being: "Leading, Partnering and Specialising". To give this more context, 'Leading', refers to Anchor Yeast being leaders in yeast, enzyme and dough raising technology. Our core focus is yeast and our goal is to deliver a good quality, fresh product. To ensure we meet customer requirements we have invested in a state of the art Factory in Durban to supplement the Johannesburg based facility. Our technical capability across our sales and product development teams, ensure our Bakers get the best technical advice when it comes to the application of yeast baking. The Bakery Specialties business unit also has strong international alliances which allow us to keep the industry updated with the

latest technology, trends and bring new innovations to the market, such as our naturally rich vitamin D yeast.

When it comes to 'Partnering', it is meant in the true sense of the word. A partnership is a relationship between organisations working together in a mutually beneficial way to achieve a specific goal. By engaging with each customer segment we are able to meet specific needs and requirements related to each segment. Anchor Yeast's commitment to our customers is supported through our team of regional specialist Technical Sales Managers who are there to provide technical support, trouble shooting and recipe optimisation. Our bakery advisors are also readily available to provide in store assistance. This market focus is further enhanced by our outbound Call Centre, phoning customers daily for orders, enabling them to communicate with us on a personal level. In addition to this, the SETA accredited Bakery training facility is dedicated to developing and uplifting skills within the industry. We pride ourselves on forming partnerships to assist our customers in achieving defined goals.

Devoting ourselves to a special area of work best describes the third pillar - 'Specialising'. Yeast is our primary focus and we will go to great lengths to make

sure that the product we deliver is always of the best quality and always on time. With our, "phone today – deliver tomorrow", approach and our careful production planning, we produce product 24-7-365. This enables us to ensure that freshness is guaranteed. We have a refrigerated distribution fleet across the country that ensures our product is handled exactly as it should be, from the point of leaving the factory until it reaches the bakery – ready to be used. In the trade we also pay meticulous attention to managing the freshness, ensuring quality product by monitoring and rotating yeast stock.

"Our new logo, as seen below, incorporates the essence of what the Business Unit will be delivering on, both internally as well as externally, with all stakeholders. We look forward to living and executing our new positioning, and there are new initiatives that we are excited about sharing with the industry in the year ahead", says Lorraine.



Anchor Yeast

BAKERY SPECIALTIES

Leading • Partnering • Specialising

LALLEMAND



UPDATE

NEW STAFF MEMBERS



Oscar Mohlabe - Business Development Manager
Enzymes: Exports

Oscar is responsible for bakery enzymes in the African export market.



Maria Matenche - Technical Application Manager

Maria has extensive experience in plant baking and product development, and will add value to the Anchor Product Development team.



Aubrey Mojalefa - Senior Sales Representative - Kwazulu Natal

Aubrey is responsible for sales activities, maintaining customer service and expanding our customer base in the KZN region.

ANCHOR YEAST BAKERY TRAINING CALENDAR 2012

Basics in Baking: Craft Bread II

7-11 May 2012 / 9-13 July 2012 / 12-16 November 2012

- Baking equipment and tools
- Premixes and scratch mixes
- Yeast care and ingredients in baking
- Manufacturing a range of craft fermented and sweet fermented products

Basics in Baking: Flour Confectionary

3-7 September 2012 / 26-30 November 2012

- A range of cakes
- Choux pastry products
- Choux pastry products
- Flour confectionary ingredients
- Chemically aerated dough products

Basics of Fermented Baking (1 day)

18 June 2012

- Theory of fermented baking, ingredients and process

Practical Bread Faults and their Solutions (2 days)

19-20 June 2012

- Practical baking and identification of bread faults and their solutions

New Course - Biscuit Baking

21 June 2012 / 23 August 2012 / 11 October 2012

- Biscuit baking course

New Course - Icing and Decorative Course

9 March 2012 / 22 June 2012 / 24 August 2012 / 12 October 2012

- Demonstrations and practical application of various icing and decorating techniques

New Course - Puff and Danish Pastry Course

20-22 August 2012 / 8-10 October 2012

- Puff pastry and Danish products baking course

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CUSTOMER CARE

ADAPTABILITY AND ACCOUNTABILITY
TO ENSURE MUTUAL SUCCESS - LSG
SKY CHEFS LEADS THE WAY



Johan Oosthuizen - Managing Director of LSG Sky Chefs Sub Sahara Africa

LSG Sky Chefs group is the global leader in airline catering and the management of all in-flight service related processes. In 2010 they produced in excess of 460 million airline meals for more than 300 airlines worldwide.

According to Johan Oosthuizen, Managing Director of LSG Sky Chefs Sub Sahara Africa, the biggest priorities within their business are "Safety and Quality" combined with the "flexibility to adapt to an ever changing market as well as individual clients' needs".

"At LSG Sky Chefs, making safe, authentic, delicious food for airline passengers is at the core of what we do. We take great pride in being at the forefront of developing best practices in this dynamic industry. The key is to set high quality standards, and to adapt all processes to ensure accountability within every step of the process. To this end we adhere to Food Safety Practices that include HACCP (Hazard Analysis

and Critical Control Points) to measure food safety performance; GMP (Good Manufacturing Practice) which covers all aspects within food production and service processes; and CMCP (Critical Manufacturing Control Point) which is used to measure non-food safety related quality performance. Our own internal audits however, are the most stringent criteria we adhere to. Through frequent client audits as well as LHI (Lufthansa Hygiene Institute) unannounced audits we constantly challenge ourselves to deliver consistent excellence", says Johan.

LSG Sky Chefs has also put a reward incentive system into place in the form of an international awards programme, which gives those who excel the opportunity to be recognized by international leaders within the LSG Sky Chefs global network.

Johan believes that, "Constantly monitoring innovation when it comes to regional and category trends, products, concepts, outlooks, presentations, processes and

systems are vital in ensuring you remain a step ahead of not only the market, but also the diverse airlines that need to be catered for. To ensure this, we at LSG Sky Chefs pride ourselves on the flexibility we have when partnering with an airline to ensure that every client gets a 100% personalized service that strengthens their own internal brand".

"Over 90% of all meals are made internally, which is why we only build partnerships with suppliers who in their own right are leaders with a passion for quality, perfection and consistency in execution."

"In the end, our success is measured by adapting to meet the constantly rising passenger expectations" and as Johan likes to say, "You're only as good as the last meal you served".

Anchor Yeast is proud of their 15 years association with LSG Sky Chefs.



MATTERS ARISING

FOOD LABELLING AND ALLERGENS - HOW IT COULD AFFECT YOU

Regulations relating to the labelling and advertising of foodstuffs came into effect on the 1st of March 2012. In the past, consumers may have been misled by what was printed on the label by food manufacturers. The fundamental principle behind the new regulations is to improve the quality of information that is supplied to the consumer. A further principle is to improve the overall health of the SA population.

A component of the regulations focuses on allergens. Common allergens must now be declared on all food labels. This will allow consumers who suffer from allergies to make an informed decision in terms of foods which may contain these allergens. The common allergens likely to be found in bakery products are milk, egg, soya, peanut, tree nuts, and significant cereals (wheat (gluten), rye, barley, oats, or cross-breeds of these products). Other common allergens include fish, crustaceans and molluscs. Even uncommon allergens need to be disclosed to the customer upon request.

One cannot take for granted that raw materials are allergen free. Allergen cross contamination could happen anywhere in the food chain. It is possible that a manufacturer of milk products also uses peanuts in the same facility and the risk exists that the milk product will be unavoidably contaminated with peanuts. Allergen risk management is a shared responsibility between consumers, regulators and the food industry. Consumers need to take care when



making food choices. Regulators need to ensure compliance to the regulations. The Food industry needs to label allergens correctly and manage cross-contamination. Guideline 2 of the Labelling and Advertising of Foodstuffs Act (R.146 of 1 March 2010), outlines a risk analysis and allergen control policy. This guideline is a suggested approach for manufacturers to control allergens. The guidelines can assist manufacturers in developing their own allergen control policy.

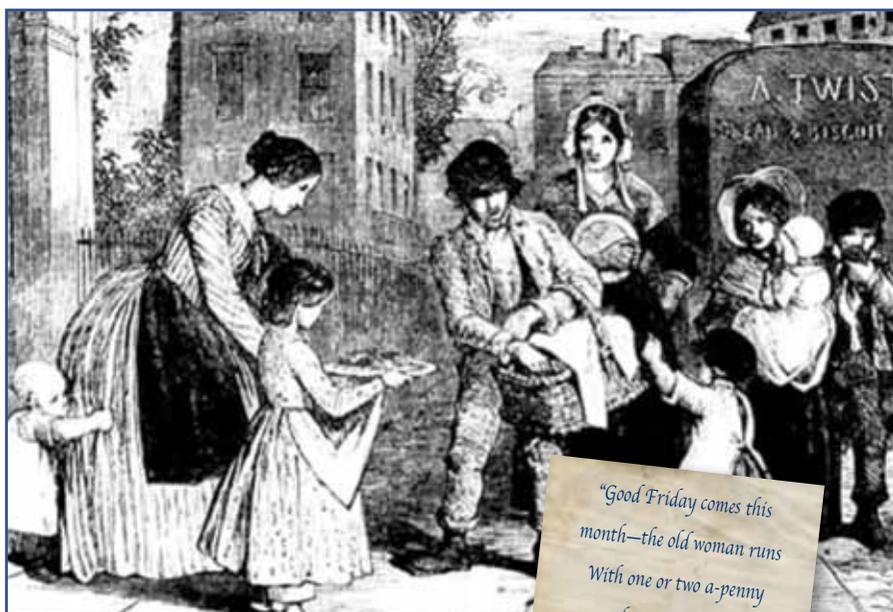
Anchor Yeast has an allergen control programme which forms part of our HACCP certification.

Anchor Yeast's fresh yeast is proudly allergen free.



UPDATE

THE LEGEND OF THE HOT CROSS BUN



A Hot Cross Bun is a sweet spiced bun, which has currants or raisins and often candied citrus fruits. Best enjoyed straight out of the oven with melted butter on top. In many historical Christian countries Hot Cross Buns are traditionally prepared on Good Friday with the cross on top symbolising the crucifixion of Christ. Although the first recording of the Hot Cross Bun was in the early 1700's in the UK, it was said to have pre-dated Christianity. Some believe the Greeks simply came up with the idea of adding a cross on buns and cakes and others say the Saxons had buns with crosses on to honour the goddess Eostre, with the cross thought to symbolise the four quarters of the moon.

Although the first name for these buns was 'Good Friday Buns' or 'Cross Buns', the earliest written instance of the name 'Hot Cross Buns' comes from 1733 A.D. The name is recorded in a popular rhyme, and what makes it interesting, is the fact that the rhyme includes the old reason and superstition for making the sign of the cross in baked goods:

It was said that if a Hot Cross Bun was baked on Good Friday – it would not get mould or go stale for the remainder of that year. It was also said that the Hot Cross Buns that were kept for a long period of time could be used for health purposes.

Bakers also believed that after a Hot Cross Bun was baked – you must hang it in the kitchen to ensure that all bakes will come out successfully and fresh.

We however, can not pass along these superstitions... We at Anchor believe that every bake – baked with our product comes out successfully, and although we can not guarantee freshness for a year – we can guarantee fresh, delicious, sweet Hot Cross Buns this Easter Season!

Our favourite superstition of all – a Hot

HOT CROSS BUN RECIPE - (68 DOZEN BUNS)

Part 1

12.5 kg Hot Cross Bun Mix 50%
12.5 kg Cake Flour 50%
1.25 kg Anchor Compressed Yeast 5%
13 l Water 52%

Part 2

9 kg Fruit mix
1 kg Cut peel
100 g Bun spice (Optional)
49.35 kg – Grand Total (recipe yields 68 dozen buns)

Part 3

3 kg Super Cross Paste
500 ml Oil
2.5 l Water

Method:

Mix until smooth with flat beater.

Part 4 - Bun Glaze

1 l Water
1 kg Sugar
5 g Bun Spice

Method:

Bring to boil.

Method:

Mixing time: Mix Part one to well-developed
Add Part two and mix for a further 1 minute

Dough Temp: 26°C

Scaling: 1.8 kg per press

Resting time: 10 minutes

Shaping: Place 6 buns, evenly spread out, on an aluminium tray.
Proofing: Proof until double in volume. Pipe Super Cross Paste onto buns before baking.

Baking: ± 240°C for ± 10 minutes.
Glaze with bun glaze immediately after baking.
Allow to cool and wrap with cling wrap.

Cross Bun shared with a friend ensures a long lasting friendship – NOW this superstition we can carry along! Share our Hot Cross Buns with your friends this Easter Season!

NEWS, VIEWS & EVENTS



iba's unrivalled diversity covers all aspects of the baking and confectionery industry, giving everyone a truly unique experience. iba is a specialised trade fair, first organised in 1949 and takes place every three years, hosts alternate between the cities of Munich and Dusseldorf.

iba sets benchmarks across the baking world, making it a unique event with more than 1,100 exhibitors offering insider information about new features and innovations in the baking industry. At iba you can see the entire range of products used by bakers, confectioners, caterers and café owners. This international platform comprehensively showcases market trends and demonstrates the challenges of tomorrow's ideas to its visitors. Everyone can see, smell and taste the competition at this extraordinary event and will go home feeling inspired by many new ideas. Visitors can see live demonstrations of production lines as well as equipment for traditional bakers in action throughout the show. Use iba to gain that extra edge and get the best ideas for your company, plus you get to experience Munich in all its splendour!

JOIN THE
ANCHOR YEAST
STUDY TOUR TO 
16-21 SEPTEMBER 2012

**Be part of the World's premier
International Baking Exhibition (iba) in
Munich Germany.**

Travel packages include:

- Flights
 - Depart 16 September 2012 - Jhb/Mun
 - Depart 21 September 2012 - Mun/Jhb
- Accommodation B&B
- Transfers
- Medical / Travel insurance
- Munich City guide & map
- Entrance to iba
- Day study tour
- Bakery tour
- Seminar
- Anchor true German style - customer function

Package Cost: R17 000 / R20 000 single

To book contact Felix Gnädinger NOW

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