

# Bakers Forum



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## Lorraine heads up Bakery Specialties

Anchor Yeast and the Lallemand Group are pleased to announce the appointment of Lorraine Bezuidenhout as the Director of Anchor Yeast's Bakery Specialties business. Lorraine, previously our Business Manager: Cereal Enzymes, takes over from Bill Nankervis who has taken up a new position as the President of Lallemand Specialties Inc. and General Manager of Ethanol Technology, in the USA.

Lorraine has been part of the Anchor Yeast team for over eight years and has been the champion behind the rapid growth of our baking and milling enzyme business. She is familiar with all aspects of the baking industry and has established excellent working

relationships with our customers and partners.

Commenting on Lorraine's appointment, Anchor Yeast MD, Ray Stout, says he is confident that Lorraine's leadership of the Bakery Specialties business will continue to deliver sustained value for customers, partners and other stakeholders, in terms of service excellence, innovation and quality.

"Lorraine's leadership ability, technical understanding and ability to engage customers at all levels will be a big advantage. She heads up a strong team that has its sights set on real growth and value creation - we look forward to seeing the fruits of her expert contribution."



Lorraine Bezuidenhout, newly-appointed Director of our Bakery Specialties Business unit.



**Anchor Yeast**

Bakery Specialties

LEADERSHIP THROUGH TECHNOLOGY

## Matters arising

### Out-standing

Anchor Yeast joined forces with DSM to host an exhibition stand at this year's Food Ingredients Africa exhibition, held at the Cape Town International Convention Centre over two days in February. This was the first time that this event was held in Africa and Anchor used the opportunity to exhibit our range of quality enzymes.

Lorraine Bezuidenhout (right), Director of Anchor Yeast Bakery Specialties, in discussion with visiting delegates to the Anchor exhibition stand.



### Broaden your horizon

Anchor Yeast has only a few tickets remaining to attend this year's Europain 2008, to be held in Paris from 29 March until 2 April. The package costs R11 954 per person sharing and includes the return flight (leaving 28 March), four nights accommodation at the Hotel IBIS in Paris, bakery and city tours, and airport taxes.



If you would like to join us on this exciting trip please contact Trish at 011 248 8352 or Kim at kleroux@anchor.co.za. Please note, limited space available.

### Trends to take note of

In many countries around the world but particularly in Europe and the US, there is a growing appreciation of the need to lead healthier lifestyles. For consumers, this invariably means eating 'better' foods (and getting more exercise). The selection of bread types supports this trend, as more and more Europeans opt for breads containing fewer or no preservatives and more ingredients such as nuts, seeds and grains. Interestingly, nutritionists have confirmed that the complex carbohydrates, vitamins and minerals found in bread represent an important portion of our daily requirements, thus making it an ideal complement to our diet. In fact, specialists and the general public now agree that bread is an excellent ally for our health.



## Customer corner

### Pursuing the perfect signature bread

"If anyone thinks it's 'romantic' running a bakery, they've got it all wrong. It's hard work, time consuming and requires a passion that will see you through all the challenging times. It also needs competent people and good management."

The emphatic view of Tim Fuall of Knead Support Bakery in Ep- ping, Cape Town, which produces a range of artisan breads and confectionery products for their two delicatessens in Wembley Square and Muizenberg. Knead also supplies to wholesale customers from as far afield as Franschoek and Stellenbosch. The bakery and delis employ around 70 people. In addition to running his bakery Tim also consults widely to the industry, particularly on process optimisation and troubleshooting.

Spend a few minutes with Tim and you will discover his unquestionable passion for baking, and specifically baking artisan breads, as he pursues what he calls the 'perfect loaf'. "Producing artisan bread is not simply a case of mixing a whole lot of ingredients together and waiting for the end product," Tim stresses. "It's about understanding everything about these ingredients first: knowing how flour, salt, yeast and water will perform when mixed together; understanding the effect of environmental factors such as

changes in temperature or the quality of the water you use; and being there to 'feel' the chemical reaction that takes place during baking, so that you experience the entire process and can repeat it again and again, to meet commercial requirements."

Knead seeks to create the ultimate experience of eating bread. This process is in the hands of the people who bake the bread, who succeed in managing the ingredients coming together and control the environmental influencers. That's:

- Establish the right environment
- Understand the raw ingredients
- Manufacture the same way, every time
- Tweak this process to suit individual customers' (changing) needs.

"If you can control these factors successfully and consistently, you will produce a quality loaf that will have its own particular taste. This loaf will be your signature. And having your own signature should be the passionate pursuit for every baker with long term aspirations in the industry."



Tim Fuall with colleagues inside the Knead Support Bakery.

## Tim's thoughts on...

**Training:** Education is critical when it comes to artisan baking. We need to pass on knowledge and skills to the younger generation. We are about to launch an artisan bread baking course, which I believe will significantly boost the level of skills coming into the industry.

**Overseas trends:** There is a strong move towards healthier breads, driven by consumers who want breads with low GI and no preservatives. I went to France recently to study how they make the baguettes. One of the things that struck me was the strong relationships that exist between millers and bakers - they work closely together to get the perfect materials and process consistency. I think we should pursue similar relationships in South Africa, and I believe that bakers must become more assertive about understanding the flour they receive and ensuring that it meets minimum standards. Downstream this will enable retailers to meet their quality and consistency commitment to customers.

**His relationship with Anchor Yeast:** We get wet yeast and sour dough cultures from Anchor, which help us to produce a consistent product. I believe Anchor has shown major advances in the field of cultures and enzymes: they add a lot of value to their product and in doing so they remove a lot of the 'hassle' factor in baking. We work well together - the work Anchor is doing to train people in the industry is fantastic.



# Training calendar 2008

## SKILLS PROGRAMMES

### Basics in Baking: CRAFT BREAD II (37 credits)

21-25 January 2008

11-15 February 2008

14-18 April 2008

12-16 May 2008

14-18 July 2008

11-15 August 2008

13-17 October 2008

10-14 November 2008

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



### Basics in Baking: CHEMICALLY AERATED BAKING (24 credits)\*

10-11 March 2008

09-10 June 2008

15-16 September 2008

01-02 December 2008

- Flour confectionery ingredients
- Chemically aerated dough products
- Range of cakes

### Basics in Baking: PASTRIES (24 credits)\*

12-13 March 2008

11-12 June 2008

17-18 September 2008

03-04 December 2008

- Flour confectionery ingredients
- Choux pastry products
- Short pastry products

### Basics in Baking: FLOUR CONFECTIONERY COURSE (48 credits)\*

10-14 March 2008

09-13 June 2008

15-19 September 2008

01-05 December 2008

- Chemically aerated pastries, danish pastries and croissants

Hygiene and safety aspects are an integrated part of all the above programmes

\* Programmes can be attended back to back, with the option of a free 5th day for instruction on fermented laminated dough

## Update

### Adding value

Anchor Yeast is pleased to announce the appointment of Lorain Ruthilal as Financial Director, with effect from November last year. A chartered accountant with several years of experience, Lorain was the Group Financial Executive at Tiger Brands prior to joining the Anchor team.



### Strengthening the team

Anchor's enzyme business has grown significantly over the past few years, thanks largely to our proven product range backed by quality technical support. To maintain this growth we have appointed an experienced Food Technologist, Beate Engelmann, as Technical Applications Manager. Beate holds a National Diploma in Food Technology and worked at Premier Foods for nine years before coming on board. Her experience includes product development and quality control.



### 'Grain Chain' workshop generates major interest

Understanding the key factors that influence all parts of the supply chain in a wheat producing, milling, baking and ingredient supply environment can deliver considerable benefits. These include minimising day-to-day supply and production problems, reduced ingredient and product waste, improved final product quality and improved control in all stages of the supply chain.

Anchor Yeast and Campden & Chorleywood Food Research Association Group presented a two-day workshop in February entitled 'The Grain Chain'. Close on 50 delegates from the major milling, wheat breeding, bread manufacturing and baking companies, as well as industry-associated organisations and other stakeholder groups, attended this insightful and interactive programme. Topics that were discussed included:

- Wheat breeding for optimum performance
- Modifying flour performance for bakery products
- Interactions between enzymes and flour, and the impact on product quality
- New trends and challenges - bakery products, developments in cereals and milling

In addition to the presentations, the workshop included discussion forums between all delegates on identifying the critical control points in flour

and product quality, followed by the prioritising of the key factors needed to improve product quality and consistency throughout the supply chain.

Based on the feedback received from delegates, the programme added considerable insight and value, together with the opportunity to network with other industry stakeholders. A similar workshop will be hosted in future - details to be confirmed.



After the Grain Chain workshop we also ran two in-depth practical and technical training courses in February. Presented by representatives of the CCFRA, the two-day courses were Practical Cake Technology and Practical Biscuit Technology.

## News, views and events

### SABS Certification confirms our commitment to quality

Anchor Yeast was recently awarded the Hazard Analysis Critical Control Points (HACCP) certificate from the South African Bureau of Standards (SABS).

This certificate was officially handed over in November to the President of Lallemand, Jean Chagnon, by Adriaan du Toit, a SABS representative.

The certificate confirms Anchor's compliance with the HACCP management process, which is in line with the SANS 10330:2006 registration and assures consumers that our products have been manufactured in a safe, risk free facility.

In pursuit of the certification, Anchor carried out extensive work to identify and correct critical process points where microbiological, chemical and physical events could possibly contaminate products.



President of Lallemand, Jean Chagnon (left) receives the HACCP certificate on behalf of Anchor Yeast from Adriaan du Toit, a SABS representative.

## New look and feel

It's not quite a total makeover, but it's more than just a nip 'n tuck. Following a few tweaks to Anchor Bakery Specialties identity and branding design elements, we are pleased to extend this new look to Bakers Forum. We trust the clean, fresh and inviting design will add to your reading pleasure, and look forward to hearing your feedback. Please send your comments, suggestions for content or your ideas to [smoodley@anchor.co.za](mailto:smoodley@anchor.co.za)

## Bake the best buns

With Easter just around the corner, here's a timely reminder to order your Anchor Yeast Hot Cross Bun / Fruity Bun Mix, for the best buns in the business!

To place your order, contact us on our Customer Care line: 0860 105 135



Bakery Specialties

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