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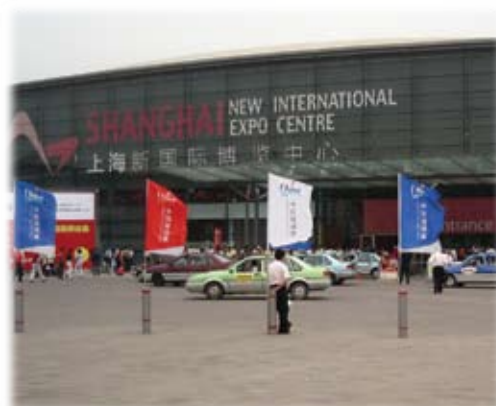
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SHANGHAI: A MELTING POT OF BAKING FLARE

With over 1.2 billion people, a double-digit economic growth rate for the past five years and the fast-growing consumer market in the world, it's no surprise that China has leapfrogged from 35th to fourth position on the list of the world's strongest countries, in less than a decade.

Although some 60 percent of China's residents still live in rural areas, the 40 percent that reside in its cities have embraced many of the consumer behaviours most often seen in countries in Europe and North America. Among these habits is a strong and growing desire for bakery and delicatessen products, as witnessed by the many formal and informal bakeries scattered throughout China's major cities.

Harnessing this growth, China recently hosted Bakery China Expo, a major



The venue of this year's Bakery China Expo, in Shanghai.

exhibition in the country's economic hub, Shanghai, that attracted local suppliers and participants along with a growing international contingent of exhibitors.

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JOIN ANCHOR IN ORLANDO, FLORIDA

This year's premier Baking Show will take place between 7-10 October. Anchor has put together exciting packages for customers. See page 6



Anchor Yeast

Bakery Specialties

LEADERSHIP THROUGH TECHNOLOGY

REINFORCING RELATIONSHIPS

At its annual sales conference held at Sun City in March, leading bakery equipment manufacturer, Macadams Baking Systems, invited international principals and key stakeholders to attend a gala dinner. As part of the event, Macadams presented awards to companies and individuals that it believes have made a significant contribution to the

organisation and the Baking Industry. Anchor Yeast was proud to be awarded an Acknowledgement of Excellence plaque, in recognition of service excellence. In addition, Anchor's export manager, Felix Gnädinger, received a special award for his willingness to always go the extra mile.



AWARDS CEREMONY AT SUN CITY:

From left: Richard Wilkes (CEO of Macadams Baking Systems); Deon Feyt (sales manager, Gauteng) winner of the Sales Person of the Year award; Felix Gnädinger (Anchor's export manager); Bill Nankervis (director, Anchor Yeast); Dean Stevens (sales manager Western and Eastern Cape) accepted the Excellence award on behalf of the Cape Town Branch; and Craig Collins (sales executive, Durban) winner of the Achiever of the Year award.



Richard Wilkes (right) thanks Felix Gnädinger for going the extra mile.

PRODUCT LISTING IS GOOD FOR YOU

Suppliers to retailers around the country, and around the world are in the process of listing their products on a centralised product 'database' called a product data catalogue (PDC). Most major retailers have subscribed to the PDC system as a simplified and efficient means of having products and product specifications listed on a single platform, offering ease of use and streamlined administering purchases, documentation and related functions.

In South Africa, Spar is one of the leading retailers driving the PDC, and Anchor Yeast recently became one of the first major suppliers to have all its products accurately listed on Spar's PDC system. Warren Brauns, Spar DQ category manager, says his organisation will go live with the system once all its suppliers are on board. "This is a major product for us, and the sooner we bring everyone on board, the better. Anchor's willingness to proactively list its products on our PDC is testimony to Anchor's leadership position. Few suppliers have got it right first time, but you managed to do so," Warren comments.



WINNERS

Congratulations to:

Spar Queenswood

Spar Edgemean

Spar Gelvandale

Winners of our Hot Cross Bun promotion held between January and April 2007.

ANCHOR'S FRESH YEAST RISES TO THE TEST

In our last edition we highlighted the benefits of fresh yeast (bakers compressed yeast and cream yeast) as a natural product that delivers superior results in terms of product consistency, proof time, aroma, texture and consistent performance.

Demonstrating these advantages, a well-established independent bakery products producer, Le Petit Pain (Pty) Ltd, recently converted its entire operation from dry yeast to fresh yeast - and immediately experienced the benefits.

Le Petit Pain is an independent frozen dough manufacturer based at Kyalami Business Park in Midrand. The company supplies unproofed products, pre-proofed frozen products, par-baked bread rolls and baguettes, and baked frozen breads to a range of restaurants, hotels and other outlets countrywide.

Outlining the reasons for the conversion, Steven van Wyk, general manager of Le Petit Pain, says the company had considered converting a few years ago but the tests that were carried out on its behalf back then, proved inconclusive. "We were not totally satisfied with the test methodology and so earlier this year we decided to do our own tests on dry versus



Steven van Wyk tests his first batch of product made with fresh yeast.

fresh yeast. This time the results were overwhelming in favour of the fresh product," Steven expands.

"We began by running tests on some of our fast moving lines, using both dry and fresh yeast. There was no comparison: we found improvements for everything we evaluated, specifically improved volume, better consistency, improved stability

and much better overall appearance. What's more, we did the conversion based on the recommended rates from Anchor Yeast, but in some cases we can use even less compressed yeast because of the improved consistency."

"Since the conversion to fresh yeast we've never looked back. The results speak for themselves." Steven van Wyk, GM of Le Petit Pain

PERFECT PACKAGING

Presentation is an important part of a quality product and with this in mind, we are pleased to unveil our new packaging design for our Anchor Compressed Yeast wrapper and carton. Clean, crisp and distinctive, the new packaging includes our 'Fresh is Best' logo and replaces the previous packaging, which did us proud for over 20 years! Prior to the packaging launch we conducted research with customers on different design options and packaging functionality. Some of the

survey findings have been incorporated into the design. Key outcomes of the new packaging include design consistency across all product ranges, enhanced bar-coding on the carton, and the clear visual differentiation of our product. Kosher and Halaal logos are also displayed.



Following a recent bi-annual audit, Anchor Yeast has retained its BVQI certification, confirming our commitment to maintaining the highest standards of quality management as defined by the ISO 9001 benchmark.



SKILLS PROGRAMME

SKILLS PROGRAMMES –

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

16-20 July 2007
13-17 August 2007
8-12 October 2007
12-16 November 2007

- ♦ Cleaning/sanitising baking equipment
- ♦ Baking equipment and tools
- ♦ Application of personal safety practices
- ♦ 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)*

3-4 September 2007
3-4 December 2007

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

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

5-6 September 2007
5-6 December 2007

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

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

Continuing with our popular enzyme roadshow presentations, please note that this year's roadshow will take place from 1-5 October, in Cape Town, Durban and Johannesburg. The theme this year is Bread Staling: possible mechanisms, and the influence of ingredients, process and storage conditions. Jan Hille, product and application development manager baking enzymes at DSM Food Specialties, will deliver the presentations and share his considerable knowledge in this field. For more information on the roadshow dates and venues, please contact Kim le Roux at kleroux@anchor.co.za

SHANGHAI – CONTINUED FROM PAGE 1

Bill Nankervis, director of Anchor Yeast's bakery business, attended the Bakery China Expo and also visited Beijing, where Lallemand has offices for its animal and human nutrition business. In Shanghai, Bill was struck by the wide variety and volumes of bread types that are made, and the influence of the rapidly-developing Western European-style confectionery market. "The Chinese make a traditional steam bread called Mantou, which is made on sidewalks, inside shops and small bakeries," Bill reports. "Everything is made fresh and some stores carry a fairly large range of

breads and confectionery products. Most confectionery items are a bit more expensive than they would be in South Africa, but it's such a big market that bakeries are able to cater for everyone's needs.

"The exhibition was interesting and definitely worth visiting. It's not as large as IBA, but participants say it has grown significantly over the past three years - and will no doubt continue to grow as China, and it's bakery industry, continue to enthrall the world."



The dough is rolled and cut into pieces before steaming to produce Mantou, a traditional steam bread.



Baozi, a steam bread with a filling – in this case vegetables.



Although facilities are often basic, the bread products are freshly made. Traditional steam bread (Mantou).

HAVE YOUR CAKE AND EAT IT

As a cake manufacturer, would you like to create the perfect cake with soft crumb texture, improved mouthfeel and consistency, and still have long shelf life? And would you like to satisfy consumer demand and meet manufacturing challenges, but without increasing costs?

Our enzymes team has just introduced an innovative new enzyme, CakeZyme, which is manufactured by our technology partner DSM Food Specialties, and offers a range of quality and performance benefits. Lorraine Bezuidenhout, business manager, cereal enzymes, says CakeZyme has been developed to fulfill specific needs required by the cake industry.

"Current drivers for the industry include important issues such as fat reduction, product flavour delivery and nutritional aspects," she expands. "Another big issue is the drive to reduce reliance on emulsifiers. CakeZyme delivers an improved crumb structure as well as

improved crumb softness, together with a 20% reduction on eggs and the added advantage of extended shelf life. The product has been well received in the South African market, with positive results being reported."



Reference + 0.1% Cakezyme

For more information contact Lorraine at lbezuidenhout@anchor.co.za or telephone 011 248 8289.

YOUR TICKET TO...



NEWS, VIEWS AND EVENTS

JOIN ANCHOR AND LALLEMAND IN ORLANDO, FLORIDA

Accompany Anchor and join 20 000 industry professionals and over 800 exhibitors in Orlando, for the world's biggest, freshest, most comprehensive baking expo of the year. The event will be held at the Orange County Convention Centre and is produced by the American Bakers Association (ABA) and the Baking Industry Suppliers Association (BEMA).

Visit www.bakingexpo.org for more information or contact
Kim le Roux at kleroux@anchor.co.za for our special tour packages.

DISTRIBUTING FOR DSM

DSM Food Specialties has appointed Anchor Yeast as the distributor for its Bakezyme® enzyme range for the baking and milling industry in Africa. This, says Juan Caballero, regional sales manager baking enzymes, follows DSM's decision to optimise its distribution network in Africa, and specifically the

following countries: South Africa, Botswana, Namibia, Lesotho, Swaziland, Mozambique, Zimbabwe, Zambia, Malawi, Mauritius, Madagascar, Reunion, Seychelles, Gabon, DRC, Congo, Burundi, Angola, Rwanda, Nigeria, Kenya, Tanzania, Central African Republic, Cameroon, Ghana, Sudan and Ethiopia.

Anchor Yeast congratulates DSM Food Specialties on its centenary: 100 years of enzyme innovation, underpinned by global growth and a market leadership position that has resulted in technical benchmarking and major advancements in the baking industry.

TRANSFERRING KNOWLEDGE

French expert baker Jean-Luc Arlot and Nicholas Bord, of Lallemand France, visited our training bakery facility in April. The purpose of their visit was to train Anchor Yeast's technical sales managers (TSMs) on how to apply starter cultures to produce European-style fermented baked products. A valuable learning opportunity, giving insight into new product application techniques.



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Bakery Specialties

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