

# BAKERS FORUM

Summer 2014



## Eat My Words – The influencers behind trends in food

### Food trends come and go, but just who – or what – dictates them?

Our eating habits are influenced by a myriad of factors including socio-economics, the marketing strategies of the food producers and retailers and the very powerful force of consumer demand. However, both in South Africa and internationally, there's another type of trend-setter which is rapidly expanding its sphere of influence.

'Food eVangelists' have been called the single most important group in today's food industry and they are said to be leading the public debate about how food is produced and marketed. This intensely passionate, motivated and engaged group of consumers was identified by the global marketing firm, Ketchum, in its global 'Food 2020' survey, and they're on a mission to change people's beliefs, opinions and purchase decisions when it comes to food.

Through a very active online presence, they make their voice heard on a range of food-related issues by critiquing products, sharing opinions on purchasing habits, retailing and packaging and commenting on the latest foodie trends.

### And so what are some of the foodie trends that we can expect in the future?

Well, given that South African food trends follow international directions and that consumer trends are key drivers of product innovation, we should experience a range of exciting new products on the supermarket shelves, in bakery ovens and in our own kitchens. Trends that have been identified by the global influencers include products with a wholesome twist such as the use of vegetables as a sweetening agent (chocolate zucchini muffin anyone?), healthy help in the form of seeds such as chia and hemp and protein-rich 'on-the-go' snacks.

Other future foodie trends from the Colorado-based strategy, communications and innovations company, Sterling-Rice Group include a surge in popularity for everything to do with lemons (including using the fruit as a pastry ingredient), using tea to flavour foods, increased interest in spiced-up middle eastern and Mediterranean cuisine and going 'nuts' as a dairy-free milk option. In its recently released annual food predictions list for 2014, Sterling-Rice also forecasted a swing to seaweed in salty snacks and seasonings, pasta doughs with exotic seasonings and farm-fresh produce.

Freshness is also a growing priority and as people seek products which combine ease-of-preparation with a fresh 'DIY' element, we'll be seeing more and more products that can be made 'fresh at the customer's convenience' such as par-baked breads, cookies with separate icing and packaged cakes.

And in order to enable consumers to have their cake and eat it, every player in the food industry including producers, retailers and bakers has to be flexible and innovative – and they have to constantly review and revise their offerings in order to meet changing consumer demand. And demands are certainly changing.

For example, General Mills, one of the largest food companies in the world, has introduced hundreds of products to cater for changing tastes including new types of granola cereal and protein peanut butter bars to meet consumer demand for convenient, portable energy-rich mini-meals and snacks. Their bakery innovations include on-the-go breakfast options such as baked oatmeal squares, mini pancakes and waffles and high quality indulgences such as cookie mixes and cupcake mixes.

And while there's a definite global trend towards fresh and healthy goodness and people are becoming more health conscious, aspirational

South African consumers have also been shown to have a taste for the sweet life... and an expensive taste at that!

According to the latest insights from local research and pricing specialists, BMi Research confectionery consumption is on the rise in SA with luxury items rocketing up the popularity charts.

Effective promotional strategies from retailers (such as 'pay for six doughnuts and get eight') and easier access to sweet treats are fuelling the growth in demand, with many manufacturers, bakers and retailers creating additional demand by expanding their offerings to include exciting new luxury confectionery products. Small businesses have also been given a boost as entrepreneurs fill the gaps left by traditional retailers by making and selling home-baked offerings, such as muffins and cakes.

This growing popularity of sweet treats may have come at the expense of some baked goods with BMi Research indicating that the bread market remained stagnant over the past year, whilst rolls and buns showed slight growth ahead of an anticipated plateau.

But whilst food fads may come and go, taste will always be in fashion. Whether we're into cake or kale, healthy eating or sweet snacking, there's little doubt that consumers will always let their tastebuds do the talking.

And with the voices of the Food eVangelists and other food bloggers in South Africa and around the world growing louder and louder, the food industry is having to listen increasingly closely to what's being said. Any company wanting to remain relevant and competitive needs to hear what the consumers are really saying and engage with the commentators so that everyone can ultimately 'eat their words'.

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# Star Bakery

## end of an era, start of new beginnings

**For nearly 60 years, communities across the Eastern Cape have relied on a homegrown bakery brand for all their bread and baked goods - Star Bakery.**

And from its inception to the present day, it's abundantly clear that Star Bakery is a shining light in the bakery industry.

Star Bakeries first opened its doors in East London in 1957 and it didn't take long for the bakery to become an institution. It quickly established a reputation for producing quality bread at an affordable price and its customer service was legendary.

Within a few years, the original owner sold the business to Bokomo Flour Mills, but it wasn't long before Star Bakery was back in local hands.

Local baker, Fritz Kraaij, who had been a long-time admirer of the brand, bought it from Bokomo in 1965 and he brought his brother-in-law, Hans Stolp, in as his partner. Eventually, Kraaij moved overseas and Stolp, a third-generation baker himself, began to build on the bakery's strong community heritage and broaden its horizons. He brought his lifelong friend Johan le Roux, in as a partner to take over the East London bakery and together, they opened up two additional Star bakeries in Port Alfred and Adelaide.

When Dawie le Roux joined the company, they took over the Fort Beaufort bakery as well as the Bakewell bakeries in Port Elizabeth. Later when Mike Havvas joined the team, these Bakewell bakeries changed their name to become part of the Star Bakery constellation. Havvas subsequently took over the PE bakery.

The Star group continued to expand its own provincial footprint - firstly with the opening of a new bakery in King Williamstown and then with the takeover of the existing Queenstown bakery.

The acquisition of Mr Bread bakery in Mthatha expanded the business to become the major bakery in the area, thereby cementing the brand's market leadership in the Eastern Cape but importantly, they have demonstrated how a once-small, community bakery brand was able to challenge and overcome the advances of other rapidly expanding bakery groups from the north.

Star Bakery's expanded footprint now stretches across the Eastern Cape and into parts of KwaZulu-Natal and many clients across the region include supermarkets, hospitals, schools and spaza shops who take delivery of the company's range of quality white, brown, wholewheat, low GI, deluxe and speciality breads. Star Bakeries have been a valued client of Anchor Yeast for 25 years.

In late 2013, the baking industry witnessed an end of an era of the once small community bakery in the Eastern Cape when Premier Foods, had its proposal to acquire five independent Eastern Cape bakeries including the Star Bakeries in East London, King Williamstown, Queenstown and Port Elizabeth and the Sikunye Bakery in Mthatha approved by the Competition Tribunal.

And while the change of ownership signals a new era for Premier Foods, it also heralds a new era of management for Star Bakeries. After 48 years, Hans and Johan have hung up their oven gloves, saying it was time to make a life change. "However difficult, we have the opportunity to move onto something new," they said.

Premier Foods is a major South African staple foods manufacturer and it mills, markets, sells and distributes maize, flour and bread products under the renowned Iwisa, Snowflake and Blue Ribbon

brands. Remarkably, although Premier Foods has its roots in the Eastern Cape (having opened the doors of its first mill, the Port Elizabeth Steam Mill Company Limited in 1882), it hadn't owned a bakery in the province prior to taking over the Star Bakeries.

Now, with these latest acquisitions, the company has been able to strengthen its national presence and consolidate its position as a significant player in the South African breadmaking industry.

In fact, Premier Foods has been a presence in South African families and in the wider baking industry for over 130 years. From those early beginnings in the Eastern Cape, the company has gone from strength to strength and today operates 16 bakeries, five wheat mills, one maize mill (the largest mill of its kind in the world) and 16 distribution depots nationwide. Its products are delivered daily to over 28 000 customers including hyperstores, supermarkets and spaza shops in every city and are consumed daily by over 10 million South Africans across every LSM group.

**And what's the key ingredient to the company's success? Its employees.**

Over 5 000 people work at Premier Foods and the company is committed to investing significant time and resources in equipping them with the skills and knowledge they need to continue adding value to the business.

With that commitment and the company's rich heritage, there's no doubt that the new stars in the Premier Foods stable will continue to shine.



# Anchor Yeast's production plant going green

Since the late 2000s, South Africa has faced an energy crisis. While residential consumers have a role to play in reducing energy usage, it is industrial consumers that have been recognised as being able to make the biggest difference.



Industries, particularly those making extensive use of electric motors, are major consumers of electricity. According to Eskom, electric motors utilise as much as 60% of all electricity used by South African industry. To save energy, Eskom has urged industrial consumers to examine all facets of their operations including electricity efficiency; lighting; the use of pumps, electric motors and compressed air systems; and plant efficiency and maintenance.

Anchor Yeast really took this message to heart, and in February 2012 we began upgrading equipment at our yeast manufacturing plant at Umbogintwini, south of Durban – the only such factory in South Africa – to ensure improved energy efficiency. An assessment of energy consumption at the time pointed to the fermenters' cooling system as being the biggest energy user.

"A significant amount of heat is generated as a by-product of yeast production, which has to be adequately removed as yeast cannot tolerate severe changes in temperature. Previously, heat was removed from the fermenters by a mechanical ammonia refrigeration plant comprising three large compressors. These enormous machines had a motor in excess of 1 megawatt each, which required vast amounts of energy to run," explains Anchor Yeast engineering director, Gary Clancy.

It was decided to replace the system with a direct evaporative cooling system that uses water directly from a cooling tower to reduce the temperature in the fermenter. Because the temperature of the water in the tower and the liquid (yeast solution) inside the fermenter is so similar, large heat transfer surfaces had to be installed to ensure adequate cooling. This is a critical component of the new system.

There were two major challenges associated with the project: one was to maintain the sterile integrity of the plant, and the second was to ensure optimal cooling through the intense heat and humidity of the Durban summer.

"On a plant like ours, it's important when growing yeast that you only have yeast present and no other microorganisms. Because it's such a favourable environment that you're growing the yeast in – lots of molasses and a nice ambient temperature – you're likely to get other

organisms as well. So maintaining these conditions was vital. In addition, evaporative cooling in Durban in summer is very challenging. The air is already laden with humidity and now you're trying to drive further water vapour from the cooling tower into that environment. But the system worked amazingly well throughout the season, and we're confident we never have to return to mechanical refrigeration," adds Gary.

The new system was commissioned in November 2012 and since then has delivered a 40% reduction in the plant's total energy consumption. That equates to a 3 megawatt saving – no mean feat for an industrial consumer to achieve in such a short space of time.

These upgrades have also produced a number of other positive spinoffs, including improved reliability of the plant (as the cooling process uses simple drivers compared to the complicated compressors of before); enhanced health and safety (as there is reduced use of hazardous materials); and improved overall efficiency (the plant meets the Lallemand group's benchmark for plant efficiency).

**As a good corporate citizen and based on this success, Anchor Yeast will continue to look for ways to reduce its energy consumption going forward.**





# The world sinks its teeth into an innovative indulgence

**There's a new baked sweet sensation that has got the world licking its lips.**

**The Cronut** – a decadent half croissant, half doughnut pasty hybrid created by New York chef, Dominique Ansel, has become so sought-after that hundreds of faithful followers queue up before dawn every morning to secure one of these unique treats.

The lines start as early as two and a half hours before Ansel's SoHo bakery even opens – and with daily production limited to 300 and purchases restricted to two Cronuts per person – it's no wonder demand is so huge.

People love to eat them and they're a labour of love to make. This double deal of buttery, flaky croissant dough is first proofed, fried in grapeseed oil and then flavoured in a lengthy three-day process and although they can be pre-ordered, be prepared to sweat out your sugar cravings as a minimum of a month's notice is required!

The Cronut was only launched in May 2013, but Ansel clearly foresaw its potential, using a proprietary recipe for

the laminated dough and trademarking the name. Naturally, there are faux-nuts popping up across the globe ranging from O-nuts, Kronuts, Crodoughs and Cro-nots, but there's no denying that Ansel's original is the name on everyone's lips with even Hollywood A-listers queuing to get hold of this sweet sensation.

**"I'm not sure how many calories, but it's very tasty,"**

News of this sweet treat has spread like wildfire around the world and in South Africa and it's a hot topic on many food blogs, on the radio and in the newspapers. Cronut variations are also on the menu at several bakeries around SA.

With its cream filling, crisp sugar coating and glazed topping, Ansel's Cronut is the opposite of a healthy snack, but he is tight lipped about the dietary damage. "I'm not sure how many calories, but it's very tasty," Ansel told theprovince.com, adding

that he wanted to do something new and original. "I wanted to do something fun to eat."

They may be fun to eat, but Ansel takes his creations seriously. Cronut 101 is a dedicated section on his website which gives clear instructions on how to cut, store, serve and also eat (immediately, of course) his pastry hybrids. He's also been really innovative with this marketing strategy, raising money for charity by linking up with Food Bank for New York and a T-shirt company (incentivising customers to participate by raising their bakery purchase limit from 2 to 4) and introducing a new flavour of Cronut every month.

In fact, despite growing awareness of healthy eating and the trend towards organic, fresh products, consumers never seem to lose their appetite for delicious indulgences. In response, the baked goods industry has had to constantly innovate over the decades to satisfy this enduring sweet tooth as well as adapt to changing tastes and trends.

From the humble scone and sponge of yesteryear through designer cupcakes, muffins and macaroons – there's always something new to tickle consumers' tastebuds. So what's next? Could there be a trend towards nostalgic favourites? There's plenty of evidence to show that comfort foods like traditional cakes and cookies are getting a modern makeover and demand is gathering momentum.

Even the hot new Cronut was inspired by two 'oldies' – doughnuts and croissants – and whilst it was created in the US, the South African baked goods industry is right up there when it comes to innovating new and exciting products that will stimulate the senses of a changing market.



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# News, Views and Events

## What happens in Vegas...

### Anchor and Lallemand attend IBIE 2013

Anchor Yeast joined parent company, Lallemand, in attending the International Baking Industry Exposition (IBIE), recognised worldwide as the grain-based food industry's largest, most comprehensive trade event, held from 6-9 October 2013 in Las Vegas.

Lallemand was also among the more than 800 exhibitors that showcased their products and services at the event, which attracted more than 21 000 visitors from 100 countries and from every segment of the grain-based food sector.

IBIE has a long-standing reputation for championing innovation and profiling the latest advancements in the baking industry, including current baking technologies, and ingredient and supply solutions.

A record number of innovative products were on display and launched at the 2013 event, all aimed at meeting the needs of the modern baker. These were drawn from the following categories: baking equipment and systems; ingredients, flavourings, spices and fillings; ingredient handling systems; packaging materials and systems; and refrigeration, sanitation and transportation equipment.



Anchor Yeast employees at the International Baking Industry Exposition in Vegas

There was a significant educational component to the event, with the IBIE conference – the most comprehensive to date – hosting more than 75 sessions covering everything from improving retail operations and food safety and security to gluten-free baking.

Lallemand capitalised on the opportunity by reminding customers of its Vitamin D Yeast and other product offerings in a well-attended customer seminar. These products were also highlighted at its exhibition stand. In an effort to interact with customers and provide a first-hand experience

of a number of breads made with its products, Lallemand also hosted a bread and wine tasting event for customers.

IBIE is hosted every three years by the International Baking Industry Exposition (LLC) and supported by the American Bakers' Association (ABA), Bakery Equipment Manufacturers and Allied (BEMA) and the Retail Bakers of America. It was founded in 1920 by ABA and BEMA to provide a forum to connect bakers with suppliers to further the good of the industry. Proceeds from the show are invested back into the industry.

## Staff News

We would like to welcome **Yashentheran Naidoo, Franco Pereira and Michelle Oosthuizen**



**Yashentheran Naidoo, Quality Assurance Manager**

Yashentheran has joined us as a Quality Assurance manager.



**Franco Pereira, Finance Director**

Franco has joined us as a Finance Director.



**Michelle Oosthuizen, Financial Accountant**

Michelle has joined us as Financial Accountant – Gauteng.

**We wish them all the best!**



## Introducing... Our new black pepper bread

**Specially formulated in line with the new Salt Reduction act**

- Reduced salts
- No added fats or transfats
- No added sugar
- Easy to use premix for breads and rolls

### **Product description**

50% flour based mix containing all the necessary ingredients to spicy pepper flavoured premix for bread and rolls.

**ANCHOR YEAST**  
**BAKERY TRAINING COURSES 2014**

**CRAFT BREAD II**  
10-14 February • 10-14 March • 26-30 May • 07-11 July  
08-12 September • 27-31 October

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

**FLOUR CONFECTIONERY**  
09-13 June • 03-07 November

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

**EASTER BAKES**  
7 - 8 April

- Baking of a variety of "Easter" baked products

**DANISH BAKES**  
19-21 May • 18-20 August • 10-12 November

- Baking of various puff and Danish pastry products

**BISCUIT COURSE**  
22 May • 21 August • 13 November

- Baking a variety of biscuits

**CAKE ICING COURSE**  
23 May • 22 August • 14 November

- Demonstrations and practical application of various cake icing and decorating techniques

**CHRISTMAS BAKES**  
20 October • 21 October • 17 November • 18 November

- Baking of a variety of "Christmas" baked products

 **Anchor Yeast**  
BAKERY SPECIALTIES  
Leading • Partnering • Specialising

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# Congratulations to our Fresh is Best competition winners!!!

Natalie Fourie (Spar De Boord) Strand, Mark Shutte (Debbie Lee Spar) East London and Jan Neppen Spargs Superspar Queenstown succeeded in collecting all three parts of the Fresh Is Best triangle over the months of August and October.



They are the lucky winners of a FoodBev Seta Accredited Anchor Bakery Training course.