

mixedmatters

issue27

Hot Cross Yum!



Everyone craves Easter! In addition to its religious significance, Easter marks a time when we all come together to enjoy the holiday weekend.

As you would expect with every family

At this time of year, HOT CROSS BUNS are the star attraction. Packed with dried fruit and smelling of cinnamon, few can resist sinking their teeth into these sweet, doughy and delicious offerings.

gathering, delicious food is often the centre of attention.

With retail bakeries heating up in the countdown to Easter, **Pinnacle** brings to the table a mouth-watering menu to satisfy all tastes including Easter donuts made with **Pinnacle Golden Pastry Donut Balls**. Lovers of chocolate will

not be disappointed either. In addition to **Pinnacle's** to-die-for chocolate hot cross buns, **Pinnacle Chocolate Fondant** can make Easter treats even more enticing.

Busy bakers make happy families at Easter time and we hope this edition of Mixed Matters will help you rise to the occasion!

Welcome to our Easter Edition of Mixed Matters

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this
season

HOT CROSS BUNS

Traditionally eaten on Good Friday, **HOT CROSS BUNS** are too more-ish to devour on just one day during Easter, especially when tempting chocolate is added to the mix!

Adorned with a symbolic cross, devouring a traditional Easter bun for breakfast, morning and afternoon tea is too good to refuse. Chocoholics will receive a double dose of pleasure by adding **Pinnacle Chocolate Chips** and **Pinnacle Chocolate Paste** to the **Pinnacle Cross Mix**.

In this issue of Mixed Matters, don't miss our easy-to-follow Benchmark Cards which will help you create and bake Hot Cross Heaven for your customers!



something extra

Flavours & Essences

Whether it's the delicious moist chunks of dried fruit in every hot cross bun or the heady scent of cinnamon and spices in the air at baking time that attracts people from far and wide, Pinnacle's quality flavours and essences in Easter recipes are key ingredients.

Kerry Pinnacle knows what's required to satisfy an appetite. Follow these useful tips and your customers are sure to be queuing out the door at Easter time.

- For fresher tasting buns with plump fruit, soak fruit in hot water for 5-10 minutes before adding it to your mixed dough.
- **Pinnacle Bunspace 08-1154-A** gives the traditional spice blend flavour and irresistible fragrance to your hot cross buns. Use at 0.2% on dough weight.
- **Pinnacle Cake & Bun 07-1113** enhances the fruit component of your hot cross buns with a rich, fruity rum-spice blend. Usage rate is 0.25% on dough weight.



what's old is new again **Anzac biscuits**

It might be Easter time but the ANZAC biscuit is a must to munch on all year round! They're crunchy, golden brown and delicious. Don't wait until April 25, talk to your **Pinnacle** representative today about the **Golden Pastry** range which includes the ANZAC biscuit – an all-time Aussie favourite.



try this **Easter donuts**

With the hot cross buns and ANZAC bikkies sorted, there's always more to tempt your customers at Easter.

Pinnacle Golden Pastry Easter Donuts are circles of delight which add plenty of sweetness to this special time of year. For easy tips to help you bake and create.



what's happening

Kerry shares the Festive Spirit

For those less fortunate, the costs incurred at Christmas time particularly when it comes to buying gifts for the little ones can put a huge stress on families.

In an effort to help, and following the success of organising the Salvation Army Charity Christmas Tree in the Newington foyer in 2007, 2008 and 2009, Kerry decided to roll out the gift appeal on a larger scale in 2010.

For the first time, 16 sites throughout Australia and New Zealand joined forces with the Salvation Army, set up Christmas trees and donated children's toys, Christmas treats and a variety of food.

Such initiative received fantastic support, with staff in both countries really getting into

the spirit of giving. As a result of their efforts, **Kerry** donated more than 500 gifts along with numerous food hampers.

Pinnacle also contributed more than 250 sets of children's toys and 600 Christmas puddings "to get the ball rolling" throughout their sites in Australia.

With Salvation Army branches located throughout New Zealand and Australia, **Kerry** employees at each of the 16 sites can be assured that their donations were used directly to help families in their own local community.

A big thank you to all involved. Your generosity and support of the 2010 Gift Appeal ensured it was an overwhelming success.

the good oil

A Message from Keven Doyle,
Kerry Pinnacle GM

Welcome to the Easter Edition of Mixed Matters.

It's been a sobering start to 2011. Almost every state in Australia has suffered the brunt of mother nature's fury. The horrendous floods in Queensland and Victoria and the ferocious fires in Western Australia have wreaked havoc, destroying lives and close-knit communities. But true to form, there is no quelling the true Australian spirit, as was evident when hundreds of volunteers turned up armed with buckets, mops and shovels to help residents living in Brisbane.

I was particularly proud of the **Pinnacle** staff in Queensland. Some of the measures they went to in order to assist flood-bound residents was beyond the call. One of our team members in far-north Queensland used a canoe to paddle to the end of his street so that he could be picked up by the **Pinnacle** truck and driven to work. Such commitment and that of others who worked tirelessly on New Year's Day to ensure flour and products were available to be delivered to flood-stricken areas by Black Hawke helicopter quite simply cannot be matched.

The loss of valuable crops, tons of rich topsoil washed away and agricultural land which is now under water will invariably have an impact on the food industry. But rest assured, the **Pinnacle** business will continue to work closely with suppliers to ensure the best price and quality for our customers.

Everyone affected by the recent natural disasters are at the forefront of our thoughts and we hope that as the months fly by, 2011 will become a better year for everyone.

On a brighter note, the **Pinnacle** team is very excited to announce the acquisition of the Croissant King and Van den Berg businesses. The deal was struck at the end of 2010 and provides a perfect synergy for our organisation. And at this time of year, let's not forget Easter! We look forward to helping our customers deliver on the best food traditions – like hot cross buns – and our seasonal innovations, too – like the **Golden Pastry Easter Donuts**.

Enjoy all the news and ideas in this edition, and I wish you all a very happy Easter season.

who's who

Elaine Daniel

Brand Manager, Kerry Pinnacle

“As a business and marketing graduate, it was during a stint at Verve Marketing in Dublin that I first came across Denny, a **Kerry** brand on show at the Taste of Dublin. I had previously worked with companies including Tesco Ireland and Superquinn.

In 2009, feeling the urge to travel the world, I left Ireland and visited Thailand, Vietnam, Cambodia and Malaysia before finally settling in Australia. The following year, in what proved to be a career-making decision, I accepted a role with **Kerry Pinnacle**, and took heart from the fact that I now worked for a company with direct links to my distant homeland!

I am currently employed as Brand Manager for **Kerry Pinnacle** based at the Newington Office in Sydney. My responsibilities include the development and administration of **Pinnacle** branding activities plus day-to-day support of the regional marketing department.

It's an exciting time to be involved with such a progressive company and I'm looking forward to continuing to grow and develop my key role with **Kerry Pinnacle** in 2011.”



Jessica Booker

Technical Assistant, Kerry Pinnacle

“From my perspective, being employed as a technical assistant with **Kerry Pinnacle** is a job I can really sink my teeth into! From contributing to the smooth operation of R&D in **Kerry Pinnacle's** bakery department to helping maintain food quality and assist with the implementation of new research methods, my work revolves around food.

Since completing my Food Science degree at the University of New South Wales, my first role as a Field Merchandiser in the FMCG industry involved working across the grocery, retail and route channels, maximising trade coverage and achieving in-store objectives on behalf of clients. I then transferred to the state office and provided administration support to the operations and business teams.

As this is my first major role in the industry, it's bound to be a year full of appetising challenges and I look forward to putting all that I learnt at university into practice at **Kerry Pinnacle**.”



something
extra

Pinnacle 7 Seed & Grain Premix

Health-conscious customers are becoming more and more discerning about their purchases, particularly when it comes to buying bread. In response to the growing call for diets to be rich in fibre, **Pinnacle** has introduced **Pinnacle 7 Seed & Grain bread** (product code 18870) – a healthy alternative to white bread.

With its high fibre content, low GI and a good source of heart-healthy Omega 3,

7 Seed & Grain bread offers a balanced mix of goodness. Eaten on its own, topped with a favourite spread or sliced into sandwiches, this bread of life is a “must-have” for customers.

It is sure to become a staple on your customers' must have list.

HERE'S A CONVENIENT BENCHMARK CARD TO HELP YOU BEST USE THIS DELICIOUS PRODUCT.

METHOD

1. Place water, yeast and **Pinnacle 7 Seed & Grain Premix** into mixer.
2. Mix on slow speed for 2 minutes until combined, then fast speed for 12-15 minutes. Please Note: The dough will appear very slack at first – DO NOT add more flour to the mix.
3. Mix until fully developed and finished dough temperature of 28°C - 29°C.
4. Scale dough at 550gm pieces.
5. Mould dough through bread moulder, roll in **Pinnacle Sesame Seeds** and place into pre-greased 550gm bread tins (seam side down)
6. Prove for approximately 45-50 minutes (38°C and 80% humidity)
7. Make a cut lengthways across the top of the dough piece, approximately 10 – 15mm deep and fill the cut with **Pinnacle Poppy Seeds**
8. Bake at 210°C - 220°C for approximately 30 minutes, using steam.

RECIPE

Group 1	Kgs	Kgs
18870 Pinnacle 7 Seed & Grain Premix	5.000	12.500
21504 Pinnacle Fresh Compressed Yeast	0.150	0.375
H2O Water	3.000	7.500
TOTAL	8.150	20.375
Deposit	0.550	
Yield	15	37
Decorate		
33668 Pinnacle Poppy Seeds		
32023 Pinnacle Sesame Seeds		



If you have any feedback or comments regarding our newsletter, please write to:

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QUEENSLAND

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Industrial Crescent
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TASMANIA

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Sugar & Spice

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