

A selection of prize-winning products will be featured at a networking barbecue after MBL's annual general meeting at our Athol Park base on the evening of Monday, November 6.

Members and families are invited to attend the AGM, which will begin at 6pm, and the ensuing barbecue which will provide an informal opportunity to mix with MBL representatives and other members of your co-operative.

CEO Jamie Higgins says the barbecue will again feature a selection of winning products from this year's AMIC State awards.

For the first time, we'll also be showcasing some winning smallgoods products from the Australian Charcuterie Excellence

Savour winning products at MBL's AGM barbecue

Monday, November 6

Awards where South Australians excelled.

"Our people will be out and about purchasing some of the outstanding products from both AMIC competitions for tasting at the barbecue. They are sure to generate a lot of interest," Jamie says.

"We're a co-op owned by the members, so come and have a bite and a drink with us

and other members. It's your co-op and it's your AGM."

Jamie and Chairman George Ujvary will both address the AGM. The agenda includes the performance of MBL divisions for the 2022-23 financial year, the outlook for the year ahead and an opportunity for members to ask questions.

The annual members' rebate on merchandise and machinery will also be announced.

INSIDE: Results and stories from AMIC's national and SA competitions

Rhys in clover on Yorke Peninsula



Pictured with prime Murray Grey cattle on a farm near Arthurton on Yorke Peninsula, butcher Rhys O'Donohue looks a contented man. He's a big fan of the breed which provides his flagship beef. Rhys has had a rollercoaster ride since buying his Moonta butcher shop four years ago, his mettle tested with one challenge coming after another. He has not only survived but expanded his operation to supply seven supermarkets on Yorke Peninsula and the Mid North. His story is on pages 8 and 9.



Anthony Skara of
Skara Smallgoods.



Dieter Knoll of
Barossa Fine Foods.

MBL NEWS

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OUR NATIONAL CHAMPS

Best ham and best bacon head SA's awards success

A quarter of the top awards at AMIC's Australian Charcuterie Excellence Awards were won by South Australian producers, enhancing our reputation for premium smallgoods.

SA producers won nine of the 36 Australian Category Champion awards for being the best of the best, making them national champions of their category.

Barossa Fine Foods won four Category Champion awards, Mt Pleasant Butcher and Skara Smallgoods won two each, and Rollbusch Quality Meats, Waikerie, won one.

Two of the most prestigious top awards went to Mt Pleasant Butcher for its mallee smoked shortback bacon and Rollbusch Quality Meats for its maple cured and mallee smoked boneless ham.

As well, a long list of SA producers came home from the awards night in Melbourne with hauls of gold, silver and bronze medals.

Gold, silver and bronze medals are awarded in line with set points-based judging criteria and there can be multiple winners per medal level. The highest point scorer in each category is named Australian Category Champion.

Some producers won medals in every category they entered.

Mt Pleasant Butcher owner Jamie Hylan says of winning the top bacon award, "We were pretty shocked; it's quite an honour.

"It's huge for our business and it's really good for our staff as well because they are so passionate. It's really good for



Best bacon winner Jamie Hylan, of Mt Pleasant Butcher.



Best boneless ham producers Nigel Rollbusch and son Alex.

South Australia, too."

At Waikerie, shop owner Nigel Rollbusch says, "We were happy with a gold medal but we were really stocked when named Category Champion.

"Our boneless ham is one of our biggest categories. We need to capitalise on our awards success but we don't want to grow too quickly in case we can't keep up."

SA's Category Champions are:

Barossa Fine Foods for porchetta, cabanossi, black pudding and presswurst.

Mt Pleasant Butcher for bacon and ham-style turkey.

Skara Smallgoods for pancetta and csabai.

Rollbusch Quality Meats for boneless ham.

Fresh from receiving the AMIC SA Legends Award for outstanding service to the meat industry, Trevor Hill declares that great opportunities are continuing unabated for butchers.

But he says butchers, as a whole, need to adjust their mindset to fully capitalise on opportunities at a time of economic challenges and skilled staff shortages.

The Chairman of AMIC SA's Retail Council and owner of Bruce's Meat says butchers, in general, need to be smarter than ever and concentrate on activities with high margins rather than chase low-margin business.

"As well as contending with a changing society in the current economic climate, butchers are working harder with less staff. We can't get experienced people," he says.

"But butchers have always faced challenges and the overall outlook is buoyant. There are still great opportunities in the meat industry but, collectively, we need to change our mindset.

"We tend to chase low-margin business to make us busy rather than high margins to improve our lifestyles."

Trevor, gave two examples to illustrate his argument.

"I might chase cafe business with (profit) margins of 10% but I might make 30% if I spent the time making improvements to get more customers to my shop," he says.

"Or, I could chase turkeys for Christmas and make a small amount, or I could leave turkeys to supermarkets that are happy to make just \$2 on a turkey.

"I can't pay staff, package the turkeys, serve customers and the rest for \$2 on each turkey. I'd be better off making fabulous hams that customers love for a higher margin.

"We need to realise that if we keep chasing cheap work, we'll go out of business making \$50,000 a year while, increasingly, many people are making \$100,000.

"We need to change our philosophy; we need to adopt the mindset of being smarter to make more money faster or risk being left behind."

Trevor says it's now more important than ever for butcher shops to find ways of offering extra value.

He says this includes promoting advantages butcher shops have over supermarkets,

Great opportunities continue for smart butchers: Trevor Hill



Trevor Hill... says today's butchers need to focus on nailing high margins.

from presenting different products to giving ideas for meals and cooking advice.

"If a butcher shop sells steak for \$10kg more than a supermarket, it must provide the equivalent of \$10kg worth of extra value," he says.

"On top of offering premium products, butcher shops need to be clean and well-presented with expert advice and great service to compete with the convenience of supermarkets."

Trevor says he was "surprised but proud" to receive the AMIC SA Legends Award. As chairman of the State Retail Council since 2015, he is more used to presenting awards.

He has long been admired for his passion for retail butchery and his encouragement of continual improvement and innovation.

He has served on State and national AMIC committees for many years and has trained dozens of apprentices, some of whom have gone on to own their own shops.

His generosity for advising and giving practical help to butchers has sometimes extended to helping "rivals" in shops close to his own shops, believing that competition brings out the best in everyone.

Trevor is third-generation butcher, a tradition continued by his daughter Carly. When

Trevor was nine, his father Harold bought a butcher shop in Grange and moved his family from Victoria.

In MBL News in 2018, Harold told of Trevor's quick response when asked by his primary school teacher what he wanted to be when he grew up.

"He stood up and proudly told the class, 'I'm going to have a butcher shop, just like my Dad.' He always knew what he wanted to do," Harold recalled.

Trevor started as an apprentice under his father in 1977, then worked at Conroy's Smallgoods followed by seven years as an on-road MBL sales rep.

He donned his butcher's apron again in 1989 at an Adelaide shop before studying for a Bachelor degree in Business Management and Marketing.

He also spent time working for the Australian Meat and Livestock Corp, and in marketing roles at brands like Nestle, Unilever, Cadbury and Coca Cola.

But he always maintained an interest in butchering and in 2009 he bought Bruce's Meat at Mitcham from retiring Bruce Berry and built what is now a four-shop group.

"As society changes, business conditions change so there will always be challenges for butchers," he says.

'Butchers have always faced challenges and the overall outlook is buoyant' – Trevor Hill

HITTING THE HEIGHTS

With Rihann's fresh eyes and Ian's experienced hands, Ellis goes from strength to strength



Celebrating awards success... (from left) manager Ian Shaw, chief sausage maker Sam Rawling and shop owner Rihann Koekemoer.

The rejuvenation of McLaren Vale “institution” Ellis Butchers has been underscored by the winning of three major categories of this year’s AMIC SA awards.

Behind the awards success lies an uplifting story of how turnover has doubled since South African-born businessman Rihann Koekemoer took ownership in 2019.

Former owner Ian Shaw continues to run the shop, as he has done for 21 years, and is enjoying life as a butcher after handing over most management responsibilities to Rihann.

Rihann’s business acumen has lifted the operation to new heights by opening up wholesale opportunities, led by supplying



high-end restaurants around McLaren Vale and Adelaide.

Butchers and chefs actively share skills and ideas, broadening their knowledge and producing top-shelf products in the process. Local farmers are also involved, growing beef and lamb to requested specifications.

One example of wholesale success is supplying several city restaurants with burger meat – up to one tonne at a time.

“We’ve taken this shop to maximum turnover. We’re now fine-tuning things to make it work better; to do things smarter,” says Rihann, who relishes McLaren Vale’s strong food and wine culture.

The business has a crew of 21, with 10 fulltime butchers plus casual butchers, servers and clean-up boys.

At the AMIC awards, Ellis Butchers won the Sausage King crowns in Lamb for its spicy lamb merguez sausage and in Continental for its ever-popular Italian pork and chilli sausage.

➤ Its lamb and mushroom pie made it a treble by winning the Ready To Eat competition for meat-based pastry products.

Ellis won the same two Sausage King categories in 2016, part of a long history of awards success under Ian's watch.

Ian worked at the shop for several years before buying it in 2001 from Jim and John Ellis, sons of Lloyd Ellis who started the business in 1954.

Over the years Ian has forged strong alliances with chefs as well as with local farmers who share his love for the area's culinary vibe.

"We are proud to be part of the Fleurieu food community. Working with chefs and farmers as much as we can is part of the rich food culture here," Ian says.

Despite running a successful operation, Ian put the business up for sale in 2017. "I was struggling to grow the business further. I wanted to explore other business opportunities," he says.

The business was still for sale in 2019 when Rihann made contact and a sale was negotiated.

The South African had moved to Australia after 10 years in China where he imported and distributed wine, and started a brokerage for Australian angus and wagyu beef.

"I wanted to become involved in the food and wine area in the Barossa or McLaren Vale," he says.

"I saw McLaren Vale as ideal. People in



Shop owner Rihann Koekemoer with the winning lamb and mushroom pies.

food and wine here live and breathe their craft; it's not marketing spiel.

"I was introduced to Ian. His business was very well run and was financially healthy. I saw there could be growth in the wholesale side.

"The business was being run in separate

sections, retail and wholesale. This created problems and a better, more efficient way was needed."

Initially, Ian intended walking away from the shop when Rihann purchased it. He investigated several options, including buying a local coffee roasting business, but nothing stacked up.

Ian then agreed to manage Ellis Butchers for the new owner, having the chance to focus purely on butchery matters while leaving wider management to Rihann.

The arrangement has worked well for both men and the business has blossomed. Rihann says, "The splitting of big tasks has definitely worked. I'm very pleased at how we have progressed.

"Between us, we've worked out which buttons to push and which not to touch."

Rihann's push for growth centred around increasing the shop's supply to high-end restaurants, offering a bespoke butchering service based around consistency and reliability.

"We supply top restaurants whose chefs work closely with our butchers to get



Ian Shaw... enjoying butchering after relinquishing most management responsibilities.

Continued page 10



Steve Stentiford (centre) with Ryan Watson (left, holding the Sausage King trophy) and champion apprentice Nick Parashakis.

DOUBLE DELIGHT

Immediate awards success 'nice recognition' for Steve

The recent additions of two eye-catching trophies, standing tall on the counter, confirm what customers have long known – that Steve Stentiford runs a quality butcher shop.

Steve has owned Campbelltown Centre Meats for 21 years but for various reasons, including being “pretty busy”, he bypassed the annual AMIC SA awards until this year.

He encouraged protege Nick Parashakis to enter the Apprentice of the Year contest. Showing skill and creativity under pressure, Nick triumphed in his first competition.

Steve entered Sausage King for the first time, with a new sausage he developed with experienced butcher Ryan Watson. Their Chicken & Wild Fennel Sausage won the Poultry category.

The immediate awards success put extra spring in the step of staff and customers, with sales of the winning sausage more than tripling as news spread. Sales of other products rose, too.

“We all work pretty hard and the awards are nice recognition,” says Steve, 51, who heads a team of eight butchers and two servers.



Apprentice of the Year Nick Parashakis.

The team takes no shortcuts in producing quality fare. The process starts with Steve being one of only a few retail butchers still selecting cattle and lambs at Dublin markets each Tuesday, for slaughter at Two Wells.

“There’s an art to buying livestock. I buy mainly lambs, only the best. We go through up to 30 lambs a week in this shop,” he says.

Steve has found his niche at Campbelltown after a diverse start to his career. He grew up in the Adelaide Hills and did his apprenticeship at Norwood. “There were seven or eight butcher shops along The Parade then,” he says.

He worked in shops all over Adelaide, gained experience in wholesale and worked in a sausage factory, an abattoir and boning rooms before buying his Campbelltown shop.

“We have diverse clientele, with about one-third being of Italian



descent. They have good food knowledge,” Steve says.

“We provide good products at reasonable prices so customers keep coming back. We have very consistent sales; we don’t go up and down but always do about the same trade.

“It’s important that I spend a lot of time in the front of the shop with customers. Everyone wants to talk to me; I pay attention to detail to give them what they want.”

This attention to detail played a big part in the shop’s recent Sausage King success.

“Ryan created a chicken sausage with fennel. Then we worked on it together, adjusting it to get it just right,” Steve says.

“I insisted on using wild fennel which I pick in the Hills every February and March.

“Fennel is ready to pick when blackberries are ready for picking. My kids pick blackberries while I pick fennel.”

Booming sales of the winning Chicken & Wild Fennel sausages have exhausted Steve’s stock of wild fennel so he has reverted to using packaged fennel lately.

“But I’ve made sure I’ve retained some (wild fennel) for the sausages we’ll make for the national Sausage King finals in February,” he says.

Ryan, 35, who oversees the shop’s weekly production of 450kg of various sausages, says creating the winning chicken sausage a few months ago was rewarding, with good customer feedback.

“I came up with the idea for a chunky chicken sausage from scratch; Steve gave his input and backed me by entering it in the awards,” Ryan says.

“Advancing to the national finals against the best in Australia is very exciting.”

As an apprentice thirsty for knowledge, Nick has benefitted from the strong spirit of co-operation and support among the shop’s butchers.

In a message to Nick on the shop’s Facebook page, Steve stated: “Each and every one of our staff members showed and passed on their knowledge to make you the winner you are. Love your work!”

Steve told MBL News, “It’s important to acknowledge the support that everyone here has given Nick.

“He is enthusiastic. He wants to do the job, to be a butcher, so everyone gives him 100% support.



‘We provide good products at reasonable prices so customers keep coming back. We have very consistent sales’ – Steve Stentiford

“When he came here, he couldn’t sharpen a knife. We’ve taught him to be a butcher in 14 months and we’re really proud of his development.

“He now wants to start coming out to the Dublin markets with me to see what I do and learn about buying livestock.”

Nick, 23, a third-year apprentice, began his apprenticeship elsewhere and will soon “graduate” as a butcher.

He says he was surprised to win the Apprentice of the Year award at his first



Winning sausage maker Ryan Watson.

attempt, describing it as “a massive thrill.”

“Everyone here helped me, sharing different styles and ideas which I added to. My win really was a team effort,” Nick says.

“Being my first competition, I really didn’t know what to expect. I came in here on my days off to work with the other boys making different products.”

The apprentice award revolved around a one-day mystery box competition at TAFE SA Regency Park. A strong field of 19 apprentices impressed judges, breaking down lamb, beef, pork and chicken before making assorted products from a selection of supplied ingredients.

“One unusual ingredient we were given was prunes. It was a bit of a curved ball as we don’t use prunes for anything here. I came up with an apricot and prune stuffing, with spinach, for a pork roast,” Nick says.

Little separated the leading apprentices, with Nick finally edging out second-place getter Thomas Chamberlain, of Crestline Meats, Gawler, by two points.

Nick, whose long-term goal is to own his own shop, is working harder than ever to hone his skills for the national apprentice final in Queensland in February.

“I’ll give it my best shot. I’m eager to keep learning. I want to go to another level to show what I’m capable of,” he says.



CHANGING FORTUNES

How nimble-thinking Rhys has overcome repeated challenges

The one big certainty in business is that change is inevitable. It's an old truism thoroughly endorsed by enterprising Rhys O'Donohue, based on his experiences on Yorke Peninsula.

Rhys, 29, *pictured*, has faced multiple unexpected changes and challenges, from Covid-19 upheavals to butcher shortages, over the past four years but his Moonta-based business has survived and expanded into growing wholesale markets.

His flagship line is prime Murray Grey beef sourced from a farm near Arthurlton on Yorke Peninsula and slaughtered at a small abattoir near Kadina.

His rise has been rapid. He began modestly in 2019, buying a struggling butcher shop at Moonta and running it himself because the shop had only a few dozen daily customers when he took over.

He made some products on demand while customers waited because he feared

they'd be left unsold if he made too many. It was an anxious time for the first-time business owner.

His fortunes have changed dramatically. He now runs a strong business of 11 staff, including six butchers and an apprentice, with a wholesale side that supplies seven supermarkets on Yorke Peninsula and in the Mid-North as well as hotels and restaurants.

The key to his success has been his ability to be nimble, smartly adapting to changing

circumstances while keeping his nerve to retain optimism and take advantage of emerging opportunities.

"I'm fortunate to have the ability to think on my feet," he says in a classic understatement. "I believe if one door closes, another opens."

The latest example of Rhys changing his business model to suit changing circumstances was when he closed his second shop at Kadina after two butchers left to work in Adelaide early this year.

"I decided the best way forward was to close Kadina and concentrate on the Moonta shop as our base. It was a move I had already been considering," he says.

The consolidation paid off, strengthening the overall business and allowing greater concentration on the wholesale side.

In an unexpected bonus, Rhys estimates up to 100 customers from his old Kadina shop make the half-hour round trip to his Moonta shop each week.

"I was surprised that in the first week after Kadina closed, Moonta's takings went up by 20%. This has been retained; it's been solid," he says.



➤ “When closing Kadina, I didn’t count on the loyalty factor of customers coming to Moonta. We’ve been very fortunate.”

There have been many twists and turns for Rhys in just four years but to best appreciate his journey, it’s best to start at the start...

Growing up on a Mid-North farm near Port Broughton, he began his working life as a 14-year-old schoolboy in the slaughterhouse of Broughton Meat Store.

He says he “learnt a lot about meat” there over three years of part-time work. At 17, he left home to study Chemical Engineering at Adelaide University.

He worked part-time at The Meat Hook butchery at Northpark Shopping Centre, Prospect. When the store shut, he did casual work at Austral Meat’s factory shop at Gepps Cross.

“I came back (to Yorke Peninsula) as a supermarket manager before Austral asked me to return. I took up the offer and worked for Austral as a food service sales rep for almost two years,” Rhys says.

“Then this shop at Moonta came up for sale. I saw it as a chance to return to Yorke Peninsula and I bought it in October 2019.”

The business was rundown and needed rebuilding. It was a hard early slog for Rhys, who remains grateful for his parents’ financial support.

“I lived at home on my parents’ farm then and it was a 90km drive each way to the shop, so the days were long,” he says.

“At the start, there were only 20-25 customers a day and I was here by myself. I had to make things like rissoles on demand, otherwise they’d have gone off.



A promoter of low food mileage, Rhys sources prime Murray Grey beef from a local farm.



“My sister Samantha came to help when she finished university (in November 2019). Christmas was coming up and staff were still hard to find.

“But just before Christmas I was lucky to find Dennis, a casual butcher who could work the hours I needed.

“Between Dennis, Samantha and me, we got through our first Christmas. Customer numbers were building up nicely and things looked bright.”

The arrival of Covid-19 in March 2020 created new challenges, with customers coming out of the woodwork and panic

buying. Rhys’s turnover soared, despite one unfathomable shift in demand.

“Around the first lockdown, all everyone wanted was sausages and mince. We had to mince steak to keep up,” Rhys says.

“So for the second lockdown, I made sure I had lots of sausages and mince but demand shifted - by now, everyone wanted steak. Go figure!

“We were thrown curve balls with the global pandemic but we thrived. We adapted and we adopted different ways of doing business.

“Subtle changes allowed me to consider offering a better, more convenient customer experience.”

Covid-year 2020 turned out to be a key year for Rhys who grabbed two opportunities on Yorke Peninsula, firstly in wholesale before buying a second butcher shop.

Yorketown’s butcher shop was destroyed by fire in February 2020. The shop supplied meat to Yorketown Foodland which now faced a supply dilemma. Rhys stepped forward but first he needed a refrigerated van.

“I bought an old Ford Transit for \$2,500 and fitted it out for the 250km round trip between Moonta and Yorketown a few times a week,” he says.

“It had already done 650,000km but we got a good two years out of it before it stopped. If not for that old van, we wouldn’t be where we are today.”

In September 2020, Rhys had the opportunity to purchase Kadina shop May’s Meats from Chris May. He pounced, retaining the staff and renaming it Kadina Gourmet



Continued page 10

CHANGING FORTUNES

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Meats as sister shop to Moonta Gourmet Meats.

"The wholesale side grew. I had the Moonta shop looking after hotels and food service while the Kadina crew did the work for supermarkets," Rhys says.

HITTING THE HEIGHTS

From page 5

exactly what is required. We, in turn, work hand-in-hand with local farmers," he says.

"Our butchers take pride in knowing that the meat they prepare ends up on plates in top restaurants."

Among the local restaurants supplied by Ellis Butchers are d'Arry's Verandah at d'Arenberg Wines, The Salopian Inn, Maxwell's Restaurant, The Currant Shed, and Mitolo Wines.

Further afield, restaurant customers include 2KW and Magill Estate in Adelaide and The Lane Vineyard at Hahndorf.

"We're fortunate to supply these establishments and we fully understand our responsibilities to provide them with the best meat and the best service," says Rihann who was involved in a fine-dining restaurant in South Africa.

"We also supply several hotels and lots of wine bars. There is a trend for smaller venues with quality food."

While many restaurants have been added, a number are long-time customers, such as d'Arry's Verandah.

Ian says, "d'Darry's was my first wholesale customer in 2001 and we're still supplying them 22 years later.

"Chefs like Peter Reschke and Nigel Rich, who were partners at d'Arry's, taught me exactly what was wanted and then I'd work with farmers to produce it."

Ian says chefs continue to be regular visitors to the shop.

"If chefs are developing a dish, I encourage them to come into the shop and talk with us about it - we can work together and everyone benefits," he says.

"I hired a sales rep in 2021. He picked up valuable supermarket business."

Rhys makes a point of sourcing meat from Yorke Peninsula and promoting the virtues of paddock to plate and low food mileage.

"Sourced locally, handled with care and sold with a smile!" is his business mantra.

He sources his prized Murray Grey beef from Amy Nankivell of Ashvell Murray Greys near Artherton, and his lamb comes from a mix of 15 regional farmers.

"Murray Greys are brilliant. I killed a lot of them when I worked in an abattoir as a lad. They are just as good as Black Angus which are better known due to superior marketing," he says.

"We continue to be passionate about providing the highest quality produce."



Ellis sausage maker Sam Rawling with the winning Italian pork and chilli sausages.

"Chefs come here to watch us bone beef and then do it themselves. They do whatever we do, including making sausages."

Value-added products under the "Ellis Butchers Supreme" label have been introduced, designed as weeknight meals for time-poor people.

The range is headed by the award-winning lamb and mushroom pies and pizzas featuring smallgoods offcuts.

The winning Italian sausages have long been a big seller in the butchery and are popular with pizza shops as a tasty topping.

Although not a butcher, Rihann's food knowledge is regularly put to good use.

Ian says, "Our winning lamb merguez sausage is really Rihann's sausage. It was his idea to develop it. It has been a good

seller, with sales doubling since winning the award.

"Lamb merguez is a pretty popular spicy sausage in Africa and Rihann, being from South African, knows it well.

"The French started making it with aged hogget. We tried it with hogget but it didn't work as well as lamb."

The shop's chief sausage maker is Sam Rawling who joined three years ago after learning his craft under Sausage King Hall of Famer Jason Mathie in Clare.

"We have 10 varieties in the shop every day. We have a permanent core of four varieties with another six chosen from a large range," Sam says.

"We're constantly doing taste tests among the butchers to try new flavours."

Alwyn Halls brings strong food industry experience, with emphasis on delivering quality customer service, to share across several areas of MBL's operations.

The latest addition to MBL's travelling sales team previously operated two Bakers Delight stores and his bakery knowledge will be utilised as MBL expands our bakery side.

Alwyn, 58, joined our travelling sales team in March, taking over the South-East and Riverland runs with border-hops into towns in western Victoria and NSW.

He also covers all of Fleurieu Peninsula, and for good measure has a northern run from Clare to Peterborough.

Alwyn previously worked for a food service company for 13 years after running his own Bakers Delight franchises for seven years.

General Manager of Sales and Marketing, Kane Paues, says Alwyn brings a diverse set of skills that fit well with MBL's customer service focus.

"He's very aligned to MBL's member-first philosophy of delivering value to the membership," Kane says.

"While he is part of the reps team, he will also help grow our bakery side."

MBL is expanding into the bakery sector as part of a strategy to broaden the co-operative's traditional customer base.

We supply baking operations of all sizes, from suburban stores to national players such as Vili's, one of our new "non-protein" members.

As well as supplying the bakery sector with merchandise - from ingredients and equipment to clothing and cleaning products - we have created popular products such as donut and muffin mixes.

"MBL has developed some new products and I'm looking forward to contributing," Alwyn says.

Born and raised in Ceduna, Alwyn's early working life was with a building company. "I'm actually a draftsman by trade," he says.

"I left Ceduna when I was 18 and spent time in Melbourne. I worked for a sheet metal company before coming to Adelaide to run a Bakers Delight franchise.

"My sister-in-law's friend had a Bakers Delight store in the early days when Bakers Delight was going gang-busters. I thought I'd look at getting involved.

"I had meetings with Bakers Delight people and met franchisees before doing 12 weeks of solid training.

"Meet the Team"

Profiles on MBL staff members



"A new Bakers Delight store was opening at Dernancourt and I leased it for a year."

Alwyn describes his time at Dernancourt as testing. The new store was initially overstaffed and trade was below expectations but he persisted and made a go of it.

"I wondered what I had got myself in for. There was no social life; it was a very hard grind," he says.

"In the year I spent at Dernancourt, I had only two days off - one day when I was sick and Christmas Day."

However, Alwyn still saw merit in the Bakers Delight concept so, armed with experience, he took over another store at Ingle Farm and enjoyed success.

"I built up the business and it did well. I spent six years at Ingle Farm but trade dropped overnight when Sunday trading was introduced for supermarkets in 2003," he says.

Before this, Ingle Farm was among a number of Bakers Delight stores that were allowed to operate on Sundays from counters facing the outside of closed shopping centres.

They did brisk trade as suppliers of fresh bread on Sundays but demand fell away when supermarkets were allowed to open at 11am.

Alwyn then took a change of direction,

taking a job with a food service company which supplied bakeries before he grabbed the chance to join MBL.

"MBL has always had such a strong reputation and gives a lot back to the food industry. Customers know MBL will get it done," he says.

"I saw opportunities for me to progress here. MBL is growing and while I enjoy being on the road as a rep, the opportunity to contribute to the bakery side is exciting."

Q & A

Do you have a special interest or hobby?

I'm a trainer at Port Noarlunga Football Club, for B grade on Saturdays and C grade on Sundays.

What would you do with a spare \$50,000?

I'd take my partner to Las Vegas to see the American magicians Penn and Teller.

If you were a car, what would you be?

A four-wheel drive so I could go anywhere in Australia.

What food can't you live without? Italian home-made food, particularly lasagna.

If you could meet anyone, living or dead, who would it be? My footy hero Russel Ebert.

What's the best thing about working at MBL? It's the people - they are friendly and so supportive.

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ingredients

Kellogg's Corn Flakes Crumbs are crushed, crispy golden flakes of corn, perfect for cooking. Here are some golden ways to use them in your cooking:



MINCE FILLER



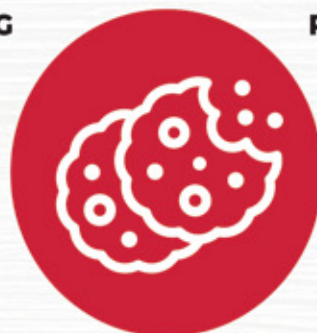
CRUMB COATING



PIE CRUSTS



CASSEROLE TOPPING



BISCUIT MIXTURE

PACK DESCRIPTION:

- Bulk box of 4 x 3kg clear bags of Kellogg's® Corn Flakes Crumbs
- Ideal for butchers and food processors
- Convenient packaging for ease of storage and durability

FOR FURTHER INFORMATION, CALL THE
FRIENDLY MBL SALES TEAM ON (08) 8417 6000

