

## UPDATE STAFF PROMOTIONS



**Denesh Thathiah - Operations Director**  
Denesh has assumed overall responsibility for all aspects of manufacturing at our Johannesburg and Durban locations effective 1 April 2012. We wish Denesh all the best in his new role.

# WIN!

### a trip to Munich iba September 2012!

Simply fill in the crossword puzzle to get the clues and unscramble the letters in the grey blocks to get an answer:

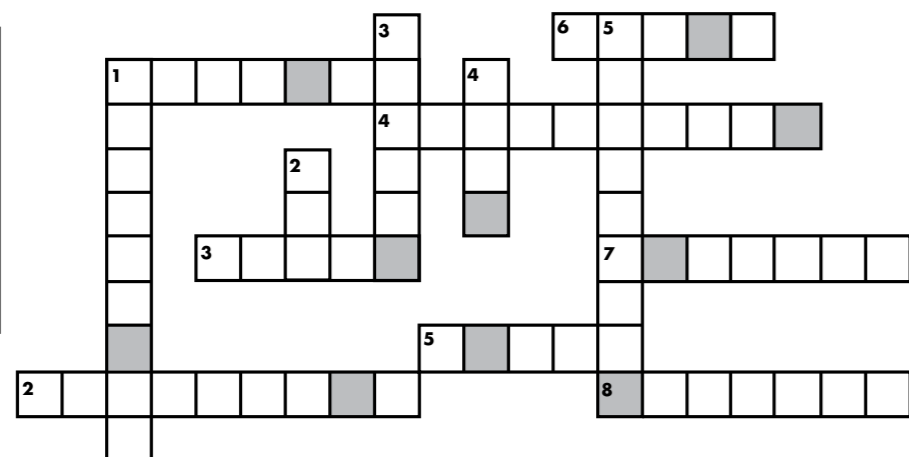
**Hint: Something that underpins Anchor Bakery Specialties' commitment to the industry?**

To enter, either scan the crossword and your answer and e-mail it to [cjoubert@anchor.co.za](mailto:cjoubert@anchor.co.za), hand your entry to one of Anchor's Technical Sales Managers or fax it to +27 11 248 8411.

Please note:

1. In order to enter you must have a valid passport
2. Entries close 31 July 2012 and the winner will be notified by Anchor Yeast
3. The winner will be the first correct entry drawn on a lucky draw basis
4. Terms and conditions apply

Answer: \_\_\_\_\_  
Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Contact Number: \_\_\_\_\_



ACROSS:

1. In which township, close to Durban, did Maxim Foods start out?
2. Who will be protected by the CPA and new labelling legislation?
3. Anchor Yeast Bakery Specialties' core focus.
4. CPA stands for Consumer ..... Act.
5. What colour is the new economy turning?
6. William Cobbett said, "without ..... all is misery".
7. Anchor Yeast Bakery Specialties' new positioning is: ..... Partnering. Specialising.
8. In which country does the IBA traditionally take place?

DOWN:

1. Companies who go green focus on developing recyclable .....
2. What event will happen in Munich in September 2012?
3. What term is used when one distributes product to other countries?
4. What can be enjoyed in Winter with some Thai bread?
5. The process of reconstituting used packaging is called .....



## NEWS, VIEWS & EVENTS



JOIN THE  
ANCHOR YEAST  
STUDY TOUR TO **iba**

16-21 SEPTEMBER 2012

**Be part of the World's premier  
International Baking Exhibition in  
Munich Germany.**

Travel packages include:

- Flights
  - Depart 16 September 2012 - Jhb/Mun
  - Depart 21 September 2012 - Mun/Jhb
- Accommodation B&B
- Transfers
- Medical / Travel insurance
- Munich City guide & map
- Entrance to iba
- Day study tour
- Bakery tour
- Seminar
- Anchor true German style - customer function

**Package Cost: R17 000 / R20 000 single**

**To book contact Felix Gnädinger NOW**  
**Cell: 082 881 1627 /**  
**[fgnadinger@anchor.co.za](mailto:fgnadinger@anchor.co.za) /**  
**Direct Fax: 011 248 8429**



# BAKERS FORUM

Winter 2012

## IMPACT OF THE CONSUMER PROTECTION ACT ON THE BAKING INDUSTRY



South African consumers are some of the best protected consumers in the world and those in the supply chain who forget this, best beware of the long arm of the National Consumer Commission and National Consumer Tribunal.

Under the anti-discrimination provisions, the provision of inferior quality goods to a single sector of the population may be prohibited conduct, and producers and manufacturers need to review how they distribute 'reject' or poor quality products which are currently sold into the euphemistically termed "informal sector" and from "factory outlet stores".

There are extensive provisions regarding labelling and marketing, including strict regulation of direct marketing, promotional competitions, the use of language, the content of labels, and prohibitions against misrepresentations to

- and deception of consumers, especially the most vulnerable who are challenged either by literacy, language, age, or health. Compliance with the Agricultural Products Standards Act or the Foodstuffs, Cosmetics and Disinfectants Act in no way absolves the supplier from compliance with the Consumer Protection Act. Currently Maize, Soy, Cotton, and Canola will require GM labelling where the GM content thereof is in excess of 5% mass. There is some debate as to whether other products of which Maize, Soy, Cotton, and Canola are ingredients, require such labelling in so far as labelling, marketing, and advertising are concerned, there is a prohibition of any and all misrepresentations to consumers, whether direct or indirect, and a supplier has the duty to correct any misunderstanding by a consumer expressed to the supplier.

The Act also provides amongst others a warranty of quality; the right to safe, good quality goods; warnings concerning the facts and nature of risks associated with goods; safety monitoring and recall of products; and liability for damage caused by goods. Of these, it seems likely that the liability for damage caused by goods will have the most far reaching effects on your business, however in time the other consumer rights in this chapter will increase the burden on your business.

Section 61 of the Act, provides for so called "no fault" liability of the importer, manufacturer, wholesaler and retailer of unsafe, defective, failed or hazardous goods, or where inadequate instructions or warnings have been provided, came into effect on 24 April 2010 and potential claims by consumers are already accumulating as you read this.

Finally, the Consumer Protection Act carries a big stick to stop prohibited conduct in the form of a fine of R 1 000 000 or 10% of turnover. As has been seen from the actions of the Competition Commission and Tribunal, fines of this magnitude not only can but are imposed to protect consumers.

- Janusz Luterek, Hahn & Hahn



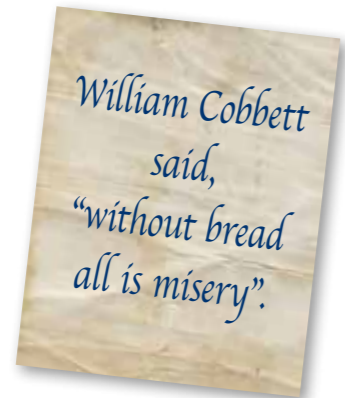


# UPDATE

## CHICKEN NOODLE SOUP FOR THE SOUL



Warm up on a cold winter's night with the remedy that has been used for generations, piping hot chicken soup. It is believed that the earliest existence of soup dates as far back as 6000 BC, when cereals would be roasted, ground into paste and boiled in water, this was known as gruel or broth. Historians believe that soup served as the foundation for the first public restaurants in 18th century Paris. Soups such as broth, bouillon and consommé made their debut in these "restoratifs".



The word "soup" is derived from the German word "sop" or "sup", which referred to the bread used to soak up the broth. This broth was sold in France in the 16th century by street vendors and was advertised as an antidote for physical exhaustion.

Chicken soup has also acquired the reputation of a folk remedy for colds and flus, and in many countries is considered a comfort food. Irwin Ziment, a professor at the UCLA School of Medicine and a pulmonary specialist, says that chicken soup actually contains compounds that are similar to those found in modern cold medications. No wonder this delicious soup has stuck with us over thousands of years.

"Pocket soup" was popular with colonial travellers because it could easily be mixed up with a little water. Canned and dehydrated soups came along in the 19th century and kept cowboys and soldiers fed on the trail. Later, soups could be tailored to meet diet restrictions, such as low salt and high fibre.

We recommend that you do as the Germans suggest and mop up your chicken soup with our tasty Thai bread. The Anchor Thai Bread mix is easy to use, and produces extremely soft crumb, full flavoured bread or rolls that are perfect for a dinner in front of the fire with good friends!

### ANCHOR THAI BREAD RECIPE - (72 LOAVES)

#### FANCY BREAD & ROLLS

10 kg	Anchor Thai Bread MixB 50%
10 kg	Cake Flour 50%
800 g	Anchor Compressed Yeast 4%
±12 ℓ	Water 60%
32,8 kg	TOTAL

Recipe yields 72 loaves

#### Method:

Mixing Time: 2 min slow, 6 min fast with spiral mixer - 2 + 18 min with paddle mixer

Dough Temp: 28°C - 30°C  
Scaling: 450 g bread, 2200 g rolls (30)

Resting Time: 10 minutes after round moulding

Shaping: Mould round then oblong as per standard bread.

Proofing: ± 45 - 55 minutes (cut on 70% of proof)

Baking: Rolls - 230°C for 20 minutes with steam  
Fancy bread - 230°C for 30 minutes with steam

### CHICKEN NOODLE SOUP

#### Ingredients:

1 kg	Chopped, cooked chicken meat
250 g	Chopped celery
62,5 g	Chopped carrots
62,5 g	Chopped onion
62,5 g	Butter
226,8 g	Egg noodles
3 ℓ	Water
9 cubes	Chicken bouillon
2,5 ml	Dried marjoram
2,5 ml	Ground black pepper
1	Bay leaf
25 ml	Dried parsley

#### Directions:

1. In a large stock pot, saute celery and onion in butter or margarine.
2. Add chicken, carrots, water, bouillon cubes, marjoram, black pepper, bay leaf, and parsley. Simmer for 30 minutes.
3. Add noodles, and simmer for 10 more minutes.

# CUSTOMER CARE

## MAXIM FOODS (PTY) LTD BREAD FOR SUCCESS



The Team - Vincent Keys, Gerrie van der Merwe, Zoobair Ali and Reza Ali

Capitalising on consistency is part of the plan for Maxim Foods. Launched in 1986 by Zoobair Ali, Maxim has grown from a small bakery in the Durban township of Phoenix to a R200 million enterprise with multiple subsidiaries and a state of the art central facility that produces approximately 100000 loaves of bread daily.

Zoobair credits a deceptively simple strategy for the popularity of the MasterBake brand, which has crafted a comfortable niche in chain stores throughout Kwazulu-Natal. "We have a fantastic bread mix that's well received in the community. We don't take short cuts. We do it the right way. I've been to Germany and the UK to study bread and have applied the right formula. Nothing is handled by hand, we use the right machines, we always keep up with the latest technology and we source the best ingredients for the bread", Zoobair explains.

Maxim expanded operations into a modern manufacturing plant with a R2.5 million slicing and bagging operation that revolutionised their bread packing process. Zoobair's son and Financial Director Reza Ali says, "Because we're a high volume operation we look for efficiencies in the plant, there have been a number of developments in making the equipment more efficient and less labour intensive, and we try to extract savings from these processes and ensure that the product quality is enhanced by eliminating manual intervention or

handling". A R4.5 million investment in a cooling system that monitors temperature and moisture content is paying off in improved production flow and a more predictable product.

With MasterBake now a household name in Durban, the plan is to expand into other regions in the country.

Diverse offerings through its subsidiary firms are helping to greatly extend Maxim's footprint. The Supreme Confectionary



subsidiary manufactures rolls and buns for the fast food industry. Country Home Bakers produces popular mid-range confectionary items.

According to Reza, Maxim's foray into producing sponge cake snack products through the Confectionary Brand Holdings division has proven to be quite lucrative, and now biscuits are part of the product mix. "We've got a range of biscuits, long-life sponge cake snack products and we're embarking on initiatives with various chain stores nationally throughout South Africa, looking to develop certain lines for them under their brand, all using our technology which is very unique at this time. We are the only people here that make a long-life sponge product".

The company plans to take the snack products to the rest of the country, as well as to the island nations. "It's a long term strategy that we are approaching one step at a time", Reza confirms.

Future plans include an expanded national bread and roll operation and greater retail presence. Reza adds: "We want to grow other aspects of the business as well, like the sponge and biscuit line, confectionary. Right now we're creating a platform to develop these businesses further and to add new business".

Anchor Yeast is a proud supplier to Maxim Foods.

# MATTERS ARISING A GREEN ECONOMY



President Jacob Zuma, at the COP 17 United Nations Conference in 2011 said, "The biggest challenge facing humankind in the 21st century is climate change. It has the potential to endanger the very way we as species exist on this planet, but without human development the species will also suffer immeasurable consequences.

These two critical needs are often perceived to be in opposition to each other, however striking a balance between people, prosperity and planet is not an easy task given that the majority of the world population resides in developing countries where the need for development is critical.

As a developing country, South Africa is a prime example of how a better life for all its people is juxtaposed against its carbon footprint".

South African companies are "doing their bit" to create a "green economy" and reduce their carbon footprint. For the purpose of this article we will focus on "green" contribution through Eco friendly packaging solutions.

Eco packaging is any type of packaging that is environmentally friendly, that means that the production methods used produce the minimum amount of greenhouse gases and the materials that are used are sustainable and recyclable. From

eco-friendly Bioplastic bags to fully biodegradable solutions.

More and more South African companies recognise the need to tackle sustainable development issues in order to create a "green" economy. The green packaging initiative is a sustainable solution, for a sustainable future!

Anchor Yeast is committed to "going green" in terms of our packaging solutions in order to contribute to environmental protection.

Easy tips on how you can contribute to the "going green" initiative:

- Wash your laundry in cold water, the higher the water temperature, the higher the cost to you and the planet.
- Carpool, you will cut down your carbon emissions significantly.
- Install compact fluorescent light bulbs in your home.
- Recycle your cell phones, computers and other electronics. E-waste contains mercury and other toxics and is a growing environmental problem.
- Turn off all electronics before you go to bed.

Everyone can contribute to making South Africa "green". Remember that what we do today will impact tomorrow!

