Jenning's Mandate: Design a "PERFECT" Bakery

Story and photos by Maurice Rees

When you have a growing family business, there's a lot of pride and responsibility.

With a very loyal customer base, the business continued to grow at a pace and with a quality product, customers kept coming, It wasn't long until Masstown Market became an iconic shopping destination. Customers come from near and far on a regular basis and one only has watch the smiles on customer's faces to realize how much they appreciate the quality of product and service.

The business grew so fast, it was difficult to provide the volume of product and the quality service which customers expected. Realizing the facility was outgrowing the available space the Jennings family took action. Even while the destination was celebrating its 40th anniversary (2009), Laurie and Eric were busy planning a solution to the overcrowding problems. Like his father, Eric, Laurie relies on long-standing suppliers, who helped the business to grow at a rapid

After deciding a separate building would be required, Laurie turned to Rick Coleman, who had been a supplier of bakery equipment for nearly 20 years.

Here's a recap of the situation as explained by Coleman: "Masstown Market, with their combination of family driven customer service, quality family favourite products and superb location, has been growing steadily over the years.

The bakery department had gotten busier every year and staff it was difficult for staff to keep up. Coleman explains, "The bakery staff would work to maximum capacity every day". Laurie committed to a separate modern building for his bakery, and asked me to design the perfect bakery". Soon, it was down to serious business. First the working area of the new building needed designing to ensure a comfortable, efficient workflow, which also allowed for future growth.

Coleman's mandate was simple: Quality can-

Bread Making:

This bread maker is the new workhorse in the bakery.

not change; workload less strenuous on employees; capacity to meet production demands; use technology and automation for repetitive tasks, and plan for growth.

Fully understanding what was needed Coleman started in the summer of 2009 to source the most modern equipment available which would meet the standards for "a perfect bakery". About 10 months later, staff moved into the new bakery.

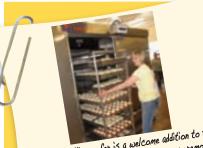
Coleman says, "The bakery staff quickly learned their new equipment, and more products are being produced and sold each day".

When dough is removed from the mixer, the first few

balls are weighed to be converted into pan rolls, buns

balls are weighed to be converted into pan rolls, ours or something special. The remainder is put into a hopper to be automatically divided into loaves just the right size. Brenda McMullen weighs some dough to be made into pan rolls, sub or hamburger buns.

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new bakery, brenda ricriuiien, owery munuser, remaind a rack of bread and roll dough from the proofer. She has rack of bread at the bakery for over 20 years.



The new Cinelli proofer is a welcome addition to the new bakery. Brenda McMullen, bakery manager, removes a



If dough was not meant for loaves or bread or pan rolls, it took a

Rolls & Special Shaped Breads



Although this machine looks like a remote control toy, it's actually a roll cutter and shaper. Dough is flattened resembling a pizza crust and placed on a tray.





Pauline Whalen flattens a ball of dough making it ready for the cutter and shaper. A tray of cut and shaped dough sits in the foreground.



Pauline Whelan (front), Belmont, helps manager, Brenda McMullen load pans containing bread and rolls into the new rotating oven. The large Cinelli oven approximately 10 Contains has Cours and which had a contained to the new rowaing oven. The large unell oven approximately 10 feet long has four arms, which rotate as if within a cylinder. Pauline has worked at the bakery for two years.



At the sound of a buzzer, Brenda McMullen rushes over to take many loaves of bread from the new rotary



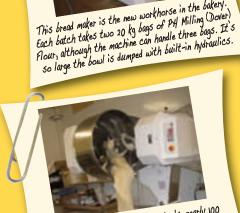
Brenda McMullen cuts off a piece of bread dough and dumps it into the hopper to be converted in loaves just the right size.



A measured portion of bread dough starts to pop up in A measured portion of oreus about is then rolled forward front of the hopper. The dough is then rolled forward already shaped and ready to be put into the pans. Brenda large the double of the pans of the state of lays the dough on the table while a colleague places it



Pauline Whalen organizes the baked items onto the appropriate rack will Brenda McMullen empties pan rolls



with Brenda McMullen at the controls, nearly 100 pounds of bread dough is dumped into a mobile tray, to be moved over to the dough divider and shaper. The dough is automatically shaped into loaves.



The hopper on the automatic loaf maker slides forward to push a preformed ball of bread dough onto a conveyor belt. All bread dough then heads to the proofer.



Pauline Whalen removes several dozen bread rolls and loaves of bread from the new oven. The process is repeated several times during each shift.

Cinnamon Rolls



Lillian Wall wheels a rack of freshly baked cinnamon rolls out of the new Cinelli vertical oven. Racks are rolled into the oven, which has the capacity of approximately 80 dozen cookies at a time.



There's always lots to do in the bakery. By 11:00 an Lillian Wall had make her allotment of cinnamon rolls for the day. She's shown here preparing the cinnamon rolls. sugar ingredients for tomorrows fresh cinnamon rolls.

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Masstown Market's New Bakery

Rick Coleman, CEO

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