

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 pace.

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-

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".

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Rolls & Special Shaped Breads



The new Cinelli proofer is a welcome addition to the new bakery. Brenda McMullen, bakery manager, removes a rack of bread and roll dough from the proofer. She has worked at the bakery for over 20 years.



If dough was not meant for loaves or bread or pan rolls, it took a detour. This neat little machine processes clumps of dough through a shaper under the wire mesh then back under the table in an oblong shape ready to be placed in the baking pan to be transformed into a sub bun. Pauline Whelan is the machine operator.



Pauline Whelan places sub bun shaped dough onto the special baking trays. Another piece of dough waits to be removed from the shaping machine.



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.



Brenda McMullen removes a tray of dough automatically shaped into bread rolls.



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

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 am Lillian Wall had made her allotment of cinnamon rolls for the day. She's shown here preparing the cinnamon sugar ingredients for tomorrow's fresh cinnamon rolls.

Bread Making:



This bread maker is the new workhorse in the bakery. Each batch takes two 20 kg bags of P&H Milling (Dover) Flour, although the machine can handle three bags. It's so large the bowl is dumped with built-in hydraulics.



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.



A measured portion of bread dough starts to pop up in front of the hopper. The dough 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 lays the dough on the table while a colleague places it into baking pans.



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 Whelan organizes the baked items onto the appropriate rack will Brenda McMullen empties pan rolls onto the cooling rack.



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

Supplier of all Bakery Equipment to
**Masstown Market's
New Bakery**

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