

Washing Up



After mixing her cinnamon sugar recipe for tomorrow's batches, Lillian Wall washes utensils in the large stainless steel sink.



It takes two people to lift one of the large mixing bowls. Niki Rushton and Joanie Johnson make sure the bowls are clean for the next recipe perhaps date square topping or biscuit dough.

Biscuits



Niki Rushton weighs shortening for her next batch of biscuits. Before long, she'll make slight changes to the recipe to provide shortcake for the strawberries already available in the market.



Niki Rushton prefers to cut biscuit dough the old fashioned way, one at a time. Her next batch required a slight change so she was ready to make scones or sweeter biscuit for strawberry shortcake.



Niki decided to surprise the photographer, she wasn't making regular biscuits, this large batch was ham and cheese. On the rack behind her are additional trays of cut dough as she finishes up this batch before heading to the oven.

Date Squares



Joanie Johnson measures oatmeal in preparation for making a large batch of date squares.



With her recipe all mixed, Joanie Johnson emptied the oatmeal topping onto four pans of date square ingredients.

Fresh Baked Muffins



Joanie Johnson removes one of many trays of freshly baked muffins from the baking rack. After they have cooled, they will head off to be frosted, or direct to the packaging area.

Decorated Cakes



Shari Knight, who usually makes bread, was asked to decorate small round Father's Day cakes.



After finishing decorating the small and large Father's Day cakes, Shari Knight got a flat of fresh strawberries, which had just arrived at the market. She is adding the finishing touches to round strawberry filled cakes by adding fresh strawberries.



Packaging and Wrapping



Alexis Tillberg takes another tray of cookies off the baking rack. The entire rack containing approximately 80 dozen cookie dough is rolled into a vertical rotating oven, then allowed to cool before Alexis starts to wrap.



Keith Murphy and Alexis Tillberg busy wrapping Chocolate Chip Cookies that are needed in the market.

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Already Masstown Market's new bakery has been heralded as the most advanced technologicaly equipped bakery facility east of Montreal. It has become a "must see" showcase for all bakery buffs. As he researched the best equipment available, Coleman was mindful of Laurie's mandate: Product quality could not change; modern equipment having some automated features would reduce the physical demands on staff. Coleman's other challenge was to select equipment, which reduced some repetitive physically demanding tasks, leaving skilled bakers time and energy to utilize their skills where equipment cannot be used. As a result staff would have the time to focus on quality. And there was room for future expansion.

Here's a summary overview of the new equipment:

Ovens: G. CINELLI - ESPERIA CORPORATION Revolving Tray Oven with capacity to handle 36 bakery pans each measuring 18" by 26". The T6-P36, 36 Pan Revolving Shelf Oven is used primarily for breads, but capable of baking any and all products - any type of bread, buns, bagels, pizza, pastries, and even foods. Measuring nearly 12 feet long, 9 feet wide and 8.5 feet high the oven weighs in at 6,700 lbs.

Another Cinelli oven is the Double Roll-In Rack Oven used for high volume production of pastries, rolls and pies. It holds 34 pans per rack and is highly labour and energy efficient. A Stainless Steel heat exchanger designed within a heat chamber enables this efficient Oven to reduce baking time significantly.

Mixer: To make the large volumes bread and rolls, Coleman decided upon a Doyon Dumping Spiral Mixer. It quickly mixes up to 280 lbs of bread dough. An elevator picks up whole mixer to dump on mobile work surface making it much easier on bakers who no longer have to lift heavy bowls.

Final Steam Proofer: Chosen was a 6 Double Rack Pass Through Proofer which holds 6 full racks of yeast raised product. Controls temperature and humidity for controlled raising of breads regardless of the days weather conditions. It measures approximately 10 feet by 8 feet and 7 feet high.

Bread Dough Divider: The Daub SLIM dough divider hopper holds 200 lbs of dough, cuts chunks of dough 7 oz. to 3 lbs at a rate up to 1100 chunks per hour.

Bun and Roll Divider/Rounder: The Daub DR-Robot2 divides and rounds up 36 buns in seconds. Its automatic functions reduce operator fatigue.

Automatic Dough Sheeter: The Cinelli Automatic Sheeter rolls out large quantities of dough as you would with a roll pin, but without the operator strain and fatigue. It's excellent for use in sheeting all types of soft pastry dough, as well as, stiff pizza or other types of dough.

Kook-E-King: The automatic cookie depositor. Extrudes up to 18,000 cookies per hour. Accepts many types of dough (chocolate chips, raisins, and chopped nuts) with an output of up to 300 cookies per minute with the hopper holding 90 lbs. of dough. Cookie weight ranges between 1/4 oz. to 3 oz.

In addition to all the equipment Coleman determined and supplied all the related equipment such as stainless and hardwood tables, baking pans, racks, bins sinks and bakers supplies and tools from scoops to mitts.

Loyal suppliers key to success

By Maurice Rees

Loyal suppliers and quality ingredients have been important in the growth of the bakery at Masstown Market. During its rapid growth, the bakery has required dedicated suppliers, who can provide the best ingredients and quick service.

Flour, flavourings, fillings and other ingredients have been supplied by two local companies with enthusiast sales representatives who constantly work closely with bakery staff.

P&H Milling Group, formerly Dover Flour, supplies flour and mixes. With over 200 years serving the Bakery and Food Service Industry. Dover's tradition began a long time ago in 1807 - before Canada was Canada. From the beginning, quality, value and service have been primary objectives. The company's product development team seeks out the very best ingredients, quality assurance personnel monitor each shipment to ensure reliable and consistent quality and sales representatives have many years of industry experience and have forged valued relationships with our customers. Barry Murphy, sales representative for P&H Milling is looking forward to the increased production capacity at the new facility.

Dawn Food Products is a multi-national firm with regional office located in Moncton. The company has 31 locations world-wide, of which 9 are in Canada. Patrick Flanagan, Dawn's technical support representative, works closely with bakery staff. The company supplies wet/dry ingredients, mixes, bases, pie fillings and icings to Masstown Market bakery. Included in the list of items ordered regularly are: cake mixes, pastry glaze icing, non-dairy cream fillings, fruit puree, extract emulsions and flavourings.

Taking Product To Market



Product moves off the shelf quickly at Masstown Market bakery department. Sometime it takes three staff to quickly replenish the stock on empty shelves. Keith Murphy who brought the finished product over to the market, stays to help two other clerks place product on the shelves.

Strawberry Rhubarb or Apple Pie for only\$3⁹⁹

Starwberry Flan9⁹⁹

A shortbread - bottom painted with chocolate and filled with custard and cream topped with fresh strawberries

TO CELEBRATE CANADA DAY

One Dozen Canadian Maple Leaf Cookies\$3⁹⁹



We have lots of Strawberry Shortcakes, Cakes and Tarts



DAWN FOOD PRODUCTS, INC.

Supplier of wet/dry mixes, bases, fillings, extracts and flavourings

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