

QSR ^{\$5.00} expressfood

August 2013

Vol 1 Issue 1

QSR - fast food - quick service

WELCOME TO OUR FIRST ISSUE

THE publishers welcome you to this first edition of QSR - the term creeping into NZ for quick service restaurants and takeaway outlets. It's a market that is growing in volume and sophistication as a variety of new products are introduced alongside out traditional fish and chips and hamburgers.

Some of the stories have been translated into Chinese for the vast number of Chinese owners and staff in this particular market - an important part of our community of retailers who have proved to be wonderful operators.

This is an innovative part of the food market and we will be bringing readers an ongoing supply of new ideas and information to help small businesses every quarter.

欢迎阅读QSR首刊！

诚挚的欢迎您阅读我们第一期的QSR（快速餐饮服务）——当下快餐服务业和食品外卖店领域里最具权威的杂志。随着快餐业市场的不断发展壮大和成熟，目前多数的快餐店不但提供传统的外卖食物如炸薯条、炸鱼和汉堡，还推出了一系列非常吸引人的产品。

在当下，由华裔经营的外卖店已经成为快餐业继续发展非常重要的一部分。他们为此行业做出的巨大贡献及其出色的经营表现都是众所周知的。因此，我们的杂志特地将一些精选出来的文章编译成中文以便广大的华人朋友及其华人快餐业业主于我们共享信息，交流互动。

我们相信此杂志的出版将会为新西兰餐饮业的发展带来创新性的贡献。本杂志在该领域所提供的大量信息以及丰富的经营理念将会极大地帮助快餐业经营者，为他们指点迷津，助其成功一臂之力。

CHANGING WAYS OF PAYING FOR FASTFOOD PURCHASES

AT most of our QSR's and takeaway outlets, cash is no longer the king it once was. The number of transactions made with real money is now a small percentage of daily business that several years ago switched emphasis to Eftpos. But this year, that changed again with banks and card operators introducing contactless payments - just wave a card and go for small transactions mostly under \$80 - and that fits right into our market.

But it won't stop there. In 2014, there's a New Zealand-wide roll-out of mobile wallets, or tap and go as the technology has been called. And it means a change at the back-end as well. It is no longer a transaction machine like a cash register. Retailers can expect it to be integrated with other company systems to gain information on inventory, promotions, loss prevention and workforce management.

Certainly retailers are looking to gain quicker delivery of this new functionality without causing any disruption and at the same time deliver point of sale software programmes that are simple, standard and robust for even casual staff to handle with ease. Next year promises even more changes at point of sale as the focus turns to near field communications (NFC) enabled smartphones with trials that have been underway for the past two years with what is now commonly called Mobile Wallets.

Last year, Paymark, Vodafone, 2Degrees and Telecom formed a joint venture to launch a new programme for customers to make secure payments, collect loyalty points and use public transport with their phones. MasterCard has already decreed that all new merchants

must have at least one PayPass NFC enabled terminal and it aims to have all POS terminals operating with PayPass by April 2014. It may seem like a bit of a fairytale even in 2013 but it does mean continual change. At the moment, the talk is all

about contactless on plastic, but soon it will be on smartphones, but it may be in any future form. The techno talk is that in 10 years time there won't be a need for a mobile device or a piece of plastic because shops will be using face or voice recognition to know customer preferences and methods of payment.

日益改变的快餐付款方式

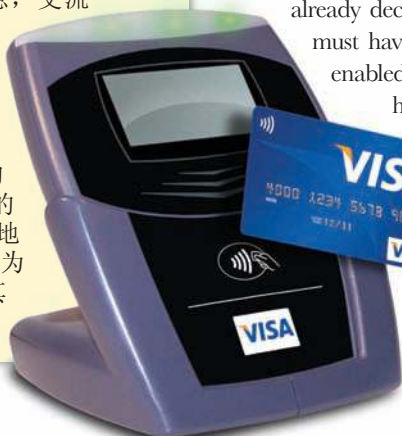
在当下多数的快餐店，现金付款已不再是其顾客采用的主流付款方式了。于几年前流行的刷卡支付方式相比，传统的现金支付方式在当今快餐店的日常运营中只占到了很小的比例。当下，为了适应市场发展的需要，各大银行和发卡商已经推出了一种新的、非接触式的、感应刷卡支付方式

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WARNING ON SALE OF ILLEGAL POULTRY

GOVERNMENT investigators have recently executed search warrants on premises in South Auckland believed to be involved in illegal poultry operations offering products to fast food outlets. The properties were identified as being used by a ring involved in the killing and processing of poultry and eggs on a commercial scale. The raids seized processed chickens, eggs, processing equipment and large amounts of cash. As a result, investigators are now looking at retail outlets and small restaurants believed to be involved in the purchasing and on-sale of the products. Fast food outlets have been warned that anyone caught with the products could face up to two years in prison and fines of up to \$100,000.

外卖餐饮业业主目前被政府警告禁止购买任何来自非法家禽屠宰商及加工经销商的产品。任何违反此规定的业主一经发现将会面临两年的监禁以及最高\$100,000的罚款。此规定是继政府在奥克兰南部地区对多个非法加工鸡肉的窝点查处后出台的。目前政府稽查员正在调查可能卷入此案的外卖零售商和小型餐饮业经营者。



editorialcommnet Peter Mitchell

More promotion is vital for sales

THE current economic climate has brought some important messages for our Quick Service Restaurant trade and given a fresh opportunity for us to boast about our products. Research is showing that 36% of customers are going out less for a full restaurant meal and a third of those surveyed would be doing more eating, drinking and entertaining at home.

This is a bonus for our industry because many of these people who are staying home, are reluctant cooks and would much prefer to pick up something hot from the nearest takeaway or fast food supplier. So for our industry, there's no dressing up, slippers are acceptable for the pick-up and many outlets have parking right outside the door. The only thing we are not doing is encouraging people to buy from us. Apart from the big chains, how often do you see

销售的关键在于更多的促销

当下的经济环境不仅为快餐业经营者提供了许多重要的参考讯息，同时也为他们提供了一个全新的机会去打造其新产品。调查显示有36%的人在外出就餐时不会享用完整的套餐并且有三分之一的受访者表示他们更愿意在家中享受美味和开展娱乐活动。

这种趋势可以说是为快餐业提供了一个非常好的契机因为对于喜欢居家的人来说，相比于亲自下厨，他们中的大多数人更愿意就近打包外卖。快餐业也因此省去了对其顾客在着装上的要求。如果您愿意，您完全可以踏着凉拖打包您的外卖并且绝大多数的外卖店都提供便捷的门前停车位。

any promotion whatsoever for your local takeaway operation. And that means that your outlet is simply not top of mind for speedy hot food that could also be strongly promoted as "healthy" if the Chip Group guidelines are followed.

Try a simple circular in your area's letterboxes telling them about your reduced fat content, the fish and burger range available, the cold drinks, the phone ordering and even the parking outside. It's a great reminder for increased business – especially the phone ordering where a pick up time stops the endless waiting on hard old benches with three year old magazines. If you have a family business, try the youngsters for great new song and dance promotional ideas – you'd just be surprised what they might come up with.



然而，在此种有利的环境下，大多数的店家却没能去积极的促销他们的产品。的确，在我们的周边生活区里，您有多频繁的看到外卖店的促销活动呢？这就意味着，您的食物虽然比炸薯条类的食品更健康但它却没比炸薯条更受欢迎。针对此种状况，您不如试一下简单的促销方式。放一些宣传单在您店铺的周边居民的信箱里告诉他们您的食物的健康程度、您的食谱、饮料、以及电话预订方式、甚至是您所提供的停车位数量。这种方式能够有效的为您增加顾客的数量特别是那些偏爱电话订餐的顾客的数量。如果您的快餐店是家庭生意的话，您甚至可以大胆地尝试让您的孩子唱一支歌或跳一支舞来招揽顾客。到时，您也许会感到非常惊喜这种新颖的方式所带来的效果。

(上接第1页)

式。由于此技术的推出，对于大多数\$80以内的小额支付，消费者只需轻轻挥动一下信用卡就能完成付款了。比最新的感应付款方式更为先进的是有望在2014年推出的移动支付方式，又称手机接触付款方式。这就意味着在将来，网络的终端服务将不得不为了配合新的支付技术的出现而升级换代。到时现金收银机将会被彻底地淘汰并且零售商可以通过进入其总公司的系统而与其进行更好的信息交流如查询库存信息，预防不必要的损失以及进行人事调整方面的工作。明年，新的付款方式将会着眼于已经试验了两年之久的NFC手机移动支付技术的开发。这项技术的出现意味着在将来我们只需拿起手机就可以

付款了。在去年，Paymark、Vodadone、2Degree 和Telecom公司就联合推出了一个新的项目其目的在于确保消费者更为安全的支付方式、更方便地收集积分以及在他们使用交通工具时的支付的便捷。这些新的支付技术的出现听起来也许有些令人不可思议，但它确实意味着付款技术不断在变革。眼下，所有的付款方式都依附于一张塑料的银行卡，但很快我们就会迎来手机移动支付方式的带来。我们可以大胆地想象，在10年后，我们也许将不再依靠手机或任何银行卡来付款因为被代替的也许是一种更为先进的通过识别顾客的声音或是其相貌特征的付款方式的出现。

AUCKLAND'S QUEEN ST IS TAKEAWAY ALLEY

WHAT was once Auckland's premier retail and business district – Queen Street – has changed dramatically over recent years.

The mile long street in the city centre now has at least 42 fast food outlets, a third of which have only been there under two years.

The chains are well represented with three McDonalds, three Burger Kings, four Subways and two Starbucks but the interesting part for the fast food business is that there are 13 shops selling desserts and a further six selling kebabs.

Many of them are doing great early morning business with the coffee and donut trade. The Queen Street numbers are only the tip of the iceberg as there are also dozens of takeaway outs on side streets and the figures doesn't count other cafes, bakeries, sushi shops and juice bars.

奥克兰市中心的皇后街目前有42家快餐店，其中包括3家McDonalds, 3家Burger King, 4家Subway, 2家Starbucks和13家甜品外卖店以及6家烤肉卷饼餐厅。除此之外，在短短一英里的街道范围内，还有许多咖啡店，外卖店和烘焙店。

SUBWAY NOW HAS 250 NZ OUTLETS

SUBWAY has just opened its 250th quick service restaurant in New Zealand. The world's largest sub sandwich franchise with more than 38,500 locations in 100 countries, was opened in the new Roskill Centre in Auckland.

This outlet is the eighth for franchisee Deven Maharaj. The Subway growth has been rapid in this country with the first only opened 18 years ago in Auckland's Parnell. The company expects to have 300 stores operating by 2017. This newest unit in Stoddard Road has indoor seating for 16 customers including disabled seating and bathrooms.

Subway development agent Mark Hawes said the organization was actively looking for more sites to grow the network and satisfy the demand from existing and new franchisees.

近日，Subway迎来了它在新西兰第250家分店的开业。这家店是连锁经营商Deven Maharaj拥有的第8家分店。这家新店位于奥克兰Roskill区中心位置并且配有16个座位。

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DELIVERING *Premium* PRODUCTS AUCKLAND WIDE

MR CHIPS FOODS - DISTRIBUTING MORE THAN JUST CHIPS!

Mr Chips Foods distributes an extensive range of quality products to the wider Auckland area. From delicious crunchy golden chips to seafood, beverages, and even non-food catering supplies, we are a one-stop shop for all your catering needs. Mr Chips foods are also a foundation member of The Chip Group (assisting the government in reducing obesity in NZ) and can provide FREE training for the best cooking techniques to ensure that you provide the ultimate chips to your customers.



PREMIUM FRIES AND POTATO SPECIALTIES

Mr Chips Foods has a wide range of A-grade fries (including their famous Premium Golden Agrida Fries) that come in all types of cuts and shapes. Mr Chips Foods also carries an extensive range of potato specialty products - including wedges, battered fries, hashbrowns and kumara products.



SPECIAL DEALS THIS MONTH:

- * All NEW customers for the month of August will receive **FREE** caps OR aprons! Call or email to enquire.
- * Call us NOW on (09) 274 5455 for incredible pricing on all our prawn, seafood and rice products!



Mr Chips Foods
49 Cryers Rd, East Tamaki, Auckland
Ph: 09 274 5455 | Email: despatch@mr-chips.co.nz

WORKPLACE INSPECTIONS

THE health and safety inspectorate of the Ministry of Business, Innovation and Employment has begun using a new service model with greater focus on targeting more visibility in the workplace and high risk areas.

Three separate teams of specialist health and safety inspectors are now covering response, investigations and response with most in the assessment team who will be carrying out workplace inspections.

目前新西兰商业、创新以及就业部为其新设立的评估部门增派了多名稽查官员，以加强对各类工作场所的检查。

SUBWAY MOST TRUSTED

THE annual Readers Digest trusted brands survey has named Subway as the most trusted brand in fast food in New Zealand, the third time that Subway has scooped the award. Highly commended were Burger Fuel and McDonald's. Earlier in the year, Subway was also named New Zealand's Quick Service Restaurant of the Year in the Roy Morgan Research customer satisfaction awards.

据读者文摘品牌调查最新结果显示Subway被认为是最受大众信赖的快餐品牌。这已经是Subway第三次赢得了该称号，而Burger Fuel和麦当劳也同样受到了广泛的好评。

TOTAL OUTLETS

THE latest figures (2011) from Statistics New Zealand shows that there are 4554 takeaway food outlets in New Zealand employing around 17,500 full and part time staff. Takeaway sales have risen 25% in the past four years another survey from the Restaurant Association showed. While the types of takeaway outlets were not defined, traditional fish and chips as well as burger bars were still the big players.

The Association reported that turnover for all takeaway food services in New Zealand last year totaled \$1.49billion. It said that many people were choosing takeaways over full restaurant meals to meet lower budgets and busier lifestyles.

根据新西兰国家统计局的数据显示，目前全国共有4554家外卖餐饮店。这4554家外卖店的全职和兼职员工的人数共计17,500人左右，其去年的营业总额达到10.49亿纽元。

COCA-COLA Amatil New Zealand is investing heavily in some of the world's most energy efficient cold drink fridges and coolers which can deliver substantial savings to its QSR customers.

COCA-COLA EQUIPMENT IS MAJOR INSTORE ASSET

LEADING the way in takeaway beverage offerings is Coca-Cola who many years ago developed an in-store programme in New Zealand that saw upright single and double door cabinets installed in hundreds of shops.

Over the years, the company has extended its chiller business from its basic Coke product to many other brands in its range and at the same time replaced and installed more advanced and efficient equipment.

The company has also recognised its responsibility for reducing the energy use and carbon emissions associated with cold drink equipment in-store. Most of CCA's cold drink equipment purchased since 2006 has an energy management system (EMS) installed which enables coolers to "learn" traffic patterns and adjust the cooler temperature



and lighting to use less energy during slow or closed period while still ensuring the products are cold and ready for sale when the stores open.

The latest energy efficient Frigoglass and Skope 2-door coolers use 54% less energy than coolers purchased as recently as five years ago and the single door units common in many stores use 60% less energy than before.

These benefits are saving Coca-Cola customers between \$300 and \$1000 per cooler each year on

their energy bills on calculations based on the average cost of running a machine for 24 hours for a whole year.

And a bonus is that the current refrigerant in these newer machines uses R134(a) which is CFC and HCFC free.



As well, the newer coolers are fitted with long life LED lights to minimise energy consumption and some of the open air cooler models that are also popular, have an automatic energy saving night blind to ensure reduced power consumption when the store is closed.

可口可乐冷藏设备的巨大价值

可口可乐公司陈列在新西兰数百家零售店里的直立单开或双开门冷柜已经成为其公司在多年前致力于把可口可乐品牌打造成冷饮外卖领域里引领者项目中的象征性标志。

经过多年的努力，公司已经把其冷柜业务储存销售产品的范围拓展到了从最初只能销售可乐系列产品到今天能够销售其他多种品牌的产品，与此同时可口可乐公司还改良和更换了更为先进和有效的设备。

GIANNIS STRONG IN ETHNIC BREADS

CHRISTCHURCH-based Greek Cypriot Giannis Michaelides has brought his love of Mediterranean flat breads to New Zealand and his delicious ethnic breads are becoming popular in the food industry. His bakery that trades as the Lahmajou Company is now selling nationally a range of pizza bases, kebab bread, pita bread, wraps and roti under the Giannis brand. The product is delivered frozen to ensure freshness. More detail on (03) 379-1027.

GLUTEN FREE DEFINITION

FOOD Standards Australia and New Zealand has been asked to alter the definition of gluten free although a number of suppliers have opposed the move. The current FSANZ regulations require food producers to ensure there is no detectable level of gluten in foods when making a gluten-free claim. A decision is now being sought to allow up to 20 mg of gluten per kg to still be called gluten-free and bringing it into line with European and British standards.

INTRODUCING 最新产品介绍

Fast Cook Burger Patties

方便, 快速 汉堡肉片



With All New Zealand Beef

- No Shrinkage
- 3 convenient sizes
 - Standard 53g
 - Super 75g
 - Quarter Pounder 110g - *HUGE Pattie*
- Free-flow patties - no papers. No sticking together.
- Fast cooking time - Grill for 2 minutes from frozen (53g)
- Par-cooked - creating healthy food safety practices.
- Baked - not fried for healthy option.

Great quality at an affordable price!

绝对不缩水

3种型号方便选择

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(加大汉堡 每箱60片装)

(特大优质汉堡 每箱36片装)

无纸张分隔, 不沾粘, 方便取用

快速加热, 只需2分钟, 缩短客人等待时间

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价格绝对优惠



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- wage savings
- footprint savings
- dependability and durability

From the no.1 in hot food preparation



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- dependability
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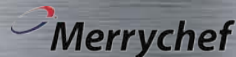
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- heavy duty equipment built battleship tough

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The worlds leading accelerated cooking technology

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- reduced service times
- no extraction
- flexibility from breakfast to dinner menu

A new meaning of fast food



The global leader in ice machines

- energy efficiency
- maximised profits
- water efficiency
- quiet

Ice is always there



The world leader in quality commercial refrigeration

- energy efficiency
- world renown for durability and dependability
- innovation
- quiet

True peace of mind

UNRIVALLED FAST COOKING CONCEPT

FOOD SERVICE

operators in this country, like others around the world, want their equipment to be more productive, more labour and energy efficient and right on the cutting edge of technology.

Meeting this demand in the fast food sector and allowing operators to work faster, smarter and greener is the recently introduced Rational SelfCookingCenter branded "white efficiency".

Auckland equipment supplier Burns & Ferrall is having ongoing success with this equipment that is an innovative problem solver carrying a number of features making cooking simple.

This German equipment brings lower operating costs, a space saving footprint and is user friendly for a labour pool that sometimes has language and educational difficulties.

Compared to other combi-steamers, it takes a 30% larger load, brings a 30% time saving in production and has a 20% reduced power consumption.



A key part of the equipment is its Efficient Level Control (ELF) that suggests which foods can be cooked together and is the ideal unit for clever mixed loads.

More data on this innovative equipment can be got from Burns & Ferrall on (09) 633 0900 or from any authorised dealer.



无与伦比的快速烹饪设备

几乎所有的餐饮业经营者都希望能拥有一套高效的，功能强大的烹饪设备因为一流的设备不仅能使其工作更省时高效而且在某种程度上能更环保。由Rational Self Cooking Center 全力打造的新品牌“白色高效设备”因具备多种强大的烹饪功能而完全能满足您在烹饪时的各种要求。奥克兰烹饪设备经销商Burn & Ferrall 目前正在代理销售此品牌并且取得了非常成功的销售额。

此品牌由德国制造，它不仅不需要占用很大的厨房空间而且很容易操作并且很耐用。与其它类似的联合蒸烤箱相比，“白色高效设备”增加了30%的容量，节省了30%的烹饪时间而且减少了20%的耗电量。

此设备最重要的一项是它的“效能级别控制系统”。此功能可以告诉您哪些食物是可以被放在一起烹制的，以及哪些食物被混合烹制后效果更佳。如果您需要了解关于此设备的更多信息，可以致电(09) 633 0900 于Burns & Ferrall 或联系任何该品牌的授权经销商。



Call Sunil Dass: 021 446 855 or Sammy Karlin: 021 516 922 or email sales@burnsferrall.co.nz or visit www.burnsferrall.co.nz

BURNS & FERRALL

FREE TRAINING FOR HEALTHIER CHIPS

THERE is a lot of money to be made from selling hot chips but it has become important for chip shops to be able to improve their business by making healthier chips – a win for business owners and their customers.

The Chip Group is running seminars throughout the country in both Chinese and English using its training and education manager Kate Underwood and national chip champion Michael Huang of Oppies Takeaways in Rotorua.

At each of the seminars, operators learn the industry standards and get tips to improve both their chips and their business, hear what others are doing and exchange ideas.

The Chip Group was behind the recent town makeover in Matamata that saw a reduction in average fat per gram of hot chips to 7.8% following operator training. This effort by 10 operators was equivalent to removing 1711kg of fat per year from the Matamata food supply.

When potatoes leave the paddock, they have less than 1% of fat but by the time they are served up as chips to customers, they can contain between 7-22% of fat.

An operator who follows industry standards is likely to keep his chips at between 7-9%.

The Chip Group believes that if Matamata was anything to go by, the programme could have a great impact on other communities. ▮



ABOVE: Michael Huang from Oppies Takeaways in Rotorua won the 2011 Best Chip Competition.

BELOW: Operators from Hamilton who recently attended the Hamilton training seminar proudly display their certificates.



Proudly supporting
The Chip Group™

FAST CASUAL TRENDS FOR 2013

ALL around the world, the concept of fast-casual food operations seem fresh and new and often they're entry points for new ethnic cuisines.

Everyone understands the idea of food being made in front of you and takeaway is often winning as tablecloth restaurants slump.

And there is money in it as the new fast food places with upmarket design and packaging add prices that are half again what the old takeaways were charging. What is important is that customers are tolerating slower service in exchange for a better quality product.

At the bottom of the price chain, even these outlets are sprouting menu boards on the footpath with lots of fancier products featured. The danger of course is that moving upmarket leaves a gap that someone else is bound to fill.

While we are eating less at every main meal, we are more than making up for it with endless snacking and grabbing a fast food product on the way past – and our waistlines prove it. And while life is hectic these days, our industry must step in to provide for this generation.

Unfortunately greasy fries no longer do the trick and the products we need to offer are becoming increasingly sophisticated. One of the interesting aspects of this is “bundling” where several products are offered as a package to raise the spend.

McDonald's have taken this to the extreme where for years they have been offering their combo's that includes a number of items. It certainly has been important to stop people trading down to just a single item. ▮

BEST CHIP SHOP AWARD THIS MONTH

The 2013 Best Chip Shop competition winners will be announced later this month with not only national and regional winners taking the titles, but every shop that produces chips that contain less than 9% fat will receive a highly commended award.

The awards make it easy for customers to identify the good operators but taking part in the programme meant store staff needed to undertake Online Industry Training. This could be completed in less than an hour and has been proven to lower fat content in chip servings. The competition was this year divided into six regions around New Zealand.

“We’re a nation that loves hot chips and this is a great way to show our customers that store staff have been trained to produce better chips,” said Kate Underwood, training and education manager of The Chip Group.

And boasting of success in the awards is great for business. The 2011 competition champion, Michael Huang from Oppies Takeaways in Rotorua said people had been coming from all over the place to try his better, tastier and lower-fat chips.



ZE Quan Ye and Li Wen Li from Chicken 'N' Noodle canteen in Matamata have put their best chips forward and were excited to be part of the 2013 Best Chip Shop Competition.

2013 年度最佳炸薯条大赛冠军得主将会在八月底揭晓。此次大赛在六个不同的地区分别比赛，而只有每个地区的冠军才有资格进入最后的决赛选拔阶段。此次大赛对于健康薯条的主要评比标准是其脂肪含量不超过9%。

ROTORUA AWARDS

THE recent Rotorua Hospitality Awards gave the Daily Post outstanding takeaway title to the Indian Star. Other finalists for the award were Oppies and the Pizza Library.

AUSTRALIAN RESEARCH ON FAST FOOD POPULARITY

ACCORDING to new research in Australia, the popularity of fast food has been dropping with only 56% of Australians aged over 14 having visited a QSR in an average four week period this year.

This compared with 60% in 2008. The overall drop didn't affect McDonalds with 31% visiting McDee – a steady figure with 2008 and was still the most visited QSR this year.

Other fast food outlets didn't fare so well with KFC visits across the same period down by 4% although Domino's had picked up its share again after a drop two years ago. Subway remain steady and Hungry Jacks dropped a little.

US QUICK DINING TRENDS CHANGING

AROUND a third of US customers are now ordering from healthy menus more often than they did even a year ago. At the same time, research has shown that the lines are blurring between limited service fast casual restaurants and the casual dining chains.

The American quick service restaurant industry is winning the battle for pick-up breakfasts but are also winning the lunchtime battle driven by better pricing, increasing food quality and overall value.



HOT FLAVOUR

THIS new chicken & camembert pizza is the hottest flavour at the moment in the Domino's range. It is part of a new Chef's Best range designed by the company's head chef Stefaan Codron who said the ingredients he was working with were second to none. This product is retailing for \$8.



STRONG INTEREST IN THIS YEAR'S PIE AWARD

THE pie business is an important part of New Zealand's takeaway action with a high number being baked nationally every week. The just concluded Bakels Supreme Pie Awards reflected this with 4552 pies entered in 12 categories and 505 companies putting product up for judging. This was the highest number of entries in the 17 year history of the awards and a resurgence of class products - 634 mince and cheese pies and 682 steak and cheese pies were put before the judges.

The Supreme Award this year went to David Liem of Greenland Bakery & Cafe in Auckland's Botany with a simple mince and cheese pie that ended the past two years of wins by fruit pies, On the commercial front where major product output was required, Dad's Pies of Silverdale just north of Auckland took out the honours from Couplands Bakery (Christchurch), Gourmet Foods (Tauranga) and Goodtime Foods (Napier).

Everyday just got tastier!

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LED LIGHTING CUTS COSTS

WHAT is one of the best ways of making more money from your existing business? Cut the costs! Normally this is easier said than done, but changing over to LED lighting can save you serious money, and pay for itself in around a year. Tell us another investment that gives a 100% annual return + many other savings such as globes lasting 5 – 10 times longer?

Many QSR businesses are now 7-day operations with lights burning for 12-18 hours per day. Security lighting and signage is often 24/7. These hours make the payback period of lighting upgrades quite short; 12 months or less is common. With the burden of increasing electricity prices hurting the margins, no business can afford to delay reviewing their lighting.

Every franchise has the aim to cut costs, knowing that a dollar saved in expenses goes directly to improve the bottom line. Upgrading lighting can deliver substantial savings as well as reducing fire risk and saving on cooling costs. Undertaking a lighting audit and upgrading lamps where appropriate, businesses can save between 50% and 90% of their lighting bill, achieving a payback period of 12 months or less.

On top of that, the life of the modern LED globes is between 5 and 10 times longer than the old incandescent they replace, meaning far less maintenance and replacement costs,

especially when lights are in difficult places, or very high up.

The technology is moving forward so rapidly that your assumptions and calculations of 6 months ago are likely to be well out of date. Take another look at the numbers and engage a reputable company to work through the best options for your business. It is rarely 'do nothing'.

Fashionable downlights are costly to run and can be replaced by highly efficient LED lamps, giving the same light levels and matching the colour. Savings are typically better than 80% in direct running costs alone. For shops running lighting 12 or more hours, seven days a week, this is a no-brainer.

This article is based on a recent address by Peter Buckingham, managing director of Spectrum Analysis, a Melbourne based statistics consultancy.

为了让您的快餐生意利润最大化，缩减运营成本当然是必不可少的主要方式之一。在这里，我们推荐您使用LED节能灯，因为它在一年里所节省的电费足以支付购买它所需的费用。LED灯的使用寿命是普通白炽灯泡的5到10倍。目前，大多数的商店都是7天营业且日平均照明时长达到18个小时以上，因此电费成为最主要的开支之一。而实际测算证明，使用LED节省运营成本的方式要好过其它80%的节约成本方式。↓

Groenz Products Support Chip Group

SUPPORTING the concept of the not-for-profit Chip Group is a key factor for Wellington-based Groenz who have become an important supplier to the fast food industry.

The company has long been a supplier to this market with a range of condiment products but it is now boosting this with its new Kiwi Style range of sauces and condiments that have been specifically designed to appeal to the kiwi palette.

The value-based product range covers 30 products including 48 individual sku's and complements everyday kiwi tucker in this sector of the foodservice industry.

Groenz takes the same track as the Chip Group which associates with strong New Zealand brands and works to educate the way young people eat as well as providing comprehensive training of store operators.

"We support the Group as a great concept that is giving back to the community through education and being socially responsible," said Groenz sales and marketing manager Alan Robinson.

"We hope we can help by adding marketing and commercial expertise to the programme and of course adding The Chip Group logo to all our packaging." ↓

Expansion Programme For Lendich's Wendy's Chain



Wendy's celebrated 25 years of fast food business. From left: Malcolm Vito (Groenz), Danielle Lendich (Wendy's CEO), grower Ray Payne, Fred Hellaby (Wilson Hellaby), and the TV face of the brand Dave Vousden.

WHEN the original Wendy's franchise owner hit hard times 25 years ago, unlikely new owners with a background in earthmoving and service stations moved into this fast food patch. So with only two outlets up and running, the Lendich family

took up the franchise and the rest is history.

Today the group has slowly moved to an 18-store network with 14 of these in Auckland. The operation is also in Palmerston North, the Kapiti Coast, Tauranga and Rotorua. Next in line is

Hamilton scheduled to open shortly and six others including Wellington, to follow. The network target for Wendy's is around 50 stores and that is quickly coming closer.

The franchise is American-owned internationally and under the agreement, only one franchisee is allowed in each region. As a result, the stores all have employee managers who look after the brand and work on a bonus structure that is driving the operation.

This has a major benefit in that there is a single national focus on management, quality, promotion and ranging – and of course makes the whole operation more agile.

The company maintains its traditional menu such as burgers, chips and salads through to baked potatoes but its broader menu has a strong focus on real fresh food and constantly introducing modern cooking technologies.

Wendy's 汉堡从创建至今已经有了25年的历史并且已经拥有18家分店。其公司的目标是建立50家分店。在每一个国家，Wendy's品牌 只被允许有一位特许经营商。在新西兰，The Lendich 家族是目前唯一拥有The Wendy's 品牌独立特许经营权的家族。↓

Imperial Gas Open Pot Fryer IFS-40-OP



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IFS-40-OP shown with optional castors



Large nickel plated fry baskets with vinyl-coated handles

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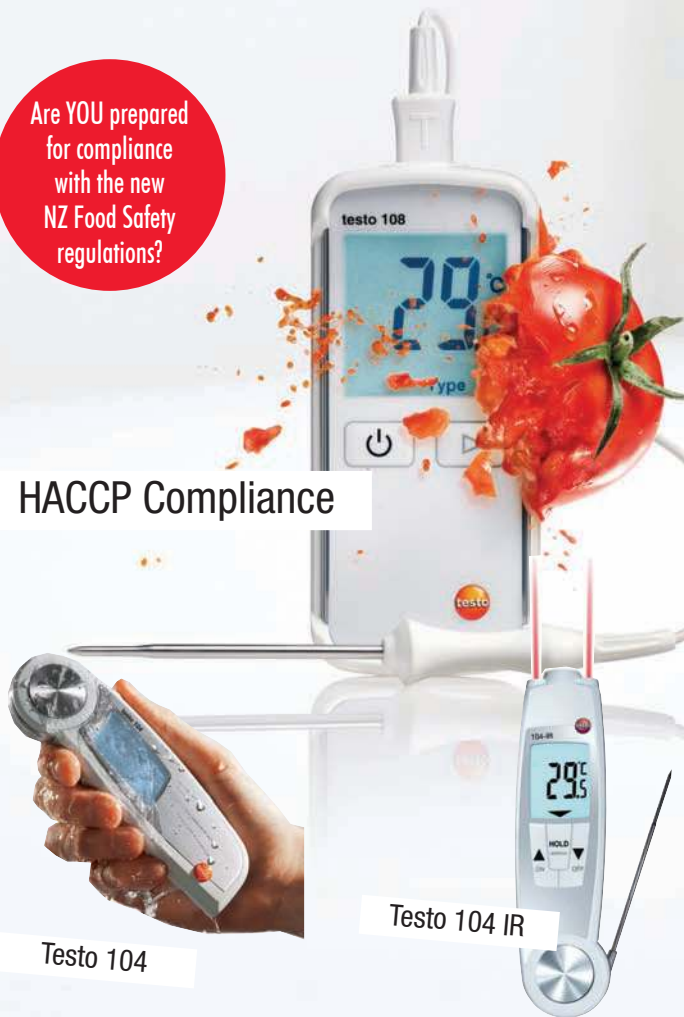
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BIG FUTURE FOR ON-LINE FAST FOOD ORDERING

ONE of the country's leading fast food operators, Domino's Pizza, expects that 80% of its New Zealand sales will be processed online within the next three years and already has a digital platform in place to cope with this growth.

The company says it has seen considerable growth in the number of consumers using mobile devices and web ordering for its pizzas and its new applications has sliced time off its ordering process.

"Our determination to be the market leader for digital innovation has already seen us achieve over 50% of sales online," said NZ general manager Josh Kilimnik about the new programme that has taken six months to develop.



Domino 匹萨新西兰经营商预计，在未来三年内其销售额的80%将会通过网上销售实现。公司也为此大规模地引进了一套全新的数字预订平台系统。据统计，目前通过网上预订匹萨的顾客已经达到了订单总量的50%。

NEW MANGERE BURGER KING

FORTY new jobs have been added in Auckland's Mangere with the opening last month of Burger King's 31st restaurant in the Auckland area and the sixth in South Auckland. The Bader Drive operation features a drive through. It brings to 84 Burger Kings in New Zealand since it

was first launched in 1994 and now employs around 2600 staff. Burger King 公司的第31家分店于上个月在奥克兰南部 Mangere 开业。这家新店的开业为该地区增加了40个工作岗位。目前Burger King公司在新西兰共拥有84家分店，员工人数达到2600人。

QUICK SERVICE STILL NEEDS DESIGN, STYLE

MAKING money out of fast food was once just opening a small hole in the wall and filling it with fryers and a hot plate. And while there are still plenty of those around, there is a great opportunity to move upmarket. This fresh emphasis on a great paint job, better fittings and space for waiting customers may well give you the chance to add a few cents here and there to products and it will also bring you a better type of customer.

For the really successful operators, it is all about offering high quality more healthy food in an updated and more upscale

setting. It's also about strengthening areas of value, convenience and speed of service.

One of the key words for fast food in today's market is "ambience" – the good feeling and good vibes that premises give off when a customer is comfortable. And it seems that many operators are so busy behind the counter that they pay little attention to the entrance and the space where customers sit or wait.

You'd be surprised at how many new customers can be attracted by better designed and decorated premises at very little cost.

Tips for better chips

USE THE GOOD OIL
Use frying oil that meets the Industry Standards:
• Saturated fat – maximum 28%
• Trans fat – maximum 1%
• Linolenic acid – maximum 3%
Visit www.thechipgroup.co.nz for brands that meet industry standards.

THICK CHIPS ARE BEST CHIPS
Use thick straight-cut chips, at least 13mm wide.

NOT TOO MUCH SALT
Use salt sparingly if seasoning OR provide salt sachets.

HOW MUCH IS A PORTION?
A standard scoop of uncooked chips is approximately 330g. (approx 3 serves per kg)
In some food service and hospitality situations such as where food is shared, a standard scoop may not be appropriate.

IMPROVE YOUR SKILLS ONLINE... IT'S FUN AND EASY!
Adopt best practice frying training for your staff.
Go to The Chip Group online training www.thechipgroup.co.nz

KEEP OIL IN GOOD CONDITION
Maintain oil in good quality.
Keep fryer topped up with oil.
Filter oil each day.
Cool oil and cover fryers when not in use.
Test and discard oil when it shows signs of degradation.

KEEP YOUR OIL AT THE RIGHT TEMPERATURE
Cook your chips at a temperature of 175°C-180°C for between 3-4 minutes.
Use a digital thermometer to check the accuracy of the oil temperature every week.

DRAIN OFF THE EXCESS OIL
After frying, bang or shake the basket vigorously two times. Hang the basket for at least 20 seconds.

IMPORTANT: All premises involved in the production of deep-fried chips must comply with existing regulations, eg., Food Hygiene Regulations 1974, Food Act 1981, Health & Safety in Employment Act 1992, and any subsequent amendments.

These tips are based on The Chip Group Industry Standards (NZ)
www.thechipgroup.co.nz

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www.angelbay.co.nz



KNOWING WHICH POTATO TO USE

KNOWING which potato to use can be confusing but this new chart will help.

In New Zealand, we are lucky to have a wide variety of potatoes but this can trouble a lot of cooks and chefs who are often not aware that there are plenty of tasting options.

For a whole range of reasons including weather, time in the season and soil types, buying in a cook tested potato removes the guesswork and delivers the right potato for your end product.

If you have a floury and fluffy potato, it won't hold together when boiled and of

course a smooth waxy potato will result in a gluey mess. When it comes to roasting potatoes, many kitchens prefer the small Nadine potato because it is often the only small product that can be found but its texture is nowhere near as good as a roast potato with a floury and fluffy texture.

The quality of the potato you use is obviously important and if you don't start with quality, you won't end up with a quality product. It is recommended that you buy from a reputable source that includes product information on the potato and how it will cook. If the

packaging has no indication what's in the bag, it may be a bargain but the best advice is to avoid it.

在您烹制美味时，从诸多的马铃薯种类中挑选出最适合您的那一款时常是一件令人困惑的事，而现在您也不必担心这个问题了。本杂志刊登的分类图表能够帮助您更容易地挑选出最适合您口味的以及您想要烹制菜肴所需要的马铃薯。此图表可以消除您在选择时的困惑，同时也告诉您那些较便宜的马铃薯品种也许并不是您最好的选择。

NESTLE'S NEW PIE MIXES



NESTLE Professional has released a new Maggi Recipe Mix product that makes delicious Thai Satay or Butter Chicken pies a whole lot easier. This easy to use baking mix has three flavours that come in a 1.8kg pail. The range includes Butter Chicken, Thai Green Curry and a Satay mix. Free samples can be obtained on 0800 830 840.

GLUTEN FREE BAKING MIXES

A RANGE of gluten free baking mixes from the Gluten Free Store are now being distributed in New Zealand and the Pacific by Auckland suppliers Punjas.

The 420g pouch packs include five bread mix option such as plain, amaranth, buckwheat, quinoa and sorghum. As well, the company is offering three cake or muffin mixes that come in chocolate, ginger and vanilla as well as a popular scone and pizza mix. More detail on Auckland (09) 279-8894.



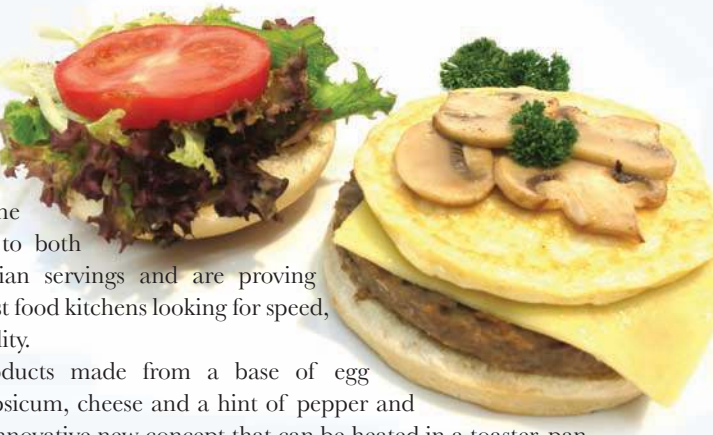
SHORE MARINERS' NEW TWISTERS

SHORE Mariner has launched its new Scallop & Prawn Twisters – a variant on its popular Prawn Twister range. The 1kg pack uses succulent Bay scallops and juicy prawns ideal as a takeaway product. There are between 40-60 pieces in each pack at around 23g per portion.

VAN DYCK EGG PATTIES

VAN Dyck Fine Foods have added Egg Patties to its current range of crepes, hotcakes and blinis. The patties are suited to both meat and vegetarian servings and are proving popular in small fast food kitchens looking for speed, margin and versatility.

The frozen products made from a base of egg combined with capsicum, cheese and a hint of pepper and spices and are an innovative new concept that can be heated in a toaster, pan, sandwich press or microwave.



SAVANTE WRAPS FROM PUNJAS

AUCKLAND supplier Punjas has launched a range of shelf stable and frozen wraps under the Savante brand. The halal certified products have an ambient shelf life of seven months and offer a healthy alternative with no artificial flavours or colours. The ten inch wraps come in four flavours – Coriander & Cumin, Soy & Linseed, Chilli & Garlic and Onion & Parsley. The contact is Auckland (09) 279-8894 or sales@punjas.co.nz

Potato varieties and how they cook

This is a **general** guide to show how specific varieties **usually** cook. Potatoes are affected by weather, growing conditions and the time of year so we recommend buying potatoes that have been cook tested and labelled to help you make the right choice.



SEASONAL CHANGES

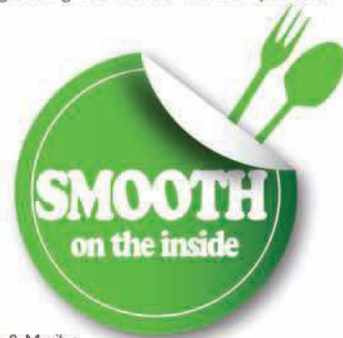
Some varieties change naturally throughout the season. At the beginning of the season some potatoes are smooth, waxy and low in starch making them excellent for boiling and salads. Over time natural sugars convert to starch making them more floury, fluffy and ideal for mashing, wedges, roasting, chips and baking.

Growers check how varieties cook to help you make the right choice.

These photos are three different potato varieties. They have been cooked in **exactly the same way**. Notice how their texture is very different once cooked. You get the best results when choosing a **potato that is right for your selected cooking method**.

For boiling, salads and casseroles use waxy, smooth textured potatoes

These potatoes have a high water content and are low in starch. They have a dense texture and retain their shape during cooking. This includes most 'new' potatoes.



And limited or localised supplies of Jersey Bennie, Red King Edward, Highlander; Osprey, Tiffany, Annabelle, Gourmandine & Marilyn.

Some potatoes can be used for most cooking methods... look for general purpose potatoes

These good all-rounders have moderate starch content and are not too floury, not too waxy - they sit between the two ends of the spectrum.



And limited or localised supplies of Rocket, Van Rosa, Karaka, Driver, Vivaldi, Purple Passion, Maris Anchor & Summer Delight.

For chips, baking, mashing, roasting and wedges use floury, fluffy textured potatoes

These potatoes are low in water content and high in starch. They have a dry and delicate texture, break up easily when cooked and absorb a lot of liquid and flavour.



And limited or localised supplies of Victoria, Marabel & Markies (related to Agria).

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