

Kiwis Gorging On QSR, Getting Fatter

THE World Health Organisation is calling on the New Zealand Government to implement legislation to control a massive increase in both our consumption of fast food and the number of us who weigh in as clinically obese. In the past three years Kiwis have shot up to fourth biggest consumers of fast food per capita in the developed world, ahead of even the USA. Countries at the bottom end of the scale were those with strict market regulations, including Italy, Greece and Belgium. WHO researchers earlier this month suggested that the NZ government can assist in preventing diabetes, heart disease, strokes and cancer by regulating the food industry, forcefully encouraging people to cut back on unhealthy eating. 📌



CRACK DOWN ON ILLEGAL FISHERMEN



NEWFISH II 4363

LAST November Joung Oh Lee, known as James Lee was convicted of selling fish on the black market.

Lee was found guilty of conducting business whilst bankrupt and sentenced to two and a half years jail – applauded by Waikato/Bay of Plenty Compliance Manager Brendon Mikkelsen.

Lee's boat the Newfish II 4363 had been under investigation for two months before being shut down, with MPI estimating that 13 tonnes of catch had been entered into the black market.

The conviction is part of a massive push to rescue the integrity of the Management System and return health into the New Zealand fishing community. 📌

打击非法渔民

渔民Joung Oh Lee, 又名James Lee, 11月份因在黑市售鱼获罪。Lee已破产, 却仍从事渔业生意, 因此

被判两年半有期徒刑。Waikato/Bay of Plenty的合规经理Brendon Millelsen对此判决十分支持。

Lee的船只名为Newfish II 4363, 该船经营被叫停前, 相关部门对其展开了两个月的调查。据MPI估计, 该船约向黑市售出13吨鱼。

此判决有力维护了报价管理系统的尊严, 促进了新西兰渔业的健康发展。

其他获罪的渔民为Wayne Terrence Howell, Hira Cyril Noble, Jason Lionel Abbott, Lay Queen Lim和Tuan Tran.

HEALTHY QSR REAL ESTATE

BAYLEYS hospitality real estate specialist Mike Peterson says the slump is over and foodservice is now trending.

Established outlets with paperwork to back them up have seen a growth in value and are predicted to bring in big money for potential buyers. Growth within the market has been a long time coming and buyers are looking to sweep up successful businesses to capitalise on a trend that is set to bring exciting things in the next 15 months.

Interest has predominantly come from an Asian clientele, specifically non-licensed operations and food court sites. 📌



Mike Peterson

DOMINO'S SIGNS UP COCA-COLA

DOMINOS international has signed a multi-year deal with its existing beverage supplier, Coca-Cola.

The deal sets in stone what the pizza giant has been saying for years, that the Coca-Cola Company is a perfect fit for Dominos who have outlets in over 70 international markets. Coca-Cola's brands include Sprite, Diet Coke, Fanta, and Powerade. 📌

Dominos续签Coca-Cola

Dominos与当前饮品供应商Coca-Cola续签未来几年合约。Dominos的国际市场覆盖70多个国家。几年来, Dominos称Coca-Cola为最佳合作伙伴, 本次签约完成了双方进一步合作的意愿。Coca-Cola旗下品牌包括Sprite, Diet Coke, Fanta, 和Powerade.

editorialcomment

Peter Mitchell



HEADING INTO A BRIGHT NEW YEAR

IT'S almost too late to say Happy New Year but the thoughts are there anyway. Again it's going to be a mixed up year especially with the promises being made by political parties leading up to the election. And quite a few of those promises centre around the food industry and consumer health.

The target in many cases is obesity and this centres directly on our market of fried foods and soft drinks. Our industry has done much in recent years to construct better meals and the sensible campaigns by The Chip Group have played a role in creating a better image.

Clearly we are never going to be a fat or oil free business and will often be the butt of obesity campaigns and of course all of our stores have a soft drink fridge with products that are currently at the forefront of discussion.

How much notice the consumer takes of these attacks mainly by academics, is questionable. We are seeing little change, and if any, it's an increase in sales as our customers continue to go about their once or twice weekly takeaway purchases.

Obviously we have to do more to improve our oils and fats and the quality of our products to keep up with the game – and find a way to promote the work that is being done nationally to better standards. ▮

STARBUCKS BEATEN BY PETROL STATION BREW

A CUSTOMER satisfaction survey of national café chains has delivered surprising results, with BP's in-house service Wild Bean beating out Starbucks, Muffin Break, Robert Harris and Columbus amongst others to win the heart of the nation's latte lovers. Derek Bonnar, head of surveyor Canstar Blue, says it is Wild Bean's standardisation of a top brew that has helped it gain the trust

of coffee drinkers. "Wild Bean has worked hard to do away with the stereotype that there needs to be a trade off between quality and convenience, more importantly, it has achieved this across its 81 cafes nationwide with customers ranking it five stars for consistency and a strong performance across all categories surveyed." McCafe, The Coffee Club and Esquires proved the least popular for consumers. ▮

McDONALDS HOME DELIVERY

MODELLED on the success of Asia, McDonalds home delivery service has Australians concerned about the repercussions.

The controversial debate around large chains targeting low socio-economic areas has been widely argued by both parties. Local nutritionist Rosemary Stanton believes the decision to offer home delivery is the final nail in the coffin for those people already dependent on the addictive and convenient QSR diet.

The service offers family value meals from 5pm to 9pm every day delivering to six suburbs within Western Sydney, an area with the second highest obesity rate in Australia. ▮

McDonalds外卖服务

McDonalds借鉴其亚洲业务的成功经验，在澳洲推出外卖服务。但澳洲人认为，此

举的长远影响不容乐观。

大型快餐连锁集团的目标客户多处于社会经济底层。两党对快餐企业均展开了广泛讨论。澳洲本土营养师Rosemary Stanton认为，很多人依赖快餐，因为快餐方便快捷，令人欲罢不能，外卖服务推出后，这些人的依赖性会更强。每天晚5点到9点可派送家庭餐，送餐范围覆盖悉尼西部的六个郊区，该地区肥胖率位居澳洲第二。



BURGERFUEL STAYS STRONG

PRICE wars between major burger chains have put pressure on BurgerFuel to lower prices. However after strong growth BurgerFuel has distanced itself from the multi-nationals and refused to discount. Sticking to gourmet fast food trends BurgerFuel has grown from strength to strength, opening its first South Island store last month. The decision to establish a solid brand has seen the company develop from a local burger joint to an international chain which was recently sold in part to American company Franchise Brands – quite a step for the New Zealand QSR market. ▮

BurgerFuel实力雄厚 拒打价格战

几大汉堡连锁商展开价格战，向BurgerFuel施加压力，迫其降价。但BurgerFuel发展壮大，定位不同于跨国公司，拒绝打折。BurgerFuel坚持做美味快餐，实力日渐增长，上月在南岛开了第一家分店。BurgerFuel致力于打造坚实的品牌，从地方汉堡店成长为国际连锁店。近期，BurgerFuel成为美国公司的特许经营商标。这是新西兰快餐市场走向国际化的重要一步。



HEART Foundation studies have found more than half of pizzas tested do not reflect nutritional information indicated on the packaging.

Domino's, Pizza Hut and a handful of boutique operators were part of the group tested with over half of the stores reported high levels of salt, sugar or fat – much higher than reported on the box.

Findings meant a massive step back for ongoing efforts to combat the growing obesity epidemic in local communities. The sampling of 174 pizzas included frozen pizzas found at local supermarkets, showing the problem spans further than just QSR outlets. ▮

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GIVING BACK TO THE COMMUNITY



Burger King Skate Park

BURGER King has donated land to the Hamilton community in support of a new Skate Park for beginners through to professionals. The donation is just another example of the company's effort to back local sports, having already sponsored the Burger King National 3X3 Basketball Tour. CEO John Hunter said that being involved in the community is important and hoped it would encourage more people to be involved. 🇳🇿

回馈社区

Burger King捐赠用地，支持Hamilton社区开办新滑板场。在这里，新手可变身职业滑板达人。这再次体现了Burger King支持社区运动的决心，此前，Burger King还冠名了Burger King 3X3 全国篮球巡回赛。Burger King的首席执行总裁John Hunter称，参与社区，乐在其中，并希望Burger King的行为能鼓励更多人参与社区活动。

DOMINO'S DEFIES DELIVERY STANDARDS

DOMINO'S celebrated opening its 600th store in December by delivering a pizza via bungee. It's appropriate that the Queenstown opening – a town with such high tourist levels – was celebrated at the AJ Hackett Kawarau Bridge Bungy making New Zealand the first country to attempt such a stunt. Scott Bush, Domino's NZ General Manager highlighted both the daredevil nature of Queenstown while demonstrating to customers and potential franchisees the company's adventurous streak.

The Queenstown outlet is just another in a massive portfolio of branches that span across Australia, New Zealand, France, Belgium, The Netherlands and Japan under master franchisor Domino's Pizza Enterprises Limited. 🇳🇿

Domino's的新派送方式

Domino新西兰公司于12月通过蹦极提供匹萨的方式庆祝它的第600家店的开业。在游客蜂

拥而至的皇后镇的AJ Hackett Kawarau桥举行的蹦极庆祝活动使得新西兰成为有史以来尝试这样绝技的第一个国家。Domino's新西兰总经理Scott Bush强调说客户和潜在加盟商的冒险精神都贯穿于公司的理念。皇后镇仅是Domino's 匹萨有限公司在澳大利亚，新西兰，法国，比利时，荷兰和日本的庞大投资组合中的一部分。



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THERE'S AN APP FOR THAT

HIGH demand for faster coffee service has seen the launch of Beat the Q in Australia. Already having served over half a million cups of coffee and counting, Beat the Q is turning the QSR coffee market upside down.

2013 reports showed coffee consumption was increasing, with particular interest in fresh coffee. Beat the Q saw a niche and took it. The app connects customers to their local coffee provider, allowing pre-order and payment so that the coffee is ready when they arrive. The process has saved customers over two million minutes of wait time; securing Beat the Q in the top 100 of Anthills coolest companies for 2013. Potentially moving into quick service café food, the company said that continued interest in the app would mean customers could soon have their entire café experience catered for digitally. With plans to bring the service across the ditch to New Zealand. ▮

新App的诞生-快捷咖啡服务

Beat the Q品牌的成功已经见证了消费者对快捷咖啡服务日益增加需求。凭借着超过50万杯咖啡的销售量, Beat the Q正在颠覆着快餐领域里的咖啡市场。2013相关报告显示, 咖啡消费量持续增加, 特别是人们对于新鲜的咖啡的需求与日俱增。Beat the Q抓住了这一机遇。该款App应用程序将客户与当地的咖啡供应商连接在一起, 其拥有预购及付款功能, 这样当顾客到达店里时, 咖啡已经准备好了。该功能节省了客户超过两百万分钟的等待时间, 确保了Beat the Q荣登2013年Anthills最酷企业100强的宝座。

随着消费者的兴趣逐渐转移到便捷咖啡服务市场, 该公司表示, 人们对于该款App应用程序的兴趣将意味着客户可能很快就会感受到将数字科技运用到整个咖啡服务业的便捷。

PIE FACE IS ON THE RUN

WAYNE Homschek, CEO of Pie Face has secured the position as sole provider of gourmet pies to the route trade. Approximately 80 On the Run convenience stores in South Australia will stock a range of hot pastry products from Pie Face. The continued growth of Pie Face has meant plans to open stores in the Middle East are just 12 months away, after already breaking into the US and New Zealand pie market. Pie Face also opened its first drive-through in Queensland last year. ▮

Pie Face成功打入On the Run连锁便利店

Pie Face的首席执行官WAYNE Homschek, 已经成功的成为馅饼行业领域的唯一供应商。在澳大利亚南部大约有80家运营的On the Run便利店, 它们将从Pie Face中购买大量的产品。Pie Face的日益壮大意味着在其品牌打入美国和新西兰馅饼市场后的短短12个月, 它们可以开始进入中东市场的计划了。去年, Pie Face在昆士兰州开设了第一家店铺。



FIRED ON FACEBOOK

TWO Wellington women have been fired through Facebook after new management took over the running of Pita Pit Featherston Street. After checking the roster on a private Facebook page both Taryne Cullen and Brooke Adams realised their names were nowhere to be seen. Cullen immediately contacted the new owners, to which she got a response via Facebook a couple days later that she no longer had a job. Adams was also abruptly told she was not employed by the store and was requested to promptly return her uniform. It's clear that Facebook and social media are becoming an increasingly powerful tool for human interaction, but where does it cross the line of professional behaviour. ▮

Facebook成裁员新途径

Featherston街Pita Pit公司管理层变更后, 两位女士在Facebook上被解雇。Taryne Cullen和Brooke Adams浏览公司Facebook内部页面时, 发现职员簿中没有自己的名字。Cullen迅速联系新主管, 几天后在Facebook上收到回复, 确认自己已被解雇。Adams同样突然被告知已被解雇, 并被要求迅速归还公司制服。显然, 在人际交往中, Facebook等社交媒体扮演的角色日益重要。但在此情况下, 职业道德又该如何界定?

HAND MADE PIZZA SKILLS

PIZZA Hut staff were recently trained to have more freedom when creating the new hand-tossed pizzas. The training scheme was in an effort to portray a more authentic image for the pizza brand. Details behind the new training programme are unclear but it has been said that employees would no longer use a roller on the dough. Pizza Hut is avoiding uniformity and encourages variation in its products as recent trends dictate that customers want a gourmet experience. The market as a whole is competing with changing trends on traditional pizzas. There is a made-to-order movement right now, with customers seeking an experience similar to Chipotles popular format in America. ▮

必胜客: 打造正宗的匹萨

近日, 必胜客的员工接受了新的培训, 这使他们可以更加自由地研制新的匹萨手抛饼。该培训计划旨在努力塑造一个更正宗的匹萨品牌。新培训计划的细节尚不清楚, 但据说, 员工将不再使用滚筒完成所有制面的工序。近期趋势表明, 更多的客户要求的是制作精良的美食。为此, 必胜客努力避免趋同, 并鼓励在其产品中体现出新的变化。市场作为一个整体, 正在与不断变化的传统匹萨制作风格进行磨合。正如很多顾客所追求的当下正流行的Chipotles运作模式, “量身定做”美食正越来越受到欢迎。



FAMILY KNOWS BEST

FOUNDED on traditional family recipes, Norman Ah Num has established himself as one of Auckland's go to Chinese takeaways.

Bamboo Kitchen presents itself as a put together friendly place that offers home delivery and competitive pricing.

But it's the family taste that gives Bamboo Kitchen the distinction it needs, using only his mothers recipes that have been handed down generation to generation.

It's the mix of tradition and modern environment that sets him apart from the other grease-laden chippies out there.

"It was time for a change you know, we wanted to bring our food to a new areas of customers. But the recipes stay the same," said Norman Ah Num. 📌



家的味道 才是最好

Norman Ah Num基于家庭传统秘方, 在Eden Terraces创建了Bamboo Kitchen, 主打中餐外卖。Bamboo Kitchen是温馨的聚餐场所, 提供外卖服务, 价格诱人。此外, Bamboo Kitchen还独树一帜, 采用来自Norman母亲的家传秘方, 做出了家的味道。Bamboo Kitchen将传统融入现代生活, 这是随处可见的油腻薯条店远不能比的。

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SEARCH FOR BEST CHIPS PROVEN TO LOWER FAT CONTENT!



RESULTS from the 2013 Best Chip Shop Competition have shown a reduction in the average fat content in hot chips since the previous contest in 2011.

With a new twist to the competition format, where entrants must have completed current Chip Group Training, operators' chips were independently lab tested for fat content.

All entries whose chips contained less than 9% fat were recognised with a Highly Commended Award and went through to the next stage of mystery judging.

With a total of 47 Highly Commended awards, six Regional winners and one Grand National Winner it was exciting to see so many operators serving lower fat chips.

After analysing 2013 competition results, it was found that the average fat content had significantly reduced since the previous competition. Chips from last year's competition were found to have only 7.8% fat, an astounding improvement compared to the 2011 Best Chip Shop Competition average of 9.9% fat.

The Chip Group were thrilled with these results – particularly when the National average in 2011 was 10.8% fat. It goes to show that operators who are willing to concentrate on small changes and taking pride in their chips can significantly lower the fat content and produce tastier chips!

“With results like this, there is no denying that what we do makes a difference,

whether in a small town like Matamata where our training helped remove a whopping 1711kg of fat from the food supply, or within the competition.” said Kate Underwood, training & education manager. “We are looking forward to helping more operators keep the fat in their vat and off their customers chips in 2014!”

Early last year The Chip Group held the Matamata Town Makeover where local operators' chips were tested before and after an exclusive training seminar. Pre-training results showed chips in Matamata had an average of 9.6% fat, which was reduced to 7.8% fat just two weeks after the training.

In order to ensure a sustained change a six-month evaluation was undertaken with 10 local operators. Chips were retested and found to have retained a low average of 7.9% fat. As well as fat testing the evaluation included a phone interview with many reporting sustained changes in a range of operating practices since the training.

Things like better control of the oil temperature, taking extra care to retain clean oil and being sure to drain their chips for an extra 20 seconds to remove excess fat. These types of results are reflected in the sustained reduction in fat content.

Operators also acknowledged overwhelming benefits for their staff (many of whom completed the online training), increased customer satisfaction and a

great boost to their business. They also showed strong operator desire for on-going engagement with The Chip Group.

With the addition of our new website, updated training videos and the new Business Module – the focus for this year is to help our operators to improve and work on all aspects of their business.

Ultimately The Chip Group is looking forward to providing support, knowledge and practical ways to ensure all operators have the ability to cook the best chips they can.

With plenty of seminars, town makeovers and other activities planned for 2014, it is looking to be another great year in chips! 🍟

谁是最佳低脂薯片

与2011年的“最佳薯片大赛”相比，2013年的大赛中，热薯片的平均含脂量降低了。

2013年大赛结果分析显示，从2012年起，参赛薯片的含脂量开始明显降低。2012年参赛薯片平均含脂量仅为7.8%，而2011年为9.9%，相比之下，进步惊人。

2013年年初，薯片组织举办了“改造Matamata镇”的活动，为当地薯片商开办了培训课，并分别测试了培训前、后其薯片的含脂量。培训前，Matamata镇的薯片平均含脂量为9.6%，两周培训后，减至7.8%。

2014年，随着大量培训课、改造Matamata镇等活动的开展，薯片产业定会发展得更好。

NEW



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Café to serve
international
flavours

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Butter Chicken



Thai Green Curry



Satay



RED CROSS WARNS ABOUT CUTS IN THE KITCHEN

It is essential all professional kitchens have a first aid kit and employees are educated in basic first aid in the event of an accident, the Red Cross advises.

Injuries always have the possibility of becoming serious, however cuts and abrasions are especially hazardous in the food industry with the risk of blood contaminating food. Even a small wound can cause huge blood loss, so ensure you and your staff know to follow these steps:

- Call an ambulance immediately if the bleeding is severe or cannot be controlled.
- Wear gloves to ensure your personal safety
- Lay the casualty down, and rest in injured area.
- Elevate in injured area and keep it raised after bleeding stops.
- Expose the wound to determine the extent of the problem.
- Dress the wound with clean non-fluffy dressing and apply direct pressure.
- If there is a foreign object embedded, do not remove it. Dress around it.
- Do not remove any clots that have formed.
- If blood comes through the dressing, place another pad on top without removing the first one.
- Control bleeding with direct pressure, monitor ABC's and treat for shock.
- When time permits, ensure that the health and safety register is completed to record the accident and reported it in accordance with employer policies.

TO CLEAN A MINOR WOUND:

- Cover the wound and seek medical assistance if the wound looks dirty.
- If it does not require medical treatment, clean the wound.
- Use mild soap and water to clean around the wound.



- Clean the actual wound with clean running lukewarm water. Do not rub the wound.
- Use a clean dry pad and cover with Band-Aid type dressing or gauze and bandage.
- If a foreign body is sticking out of the wound, leave it in place and dress around it. Seek medical assistance. 🚑

烹饪受伤 红十字会教你如何应对

红十字会建议，所有餐厅后厨应常备急救箱，员工有必要学习急救课程，以便了解如何应对突发情况，这些做法非常必要。一旦受伤，后果可能很严重，在饮食业中，擦伤和刀伤尤其危险，因为伤口出血，可能会污染食物。小伤口也可能会大量流血，因此您和员工一定要熟知以下应对措施：

- 如大量出血或血流不止，请马上叫救护车
- 请戴上手套，确保个人安全
- 协助伤员躺下，放松受伤部位
- 抬高受伤部位，流血停止后，仍保持该姿势
- 查看伤口，确定受伤面积

- 用清洁非绒面布包扎伤口，垂直按压伤口
- 如伤口有异物，请勿清除，包扎时请避开异物
- 请勿清除血痂
- 如血液浸透包扎层，请再覆一层，但勿清除已被浸透的包扎层
- 垂直按压止血，观察伤员的基本体征，并在休克时进行治疗
- 如时间许可，请完成伤员健康、安全状况记录表，如实记录事故现场，并按公司规程上报该事故。

针对轻微受伤，应对措施如下：

- 如伤口感染，请包扎伤口，并向医护人员求助
- 如不需医疗，请清理伤口
- 请用温和肥皂和清水清理伤口附近区域
- 请用洁净温水冲洗伤口，请勿揉搓伤口
- 请用洁净干燥的布覆盖伤口，并用创可贴、纱布或绷带固定
- 如伤口有凸起异物，请勿清理，包扎时避开异物，并向医护人员求助



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QUEEN STREET OF BURGERS

MUCH like the waistlines of the average Kiwi, the number of fast food joints along Auckland's main road has dramatically increased. Queen St has been in need of a face-lift for a long time, and plans to turn it into a retail super-street have been picked up at rapid pace. However, with the increase in popularity comes the increase in capitalisation, burger joints everywhere. It's shocking to note that since 2011 ten new outlets have opened, that's a massive 30%. Adding fuel to the flame, Restaurant Brands has serious plans to open up a KFC in an undecided location on the street. That'll take the total number to 43 and sure to rise. 🍔

皇后大街快餐业的新发展

新西兰人腰围大增，Auckland主街的快餐店数量也是如此。皇后大街是Auckland的主街，长久以来亟待改建。如今街道规划被迅速提上日程，连锁店将成为皇后大街的主打店面。随着快餐业的大热，快餐店数量也日渐增多，汉堡连锁店随处可见。从2011年至今，皇后大街新开了10家店面，增长率高达30%，涨势惊人。火爆之际，Restaurant Brands也计划在皇后大街新开一家KFC，具体地址尚未决定。如此一来，皇后大街上的店面数量将增至43家，而这个数目很快也会被刷新。

POST CHRISTMAS SALES RISE

AFTER a more than disappointing slump in sales, Russel Creedy, CEO of Restaurant Brands believes wallets are beginning to open again. It's no secret that the company has been forced to discount heavily for the past few months, but new sales reports show people have come out of hibernation and are beginning to open up to eating more fast food. The company prides itself on and offering restaurants that will cater to the needs of people who want to spend as much or as little, with KFC being the cheaper option, and Carl's Jr for those looking for a more gourmet meal. 🍔

圣诞节后 Restaurant Brands销售额上升

Restaurant Brands公司的CEO Russel Creedy称，尽管此前公司销售量大跌，令人沮丧；但如今，消费者的购买力开始回升。众所周知，过去的几个月内，Restaurant Brands被迫进行大幅优惠。但最新销售报告显示，冬眠期已过，快餐消费量开始上升。Restaurant Brands引以为豪的是，顾客的消费水平无论高低，均可得到满足：如果你不想花太多钱，可以选择KFC，如果你想体验非凡美味，可以选择Carl's Jr。



Fast Cook Burger Patties

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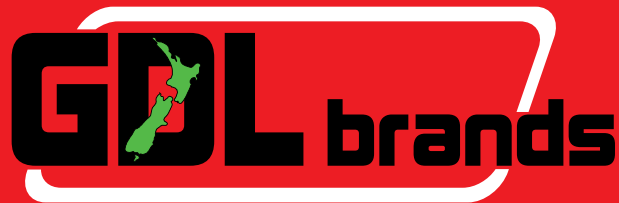
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- Distributing 56,707 food parcels
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- Serving 17,588 community meals.

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Just some of the ways you and your staff can support the things we do:

- Run a fundraising event
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To find out more about bringing hope to Kiwis in need, please contact:

Shane Chisholm

Public Relations Director

p: 04 382 0744

m: 027 449 4540

e: shane_chisholm@nzf.salvationarmy.org



Te Ope Whakaora

SUGARY DRINKS SYMPOSIUM COMES UNDER TRADE FIRE

A CONTROVERSIAL symposium on the health effects of sugary drinks is taking place in Auckland this month. Organised by academics from the University of Auckland and University of Otago, Sugar Drink Free Pacific by 2030 is being held in conjunction with advocacy group FIZZ.

Keynote speakers include prominent US academics Professor Richard Johnson and Robert Lustig, who specialise in the impact of sugar sweetened beverages (SSB) on health. The symposium will also seek feedback on a draft SSB policy brief prepared by the New Zealand Beverage Panel.

NZJBA executive director Kerry Tyack says any call to ban sugar sweetened drinks from the whole of the South Pacific is unrealistic.

"We wouldn't support a ban like that and there is no evidence to suggest bans work. It's a complex issue that won't be solved by simplistic, idealistic solutions," he says.

Tyack is encouraging academics to engage and work with the industry to find a solution to the obesity epidemic.

"We should be concerned about the health of New Zealanders but it's not about sugar sweetened drinks it's about lifestyle and choice and a balanced diet." ❏

BATTER IS BEST



HAMILTON chippie owner Todd Wakefield has learnt the hard way that non-battered chips don't sell. In an effort to push healthier foods in his store Wakefield devised a non-battered chip that, whilst still deep-fried, was crumbed and better for the consumer. Met with great opposition Wakefield soon realised that if people couldn't get batter from him, they'd easily go somewhere else.

"Basically the turnover just wasn't that much and it was basically touch and go if we would survive as a business. I guess we still crave the standard fish and chips we were brought up on," he said.

Wakefield however chooses to deep fry in cottonseed oil, a healthier alternative that produces a crispier chip, a subtle

compromise that still promotes healthier eating within the New Zealand QSR market. ❏

健康薯条 销路不佳

Todd Wakefield是Hamilton一家薯条店的店主，他用自身教训说明，不裹面糊的薯条并不好卖。为了推广健康食品，Wakefield新推出一款薯条，尽管仍是油炸的，但没裹面糊，而是改为裹面包屑，有利于顾客的健康。然而，顾客反响很差，Wakefield也很快意识到，如果顾客不能从自己店里买到裹面糊的薯条，他们很快就会选择别家。

于是，Wakefield将策略改为使用棉籽油炸薯条，棉籽油更健康，炸出的薯条也更脆。Wakefield虽有所妥协，但仍致力于在新西兰快餐市场推广健康的饮食方式。

INDUSTRY CALLS FOR MICRO KITCHEN



ESPECIALLY in an urban environment, space is of the utmost value. It's no surprise then that design projects for new outlets call for a smaller and more efficient kitchen.

Phillip Llewellyn of Southern Hospitality said "typically the kitchen spaces are becoming more condensed but also more open so the kitchen, although not a 'Theatre' kitchen is very open plan and part of the decor which is then part of the ambience."

All elements work together

and the back end of a shop is no longer excluded from the overall experience. It's a trend that has seen reductions in average kitchen sizes of 20-25%. ¶

餐饮业需要缩减厨房面积

空间意味着金钱，城市里尤其如此。因此，设计新店面时，厨房小而实用更合理。店面设计讲究整体和谐，厨房自然也要考虑在内。在此潮流影响下，餐饮业的厨房面积平均缩减了20-25%。

DUMB STARBUCKS OPENS

IT may look the same but is far from legit, parody coffee shop Dumb Starbucks just opened its doors to customers wanting free coffee. Dumb Starbucks hired two baristas from craigslist and opened up shop in Los Angeles replicating massive coffee chain Starbucks' insignia. The loophole that the company is riding on has mostly to do with the fact that all coffee is being given away for free.

"Although we are a fully functioning coffee shop, for legal reasons Dumb Starbucks needs to be categorized as a work of parody art. So, in the eyes of the law, our 'coffee shop' is actually

an art gallery and the 'coffee' you're buying is actually the art. But that's for our lawyers to worry about. All you need to do is enjoy our delicious coffee!" said the coffee shop owner who remains to be named. ¶

DUMB STARBUCKS开张 Dumb Starbucks近日开张，为顾客提供免费咖啡。这是家模仿Starbucks的咖啡店，外观一样，但并不合法。Dumb Starbucks从Craigslist网站上雇佣了两个咖啡师后开张，盗用了咖啡连锁巨头Starbucks的图标。Dumb Starbucks之所以能钻空子，主要是因为店里的咖啡都是免费的。



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GIVE YOUR BUSINESS THE SOCIAL TREATMENT



SOCIAL Media – the buzzword of the last few years that sends most people into paralysis just by reading it. Uh, oh...read on because hopefully this will help...

Without going into explanations, let's just say what many don't realize Social Media actually is – a lead generation tool.

Did you know it takes on average a total of about 14

times of a person seeing your message or advert until they make a conscious decision to buy? That's a lot of dollars spent on adverts with TV or radio...with no real guarantee that people buy on the 14th go.

However, Social Media opens up the opportunity for people to interact with a company without an initial commitment and is pretty much free...if you know how to do it right.

Take every interaction online as a warm lead. Then, create a small commitment for them so that you can have a higher success rate to turn them from an interested person, to loyal buyer.

How would you do this? Here's some ideas:

- As soon as someone connects with you online, say a 'Hello' and give them a link to where they can sign up to your newsletters.

One of our vineyard clients know that every time they send out a newsletter with a wine special, their average total sales in one day equate to a couple tens of thousands of dollars (up from about \$8,000 a few months back). Not bad, huh?

Create a database to send newsletters with your specials to drive more people to you. As number of subscribers goes up, so does your conversion rate and sales amount.

- Every time you run a contest or competition, do two things: as part of the entry, ask them

to sign up to your database, and ask them to invite their friends to join the competition.

- If you're offering an offline deal, make sure you also share it with your online audience; your aim, after all, is to run your online leads to your offline business, right?

- Create Facebook Offers; let's say you have a two for one deal happening; share this through an Offer on Facebook and let people pass it onto their friends. Remember to only do deals where you get something out of the transaction at the end.

So...are you ready to start using Social Media to drive more sales?

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EXTENDING THE LIFE OF COOKING OIL



A NEW Japanese product now available in New Zealand is said to extend the life of deep frying oil by more than 150% using a photo-catalytic ceramic device that simply sits in the fryer.

Called the Frylow, it uses patented technology to provide a longer life period between oil change cycles, requires no electricity and is simple to install.

"The technology acts upon the cooking oil at the molecular level to slow down the oxidation process, increases the oil's thermal conductivity and decreases oil absorption into deep fried food," said local agent Glen Anderson of Auckland-based Anderson Product And Sales Services.

Anderson is looking for some quick service restaurants to work with him in proving the efficacy of the product in the local market. The product is already being used in a number of international hotels and food sites where there have been critical impacts on costs and where faster production has been achieved at less temperatures.

The three different sized foodservice products sell here for around \$1500 and if needed, can be financed through Southern Hospitality. A number

of testimonials on Frylow are available for the product and more information can be obtained from Glen Anderson on 022 121 7277 or glen@apass.co.nz

食用油的更换周期在延长

近来，有一款日本产品进驻新西兰，该产品能够延长煎炸油的更换周期达150%以上。因使用光催化陶瓷装置，非常便于在油锅中使用。

Frylow公司已掌握了延长食用油更换周期的专利技术，不需要电力，安装也十分便捷。奥克兰一家名为“Anderson Product And Sales Services”公司的代理商Glen Anderson指出“该技术是在对食用油分子起作用的基础上，减慢其氧化过程，提高热传导性，降低油炸食物的吸油性”。Anderson正寻找快餐餐厅合作，证明其产品名不虚传。现已有多家国际大酒店和餐馆使用该产品，尤其是当成本受到冲击、或遇降温及生产加快时。当地有三家规模不一的供应商，产品售价均在1500美元左右，如遇资金问题，可以向Southern Hospitality申请财政援助。在Frylow有很多产品介绍书，欲了解更多信息，请致电Anderson 022 121 7277，或发送邮件至glen@apass.co.nz。

NEW
products



SIMPLY PURE RICE BRAN OIL

SIMPLY Pure Rice Bran Oil from Chelsea food service is a naturally occurring source of vitamin E and antioxidants including Gamma Oryzanol (γ -Oryzanol). It is a light, clean tasting oil making Simply Pure Rice Bran Oil a healthier choice

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纯谷物麦麸食用油
食品供应商Chelsea的纯谷物麦麸食用油含有纯天然的维生素E以及抗氧化剂（如 γ -谷维素）。此种食物油轻质、健康，适用于任何形式的烹饪。

LASCO NAILS MASSIVE DISTRIBUTION

AFTER establishing itself as the top provider of quality smoked meats, smokehouse LASCo have been picked up by top New Zealand food supplier Bidvest. This allows for national distribution of a quality product to every owner operator in need of decent salami.

LASCo provide excellent meats for independent pizzerias any owner operators who feature salami on their menus. Whether it be Italian, Garlic, Peperoni, or pure beef, LASCo aim to please

and supply some of the best local stores across New Zealand.

LASCo着眼于大规模分销产品

在国家食品供应商Bidvest成为烟熏肉的顶级供应商以后，它发现了烟熏室LASCo。这使得它能够将质量好的香肠分销至全国各地。LASCo为出售香肠的披萨饼店供应顶级肉类。不论是意大利餐、大蒜、意大利腊香肠还是生牛肉，LASCo都致力于为新西兰最好的商店供应货物。





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- **Simply Pure Rice Bran Oil** is Chip Group approved



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- **Simply Cottonseed Oil** is Chip Group approved

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