

# Italian roots

IMMIGRANTS HAVE INTRODUCED THEIR EATING HABITS INTO AUSTRALIA. ITALIANS OFTEN REPRESENT THE BAKERY AND PASTRY TRADE



**+** Every Saturday, at least 15 saleswomen work at Salvatore Papa but even so the queue of waiting customers seems to be never ending. It is no wonder as the products offered by Papa in Sydney's Italian quarter, Haberfield, are not only tempting for the Italian society but for food lovers from all over the city. At the bakery are traditional Italian breads, gateaux, cakes and biscuits in many varieties which are supplemented by home-made ice cream, pizzas and of course a small café to accompany these treats.

Papa has brought most recipes from Italy and he frequently flies back to collect more ideas. He has adjusted each recipe to the raw materials available in Australia and New Zealand to ensure the proper quality so that a Sfogliatella Napoletana really reflects the combination of soft vanilla crème and crisp-flaky shell that made this little treat so popular.

Fortunately, Australia provides agricultural raw materials of the highest quality. Even the domestic ricotta is excellent, reports Papa. Cheesecake and muffins allow complete indulgence at Papa's. The current location houses the production and sales outlet in only 750 sqm. Automation is barely possible due to the restricted space. Almost everything is produced manually by a staff of 10. The only deck oven, made by Polin, has to work very hard in this bakery. Production starts at 2 am and normally ends at 6 pm. On weekdays, the store closes at 6 pm, on Saturdays at 5 pm and on Sundays at 1 pm. Papa is an immigrant from Sicily, and opened his busi-

ness 20 years ago at this location. He has finally decided on expansion. The lot has already been purchased and next year, at the latest, they want to move into the new 5000 sqm location.

Brunetti Caffé Paninoteca Gelateria Pasticceria Ristorante, in Melbourne, is the counterpart to Salvatore Papa in Sydney. It too reflects a typical history of immigration. George Angele, now aged 75, came to Melbourne in 1956 as Chef Patisserie of the Italian team and stayed. His first company was Italbiscuit, a semi-industrial producer of Panettone, Colombas and other Italian dry baked goods for the food retail trade. However, he could not deny his passion for patisserie. ▶

ADVERTISEMENT



Quality-brand and freshness with long tradition

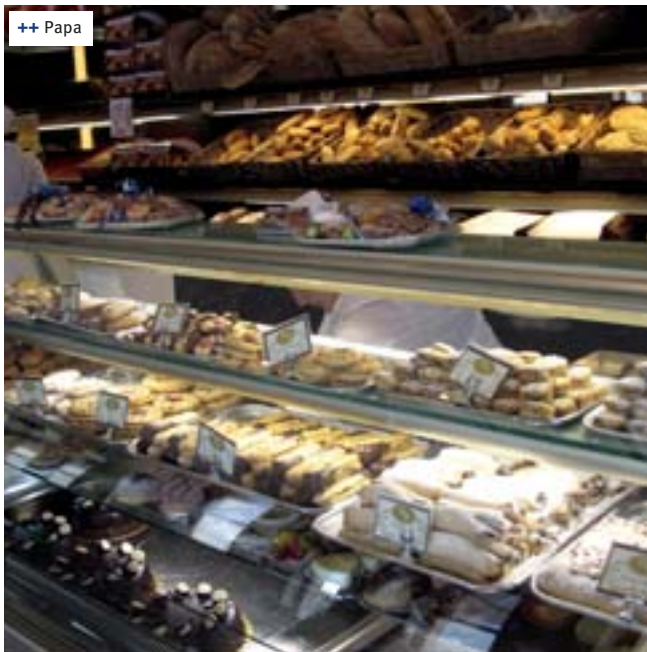
**KOENIG** The Nut specialists

*...einfach kernig!*

**Almond- Hazelnut- and Peanut-Products, roasted, sliced, diced and slivered. Hazelnutfilling and Multi-Crunch.**

Please ask for products meeting your specifications.

**KOENIG BACKMITTEL GMBH & CO. KG** • Postfach 1453 • D-59444 Werl  
 Tel. 02922/9753-0 • Fax 02922/9753-99  
 E-Mail: info@koenig-backmittel.de • Internet: www.koenig-backmittel.de



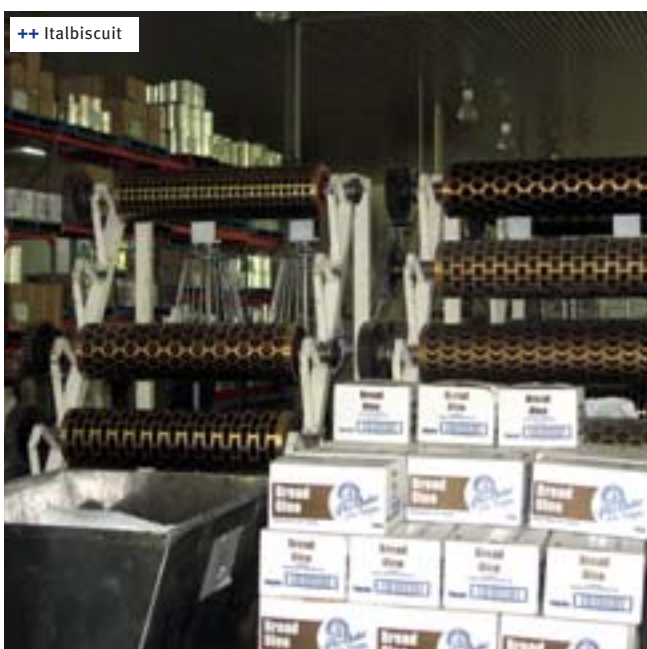
In 1991, he took over the Pasticceria Brunetti in Carlton including two outlets in Camberwell and at the City Square in Melbourne. The latter is now, simply, the top address for pastry products in the State of Victoria.

Brunetti is now managed by the two sons of Angele with a third son responsible for the administration of the industrial plant. Senior Angele who still looks after the business each day wants to sell Italbiscuit because competition is getting stiffer and, in his opinion, involves too much focus on the price rather than on the quality.

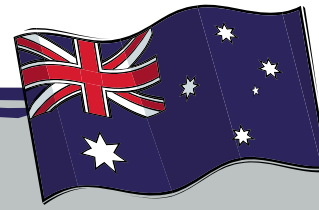
This cannot be said about Brunetti. The generous layout of the store greets the guests with

chilled cabinets filled with magnificently decorated gateaux and ample delectations. The products look as good as they taste. The products are really indulgent, with abundantly filled Focaccia, the famous Mignons and traditional Italian treats such as Profiteroles, Cannoli, Panzerotti and Rum-Babas. The latter are sold for 1.80 AU\$.

But it is not only Italy's top pastry chefs who come to Australia. In many quarters, there are traditional Italian bakeries ensuring the supply of artisan bread, cakes and gateaux. It is predominately the first generation of European immigrants who value these products, which are not sold in supermarkets. O'Heas bakery & deli is such a store in Coburg, a ►







# RVO

FOOD PROCESSING SOLUTIONS

Suppliers of Retail, Commercial and Industrial  
Bakery Equipment since 1981

## consultation sales service

### business solutions

- hot bread shop | patisserie
- donut production
- biscuit | cake production
- pizza | tortilla production

### equipment solutions

- ovens | mixers | depositors
- donut machines
- dividers | rounders | moulders
- freezers | chillers
- material handling

food processing solutions

**A** 45 GAREMA CIRCUIT, KINGSGROVE  
NSW AUSTRALIA 2208

**PA** PO BOX 51, RIVERWOOD NSW  
AUSTRALIA 2210

**P** +61 2 9740 5122

**F** +61 2 9740 5237

**E** [info@rvo.com.au](mailto:info@rvo.com.au)

**W** [www.rvo.com.au](http://www.rvo.com.au)



Northern suburb of Melbourne. In 1956, Domenik Arena and his brother came to Australia. They first worked in a bread factory before they took over the artisan bakery in the multicultural quarter. O'Heas is the name of the previous owner, who was from Ireland. Currently, four Arena brothers work here together and feed their Italian, Greek, German and Macedonian neighbors with their products. In particular, at weekends and before holidays, many other customers from adjoining areas come along to purchase explicitly Italian baked goods. The bakery still has the old brick oven, which the brothers retrofitted to oil heating some time ago, although it is much too small. Space is restricted and there is little

room to allow for many hours of batch proofing and even some make-up equipment.

Therefore, the brothers have decided to enlarge the bakery and automate as much as possible. But not too much! The brothers want to keep the artisan style of their bakery which allows them to compete with the supermarkets without problems. The main goal is to supply other outlets – one has already been established in another suburb of Melbourne – with their products. There are more and more young working people with high incomes moving into the suburbs. These customers are willing to pay for specialty products served in a stylish atmosphere. +++

