

Creative outsider

AUSTRALIA'S BAKERY INDUSTRY IS DOMINATED BY LARGE COMPANIES. NEVERTHELESS, THERE IS STILL ROOM FOR CREATIVE THINKERS



+ Keith de Vries is a food technologist, managing director and his own boss. He has detected a market niche, borrowed the necessary money and founded a company. The name of his company is True Foods which makes money with tortillas, naan bread, wraps and so called dipping bread. It is one of no more than ten suppliers, in Australia, producing packed flat bread. True Foods does not belong to global company groups such as Gruma or General Mills which take advantage of the ethnic food movement and sell on a worldwide market with the same system of simple wheat or corn tortillas, sauces and mixed spices.

True Foods is a combined specialist and trendsetter. The food technologist de Vries, who used to work in the flavor industry before becoming an entrepreneur, develops whole-meal, low carb and now also low gluten products. However, his development department, employing three full-time and two part-time technologists does not only deal with new

recipes. The same attention is also paid to increasing the shelf life of products without changing the list of ingredients. It was only recently that they tested packaging in which an oxygen absorbing device delayed the spoiling of the contents. Today, 80% of True Foods' products are sold as private label products in supermarkets. They are not found in the economy sections but rather in the health food department. Five whole-meal wraps, in a bag, sell for 4.99 AU\$, about 3.00 Euros. A six-pack with wheat tortillas costs 3.50 AU\$, about 2.10 Euros.

Keith de Vries is not afraid of the large companies which might challenge him in the market sooner or later as he not only owns the 48 inch flat bread press with the highest performance in all of Australia but he also employs a sufficient number of masterminds in order to maintain his technological edge. +++

