

Winter Delights

“ THE LIGHT INDUSTRIAL STRIP of Langridge Street, Collingwood is not where you'd expect to find a smart, spanking new bakery and café, cranking out good bread. But there it is ... Aroma Bakery is it. Aroma has gone into an old rag trade building with bakers recruited from several of Melbourne's best outfits ... and an impressive armory of equipment. The result is fine baguette, ciabatta, white and wholemeal sourdoughs, ryes and some rather innovative, French-inspired shapes. The product range is a little daunting but one look will assure you the bakers know what they're doing, and eating confirms it. ”

- from Epicure, The Age ... August 18, 1998

Aroma: the smell of



Aroma co-founder Zvi Shachar is never far from the front line, even today as the company continues to expand yet refine its breads and pastries



Tantalising Aroma cakes and pastries

Aroma Bakery was one of those small businesses which got it right from the start. The words above - published in Epicure in 1998 - recognised even then that Aroma certainly had that smell of success.

Built on the belief of co-founders Zvi Shachar and Mary Carabott that they had a unique recipe (or dozens of them) for success, Aroma Bakery now serves more than 500 wholesale customers, including many of Australia's largest catering companies.

Also listed on the delivery runs of Aroma, one of Melbourne's largest producers of sourdough fermented products, are hotels, up-market restaurants, funky cafés, quality delis, and food distributors.

And in coffee shops across Melbourne, Aroma breads, cakes and pastries tantalise thousands of customers a day.

The business has grown at such an extent, that the bakery - yes, there still is only one highly quality-controlled bakery - now produces more than 300 products daily. And, yes again, the co-founders are the people who call the shots on each new recipe.

Franchise recipe

Zvi Shachar's business recipe is much the same as the company's bakery recipes. "We must be reliable in terms of quality, consistency and delivery. And that applies to every crumb which comes out of our ovens."

The company has moved into franchising another 'recipe' - the combination of their bakery products and coffee served the Aroma way. Consequently already there are five Aroma retail outlets across Melbourne and franchise territories are available from \$45,000 plus costs. Call Tony Tajc on 9419 0005 or 0418 540 251.

an advertising feature



Ciabatta



Full baguette



San Francisco Sourdough cob (yeast-free)



Large Turkish



Dark rye batard (sourdough)



Blueberry muffin



Apple Danish



Plain Croissant

Aroma Bakery and Café
COLLINGWOOD
73 Langridge St.
Collingwood

Aroma Bakery Café
PRAHRAN
Shop 709-711, Prahran
Mkt, Commercial Rd.
Prahran

Aroma Bakery Café
MALVERN
134 Glenferrie Rd.
Malvern

Aroma Bakery Café
DANDENONG
Shop 6
Dandenong Mkt. Cnr.
Clow and Cleland St.

Aroma Bakery Café
ELSTERNWICK
402 Glenhuntly Rd.
Elsternwick