

Pastry perfection

300
different delights
every day!

Aroma spells



EASTER IS JUST AROUND the corner and it's the perfect time to try some of the best hot-cross buns in Melbourne. How about a chocolate hot-cross bun for something different?

You'll find them at Aroma Bakery Cafés, located all over Melbourne.

If you enjoyed a gourmet-filled turkish bread, chocolate or blueberry muffin at the Australian Open, or plan on visiting the Melbourne International Flower Show later this month and feel like a baguette for lunch, chances are you'll be sampling a taste of Aroma.

So what's all the talk about Aroma? Well, Aroma Bakery could be called the quiet achiever of Melbourne's foodie scene. The company was co-founded by Zvi Shachar and Mary Carabott back in 1998. Until that time Zvi and Mary ran a successful rag-trade business in the light industrial strip of Langridge Street, Collingwood.

But Zvi had a taste for bread and after years of researching recipes and travelling to France to learn the secrets of the trade, he started his own kitchen above the textile factory and turned out some impressive sourdoughs, ciabatta and rye breads, to name a few. And that is the story of how Aroma began.

Today the business has grown to such an extent that the HACCP certified quality-controlled bakery in Collingwood now produces more than 300 different products daily - and the bakers hand-mould up to an amazing 40,000 items each night!

Aroma's large crew of dedicated staff supply more than 500 wholesale customers, including many of



21 varieties of Aroma fresh gourmet-filled wraps, sandwiches, baguettes, focaccias, turkish bread and assorted filled croissants are delivered ready-made to wholesale customers saving time and money. Call the bakery on 9419 0005 to place an order. Minimum order of 20 units applies.

Australia's largest catering companies. And in cafés, restaurants and food delis across Melbourne Aroma breads, pastries and cakes tempt thousands of customers a day.

What sets Aroma apart is that all their breads are so healthy and nutritious. Aroma uses unbleached flour and premium quality ingredients with no artificial additives or preservatives. Yet remarkably,

Aroma bread has a long shelf-life because of its naturally fermented sourdough-base.

Not only that, but Aroma breads are cholesterol free and have no added sugar. They use 60% less yeast compared with most other breads on the market.

Aroma's latest innovation is an exciting new range of bread for people with diabetes, heart disease, or an interest in weight control

and general health and wellbeing. There are low GI (Glycemic Index) soy and linseed, multigrain and sunflower seed varieties available in rolls and loaves, as well as the specially developed San Francisco wholemeal rye seed cob loaf.

The full range of Aroma products can be found at Aroma Bakery and Café outlets and selected IGA supermarkets throughout Victoria.

Alice Thorpe

ENJOY AROMA

COLLINGWOOD

73 Langridge St
9419 0005

DANDENONG

Shop 6
Dandenong Market
Cnr Clow & Cleeland St
9706 0286

ELSTERNWICK

402 Glenhuntly Rd
9532 8628

MALVERN

134 Glenferrie Rd
9509 9277

PRAHRAN

Prahran Market
Shop 709-711
163 Commercial Rd
9826 8015

AROMA SOUR DOUGH BREAD

Low GI, high grain

INGREDIENTS: SOUR DOUGH 25% (WATER, WHOLE MEAL WHEAT FLOUR), WATER, WHOLE MEAL WHEAT FLOUR WHOLE or KIBBLED GRAIN 17% (RYE, WHEAT, LINSEEDS, MAIZE, BARLEY, OATS), SEMOLINA FLOUR, RYE MEAL, FRUCTOSE, OAT BRAN (5%), SKIM MILK POWDER, YEAST, CANOLA OIL, GLUTEN, SALT, RED WINE VINEGAR.

WHY AROMA SOUR DOUGH BREAD IS LOW GI

SOUR DOUGH - The ancient, traditional way bread used to be made. This lowers the GI of AROMA SOUR DOUGH BREAD below most mass produced breads.
SEMOLINA FLOUR - Made from hard grained wheat, which also lowers GI.

KIBBLED & WHOLE GRAINS - The less processed a grain is, the longer it takes to digest, the lower its GI. AROMA SOUR DOUGH BREAD is loaded with these grains.

FRUCTOSE - Known as fruit sugar, it has the lowest GI of all natural sugars.

What does Low GI (glycaemic index) mean? It means the energy will be released at a slower rate, helping you to maintain energy over a longer period of time.

DIETARY FIBRE: This bread is high in dietary fibre, good for regularity.



TESTIMONIAL

AT THE NATIONAL GALLERY OF VICTORIA WE SERVE AROMA MINI TURKISH ROLLS, HALF BAGUETTES, MUFFINS AND SMALL DANISHES. I MADE THE SWITCH TO AROMA THREE MONTHS AGO BECAUSE THE PRODUCT QUALITY WAS SUPERIOR AND I AM REALLY HAPPY WITH THE EXCELLENT SERVICE PROVIDED.

- **JIM WHELAN, HEAD CHEF, PETER ROWLAND CATERING**
AT THE NGV INTERNATIONAL & NGV VICTOIRA

Aroma Bakery Café Franchises Available Now

WHAT BETTER PLACE to have a gourmet sandwich or muffin than from a bakery. This is your chance to share the Aroma success story by having your own Aroma Bakery Café. Aroma Franchises offer:

- Simple proven concept
- No business or food experience required
- Full training and ongoing support in all aspects of the business
- No cooking - All breads, pastries and muffins are baked off-site and supplied fresh daily
- Shops are supplied fully fitted out and ready to run
- Advertising and promotional material provided
- Staff training program provided
- Designed to be run with minimum fuss and maximum return

Franchise territories already sold: Brighton, Elsternwick, Hawthorn, Moonee Ponds, Prahran. Don't delay! Contact us today to secure your area. Franchise territories are available from \$44,000 plus costs. Call Tony Tajc on 9419 0005 or 0418 540 251.

