



Supporting Organisation Award Regional Winner - Profile

Brumby's Bakery

Explain what your organisation does & your contribution to the OSCAR Sector?

Brumby's is an Australian based bakery franchise with over 300 stores, 23 of which operate throughout New Zealand. Our Blenheim store has been in operation for nearly 4 years, and is owned and operated by Sharon and Sean Boswell

Without exception, all of our bread is baked fresh from scratch each day of the week and is made using traditional recipes, totally excluding any additives or preservatives.

With over 12 varieties of bread, we cover a wide range from traditional white and wholemeal, to white based grain, wholemeal based grain, wheat free, low GI, and low yeast, to name a few.

A key component of successful trading as a bakery is to ensure that the wide range of bread and bread products are still looking appetizing, and well merchandised, through late afternoon until close-up time. To achieve this, Sean, Sharon and the staff ensure that shelves are adequately stocked by calculating how much product needs to be made each day to meet customer demands. However, even with trading history, daily turnover can be influenced by several factors such as weather changes, and local events. Inevitably, there is always product left over at the end of trading.

This left over product is absolute quality; it is preservative free, wholesome, nutritious, healthy, and as far as kids are concerned, tastes great. Importantly, our product range is also able to provide for any specific dietary needs that individual kids might have.

To simply discard this left over product to "wastage" is always soul-destroying, not to mention a financial waste, so every attempt is made to ensure that suitable charities receive some benefit. These include local church based community groups such as "Johns Kitchen", Marlborough Drug and Alcohol Rehab, and of course "OSCAR" Bread of Life Programme". Our contribution to OSCAR in monetary terms is conservatively in the order of \$3500.00 per year

How long have you been doing this?

Since November 2004.

Explain why you make this contribution to OSCAR?

We began supporting OSCAR because we saw this as a really positive way to help kids, and we knew that what we could provide was something tangible and meaningful. Since we began supporting OSCAR in November 2004, OSCAR has always been treated differently from other groups. This just means that if we can't provide leftover bread, for whatever reason, staff will take today's saleable bread of the racks when Colleen calls to collect.

As parents, we know that if kids can go to school with the energy that a full tummy gives them, and know that they can also get something yummy after school, they are more likely to concentrate and learn, be more active, and generally be happier more tolerant kids.





Why should you become The OSCAR Foundation National Award winner?

When Colleen explained to us that she was going to promote us in the Regional OSCAR Foundation awards, we were pretty surprised; mainly because we are totally committed and happy to do what we do. When she advised that we had won the Regional award, along with the staff there was a real “buzz” around the store, so it meant a lot to all of us.

To win the National award would be fantastic for us, for the kids, and for the Blenheim community as it would really put OSCAR “on the map”.

Why we should win is something others will have to decide. We didn’t begin our association with OSCAR to win awards, so win or not, we will continue to provide as much support as we can.

If we can help feed a group of kids each day of each week, and in turn make them happier, then we’re winners anyway aren’t we!!

