

INTERVIEW WITH A CUSTOMER



89 Pilkington St, Garbutt QLD 4814, P.(07) 4728 2940

Jean-Pierre arrived in Australia from Marseille in France in 1985.

Shortly after his arrival, he joined the family-owned "Le Cafe de France". And that was the start of his love affair with introducing North Queenslanders to the delights of French bread and pastries.

Jean-Pierre transformed his retail bakery into one of the most successful wholesale artisan bakeries in North Queensland.

His recipe for success? His love for the art of artisan food and customer service...

Q: You purchased a CHEERSONIC Ultrasonic slicer 2 years ago – what are you using it for?

A: *We make a large range of Slices, some of our most popular sweet slice recipes include Aussie favourites such as Apple, Anzac and brownie slices; French classics such as the Castel, made of mouth-watering hazelnut meringue and buttercream. You'll also find Gluten friendly and Vegan options. For our catering customers we offer that the slices can be further cut to suit your needs, should you require smaller portions, and that part of our business has grown very fast. Before we got our ultrasonic slicer we had 2 people slicing and 2 people packaging 8-10 hours a day, that's when I realized that I needed some automatization.*

Q: What improvements have you experienced after you got your new ultrasonic slicing machine?

A: *The most important improvement is that we have reduced the staff to only one person doing slicing and packaging – and simultaneously increased the output. Secondly, we have experienced a much higher quality and consistency in the size and shape of the slices we are making. – It does not require any skills to do the slicing and packaging and it is very safe to operate the machine – so literally anyone can do it well.*

Q: You saved 3 people in slicing and packaging and increased the capacity – that must really have been a fast return on investment?

A: *Oh yes – the machine was fully paid for within the first year, this is the best investment I ever made and it has become the most important machine in our entire bakery.*

For more information about the CHEERSONIC range of ultrasonic cutting machines, please contact BAKEWISE Sales at 02 800 461 05

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