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**Speedibake increasing flexibility for foodservice professionals**

*Tip Top Foodservice explains which of Speedibake’s flexible formats is right for you*

Tip Top Foodservice, the specialist foodservice bakery division of George Weston Foods, last month announced a major relaunch of its popular Speedibake range that increases serving flexibility for foodservice professionals.

The Speedibake range can be thawed and served immediately or flash-baked for only minutes to achieve a just-baked aroma, catering for demand in the foodservice industry for reduced baking times and convenient quick-to-table bread.

The range has been specifically designed to allow for flexibility with the dynamic foodservice business so foodservice professionals will be able to find a product to fit their needs no matter what their demands.

 *“I like my dinner rolls to be a highlight, not a side. I want a mixture of artisan offerings, not just white, brown and grain.”*

Speedibake’s ciabatta, rye and sourdough dinner rolls come in a mixed carton so you never have to compromise on choice – you get them all. They are part of the Rustic range in line with bakery consumer demand trends for more sophisticated baked products, catering to an increased consumption of ciabatta breads as well as continued growth for artisanal flavours such as sourdough and rye not just the traditional white, brown and grain.

 *“I’m a small sandwich shop and don’t have enough freezer space.”*

Try the Soft Turkish Oval Lunch Roll which comes in a small carton ideal for the often limited freezer space of small lunch outlets catering to busy lunch rush customers who are part of a growing trend of people requesting Turkish style breads.

 *“I cater to the busy office worker crowd and don’t have time to slice rolls to order.”*

Speedibake 8” White Sandwich Sub is pre-sliced so foodservice professionals don’t need to waste time slicing bread in busy kitchens, just thaw or flash-bake, fill and serve for quick-to-customer service.

 *“I want my breads individually wrapped for my buffet offering.”*

Speedibake’s dinner roll and round dinner roll are available individually wrapped, and what’s more can be heated in the wrapping so there is no extra handling for busy foodservice professionals who still want to achieve that just-baked aroma.

The range of Speedibake quick-to-table pre-baked breads covers all meal occasions including lunch, dinner or all day sharing. The new range is more flexible than ever and is also economical as it can be stored safely in the freezer for up to 12 months and used in line with actual customer demand.

The range consists of two styles of bread – Rustic and Classic – in line with emerging trends in the industry for artisan style breads as well as convenient everyday solutions. Included in the range are dinner rolls available in white, brown, multigrain, slider and Kaiser options, as well as rustic sourdough, rye, Turkish and ciabatta. Lunch roll offerings include baguettes and sandwich subs in white, brown and multigrain as well as panini, sourdough, Turkish and ciabatta rolls or gourmet hamburger buns. Finally, a range of batards, French sticks, Vienna and cob loaves are available for sharing along with rustic stonebaked sourdoughs, Turkish pide, ciabatta and Pane di Casa loaves.

Available nationally via foodservice distributors the new range of convenient Speedibake products is HACCP certified and offers a complete solution to foodservice bakery needs.

Visit [www.tiptop-foodservice.com.au](http://www.tiptop-foodservice.com.au) or call 1800 086 926 for more information and to order.

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**About Tip Top Foodservice**
Tip Top Foodservice is the specialist foodservice bakery division of George Weston Foods. The specialist division has an extensive product portfolio which includes many of Australia’s best loved brands including Tip Top®, Abbott’s Village Bakery®, Bürgen®, Golden®, Speedibake®, Australian Garlic Bread®, Bazaar® and Top Taste®.

 For more information: [www.tiptop-foodservice.com.au](http://www.tiptop-foodservice.com.au)

**About George Weston Foods**
George Weston Foods (GWF) is one of Australia and New Zealand's largest food manufacturers, employing around 6,500 employees across 60 sites. In addition to Tip Top, George Weston Foods portfolio includes Don®, KR Castlemaine®, Weston Milling® and Jasol®. For more information: [www.georgewestonfoods.com.au](http://www.georgewestonfoods.com.au)

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