



Puckles Family Bakehouse Pty Ltd
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MEDIA RELEASE

Queensland's newest family bakery opens its doors

18 December 2011

Queensland's newest first-class bakery – Puckles Family Bakehouse – is opening its doors today at Orion Springfield, with a week of sweet specials planned for its visitors.

Puckles is styled after the traditional bakehouses of decades past. It is the invention of Steve and Mike Plarre, who have named the store as a tribute to their great-grandfather whose first bakery, on Puckle Street in Moonee Ponds, opened in 1911.

Offering cakes, éclairs, slices, pies, pasties, quiches, party food and celebration cakes, the bakery specialises in classic baked treats made with longstanding family recipes.

From an online shop to YouTube promotions and a customer portal via Facebook, the business has embraced online technology to build relationships with customers.

Puckles Director Steve Plarre said the family was proud to be starting their new business in Springfield.

“Greater Springfield combines community, sustainability, technology and a little daring – it’s the perfect place for our flagship store,” Steve said.

“We like to say that Puckles has been 100 years in the baking – that’s how long our family has been in the baking business. It’s what we love to do.

“We are absolute believers in using the best possible ingredients because it makes the difference between okay and excellent – and we’re going for excellent every time.”

Bakery Manager Brett Davis and Store Manager Bree Mitchell, who are looking forward to their wedding in February 2012, have welcomed the challenge of making Puckles a local success story.

“It’s an incredibly satisfying feeling to know that you’re giving customers the very best,” Brett said.

“Puckles is about making great food affordable and quality shouldn’t always come at a premium. Our customers can join the Bakers Four Club to gain regular discounts and benefits.”

When Bakers Four Club members shop, 5% of full price purchases is donated to their choice of one of four charities. Community members can nominate potential Puckles charities between now and 18 January 2012 by emailing charity@puckles.com.au. The top two will be announced on Saturday 21 January 2012, joining two national charities to become Puckles Springfield’s 2012 partners.

Puckles will soon feature an online shop so people can browse from the comfort of home and have their order ready for collection in-store the next day. A range of Christmas treats is also available.

The bakehouse is committed to sustainability, with a designer store fitout that features recycled timber tables and external wall tiles as well as low energy lighting.

Visit Puckles Family Bakehouse at Shop 36, 1 Main Street, Orion Springfield. Visit puckles.com.au for details on the full range of products and the story behind Puckles.

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Editor’s notes:

- High res product photos can be downloaded from <http://www.puckles.com.au/pages/media>
- Watch the 2min Puckles story here <http://www.youtube.com/watch?v=TYWmxz3HJEM>