



Puckles Family Bakehouse Pty Ltd  
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## **MEDIA RELEASE**

### **Puckles Family Bakehouse celebrates its official opening**

21 January 2012

A new chapter has started in Australia's baking history with the official opening of Puckles Family Bakehouse today at Orion Springfield, joined by Deputy Premier Andrew Fraser and Mayor Paul Pisasale.

Puckles, at Orion Springfield, is the first store of a new franchise bakery model offering traditional bakery quality mixed with the latest in digital technology to provide better customer experiences.

Puckles Director Steve Plarre said the store's success has exceeded expectations since first opening its doors on 18 December 2011.

"The community response has been incredible and has given us even greater confidence that the Puckles concept has a promising future here in Queensland," Steve said.

"We have plans to open our second store by the middle of the year with more to come over the next couple of years. It's exciting to see the Puckles' story take off."

Deputy Premier, Treasurer and Minister for State Development and Trade, Andrew Fraser, officially opened the business saying Puckles had taken a traditional concept of the bakery and created a real competitive edge in a tough market.

"Alongside the classic fare of cakes and savouries, Puckles brings to the table an online shop, customer portal via Facebook, and 'Baker Tweets' as part of its innovative marketing strategy," Mr Fraser said.

Fans of Puckles can join the free Bakers Four Club, which donates 5% of the profit from members' full price purchases to their choice of one of four charities.

At the opening, Steve Plarre announced Puckles' two national charities as Greening Australia and White Ribbon, alongside the Springfield store's two local charities Multicap and Clavers Care Vans, based on nominations from the community.

"These organisations provide vital support to families and communities so that we can all enjoy a better future," Steve said.

Puckles community program works alongside the team's commitment to promoting the importance of sustainability. Puckles' store fitout features recycled timber tables and external wall tiles, low energy lighting and an established Environmental Management System.

As for day-to-day life at Puckles, the store's best sellers include the beef, bacon and cheese pie; sausage rolls; family cottage pies; long Johns; custard tarts; chocolate éclairs; decorated cupcakes; and the flourless chocolate truffle cup. The 'sponge on the run' cake is also a clear favourite, with a special version created as the centerpiece for the official opening cake cutting.

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

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Editors 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>