

# HOME BAKING

## on the rise

WHEN CHARLES AND MAXIMILIAN FLEISCHMANN FIRST DEVELOPED A COMPRESSED YEAST cake that was to revolutionize home and commercial baking, they probably had no idea that 125 years later their invention would make them famous. Nor would

they have suspected that Fleischmann's yeast Ltd. would become Canada's top-selling yeast and capture 82 per cent of the market.

The Fleischmann brothers left their native Austria-Hungary in 1868, arriving in North America just three years after the U.S. Civil War had ended. With fond recollections of the light, tender breads of their native country, the brothers found American bread to be lacking and the home-brewed starters and leaveners unreliable.

They had a better way of making bread. They found a partner in American businessman James Gaff, built a plant in Cincinnati and patented their yeast cakes. The cakes became a success when they were later introduced at the 1876 Centennial Exposition in Philadelphia. Fleischmann's soon became a household name.

Today in Canada, Fleischmann's is a product of Specialty Brands, a division of Australia's consumer and industrial food giant Burns Philp Food Ltd., which added Fleischmann's to its lineup in 1986. Specialty Brands, which also manufactures Allen's and Winston House vinegars, Dec-A-Cake, and French's, Blue Ribbon and Schwartz's spices and seasonings, serves Canada through its head office in Toronto. Fleischmann's Yeast is produced in an 85-employee plant in LaSalle, Quebec, which opened in 1928.

The entrepreneurial Fleischmann brothers developed a tradition of improvement and advancement that has been followed throughout the life of the company.

During the Second World War, Fleischmann's first developed and manufactured Active Dry Yeast for the Armed Forces. The new product didn't

require refrigeration as the yeast cakes had, so large quantities could be shipped overseas to provide fresh bread for the troops. This achievement brought accolades from the Army and Navy to Fleischmann's Laboratories.

In 1984, Fleischmann's Yeast developed a highly active, finer grain of dry yeast called QuickRise Instant Yeast, which raises dough in half the time of traditional active dry yeast.

Over the past 125 years, the popularity of home baking has fluctuated and today it appears to be on the rise once again. The dry yeast category is growing at a rate of two per cent per annum, with Fleischmann's leading with a three per cent annual growth rate.

"Baking is back in style for a number of reasons," says Dave Stanton, company business unit manager. "The recession is one factor, along with the return to traditional values and cooking. They all contribute to volume increases."

Another new phenomenon that is beginning to puff up popularity of home baking is bread machines. Consumers can buy them for between \$200 and \$350 and the machines do virtually all the work of breadmaking once the ingredients are in the appliance.

"There's nothing like the aroma of fresh-baked bread," says Stanton. "And with a bread machine, it's possible for even the busiest people to enjoy this pleasure every day."

Although Fleischmann's serves industrial applications, it is always aiming to increase consumer use of yeast. Thus, ongoing promotion of home baking is an active ingredient in the Fleischmann philosophy. Magazine advertising and cross-promotions with companies like Kellogg's, Five Roses Flour, Imperial

*Fleischmann's Yeast*  
*Celebrates 125 Years*  
*of Success*  
*By Louise Leger*

Margarine and Robin Hood show potential consumers how to use a combination of products. In-store promotions and country fair baking contests are highly popular with consumers because they are involved directly.

"We have two approaches to promotion," says Stanton. "One is aimed at our current consumers, the other at new users. For the first group, that means recipes, recipes, recipes. We are constantly providing new tested recipes for our current users. Then we have a number of campaigns to attract new users to our product."

"A lot of people think bread is difficult and time-consuming to make. But now, with new strains of yeast, particularly our brand QuickRise, the rising time is cut almost in half. Bread machines make the job even easier."

Interestingly, in Western Canada, due to lifestyle and the relative lack of corner stores and bakeries compared to other parts of the country, sales of yeast are almost four times that of the rest of Canada.

"Yeast consumption has a rural skew," says Stanton. "It can be a long trek into the city for some to buy quality baked goods, so people make their own."

The company has produced a colourful cookbook to mark its 125th anniversary. This year, Fleischmann's is developing a video dedicated to demystifying the baking process.

Fleischmann's yeast has come a long way since the early days when Charles Fleischmann distributed his yeast cakes *door-to-door* from a basket. Today, the category has a new hero thanks to QuickRise Instant Yeast, the new bread machines and dynamic national promotion campaigns. ■

*Prepared for Fleischmann's Yeast Ltd., Ste. 206-65 International Boulevard, Etobicoke, Ontario M9W 6L9. Contact Dave Stanton, Specialty Brands, tel: (416) 674-8155, local 224, fax:(416) 674-7553.*

# MIX

## in the

CALGARY FIRST DECIDED TO MIX VODKA WITH MOTT'S, but the mixture would go on to become a favourite. • But that's exactly what happened.

Calgary restaurant known as Marco's, the Bloody Mary, vodka, celery salt, pepper, Tabasco, Worcestershire sauce, and a dash of lemon juice, has remained a Canadian favourite, with

est. the drink with 'sars, to Mary. s the seka drink th more nsomed

I for our 'est, says manager / has the ta of Caed' at the s grown

, which a Dry, ay and in 1983. ew Clambic in marked Mexican

s searched / starting ey tested l down to ges of re e out the

! be spicinato, but

ter

our new product fits in perfectly."

Mexican Clamato is currently being promoted at the bar/restaurant level and at the retail level, with multi-brand promotions, sampling in 300 stores and couponing. Research shows that 60 per cent of consumers drink Clamato most often with alcohol, so Mott's is promoting their new product with two drinks: the Mexican Caesar, made with vodka, and the Coyote Caesar, made with tequila. Although Clamato is sold to restaurants and bars, three-quarters of the product is sold through retail channels. In the West, Mott's is testing dual location placement at all-important retail level: in the juice section and in the Mexican food section.

"When we did our presentations to the trade they were very receptive because their Mexican food sections are the fastest growing sections."

According to research, Mexican Clamato appeals to lighter Clamato users. Cadbury hopes that a new flavour will encourage them to drink Clamato more often. "We also found that Mexican Clamato appeals to a slightly younger crowd — under 35 — so our advertising is slightly skewed that way."

Although Mott's Clamato has some private label competitors on the market, Juchymenko says Mott's has hardly lost any share to them. "It's not like with soft drinks which are easier to duplicate. Mott's is a patented formula, it has a particular taste that people like, and I think there is some equity in the name. For most people Mott's means Clamato." ■

*This article was prepared for Cadbury Beverages Canada Inc., Suite 400 - 2700 Matheson Blvd., Mississauga, Ontario L4W 5A2. For more information, contact Leya Juchymenko at tel:(416) 238-4308, or fax: (416) 629-3534.*

