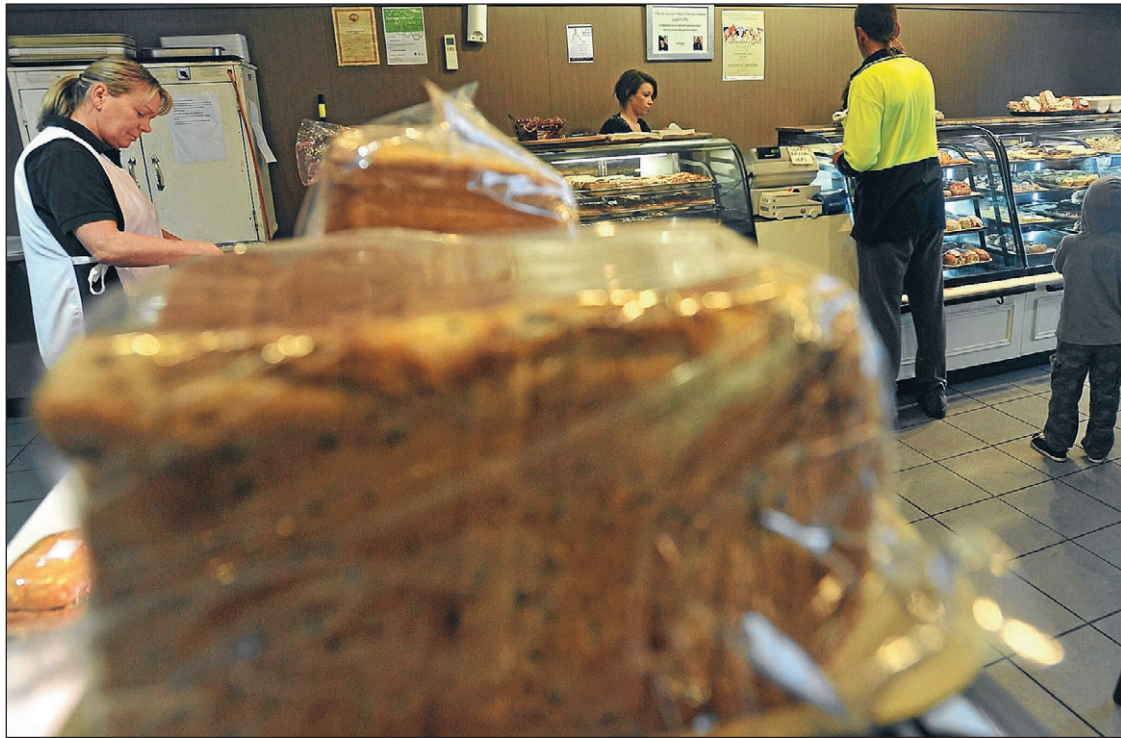




WAGGA HOT BAKE ... 35 YEARS IN BUSINESS

Advertising feature



Celebrating

SURVIVAL in business is like baking a good pie or cake – you must have the right recipe.

That's the view of Peter and Vicki O'Brien, who operate the Wagga Hot Bake Bakery at 89 Morgan Street.

And the couple knows plenty about pies, cakes and business as they are celebrating 35 years in their popular central location.

"Myself, Vicki, my brother Mark and his wife Barbara – along with our parents Dan and Pat O'Brien – started off in July, 1978, with virtually just the clothes on our backs," Peter said.

"But by the grace of God, and with so much family involvement, we made it ... and it's now 35 years later."

"Trevor and Brenda Whybro and Dave and Bronwyn Wallace also pitched in and helped get us started and they



have always been there for us."

Peter said fantastic staff and awesome customers have also

been important ingredients in the recipe for success.

"We believe we are one of the busiest



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WAGGA HOT BAKE ... 35 YEARS IN BUSINESS

35 years at Hot Bake



shops in the CBD, with more than 2500 customers every week," he said.

"Again, we thank you for your support

because without you we wouldn't have a business."

The professionalism of the staff ensures the customers continue to

return, according to Peter.

"We have a full crew of professional people and every one of them runs their own little department," he said.

"We all do the best we can every day.

"There are two mottos down here: number one is 'the freshest product and a smile', while number two is 'never the same size twice' - meaning we are not a franchise and our products are a bit on the big size."

The Hot Bake has seen some changes in the past decade. Mark and Barbara left the business 10 years ago but continue to help out and show their support for Peter and Vicki.

The Hot Bake has also added to its wide range of tasty delights.

"Over the past decade we have been bombarded by franchises, bakeries and coffee shops and we've had to change

the way we do things," Peter said.

"Seven years ago Janette Skinner, one of our long-time workers, suggested a new concept for our sandwich bar.

"Her ideas have set a new stage for our business, with bagels, seafoods, focaccias, fresh salad rolls ... all healthy style lunches."

Peter said he has two marriages with Vicki - one at work and another at home.

"My greatest asset is Vicki," Peter said.

"She is the hardest working person I have ever known.

"She's always calm when it's stressful and has a heart for people."

Peter and his family look at the Hot Bake as much more than just a place to work.

"The saying is true business is not a job but a lifestyle, and that's spot on," Peters said.

"I started my apprenticeship at The Rock Bakery with the

McMullen family in 1970 and I still have some of the old style recipes with me today."

"We love our business, we all love making fresh products and we love to get to know our customers by name.

"We've seen many things in the three-and-a-half decades - both sad and joyful.

"Our apprentice baker Mark Vineburg was an important part of the Hot Bake, but we tragically lost him.

"He was famous for his spaghetti pies and we still sell them today.

"Mark's family continues to come in every Friday to see us."

Peter paid tribute to the hard work of John Anderson, who was a baker at the Hot Bake for 11 years.

"John was a wonderful worker for us, as have been Paul Greer, my son-in-law Dan, the Poulson, Hibbard, Anderson and Bergmeier families, and many others.

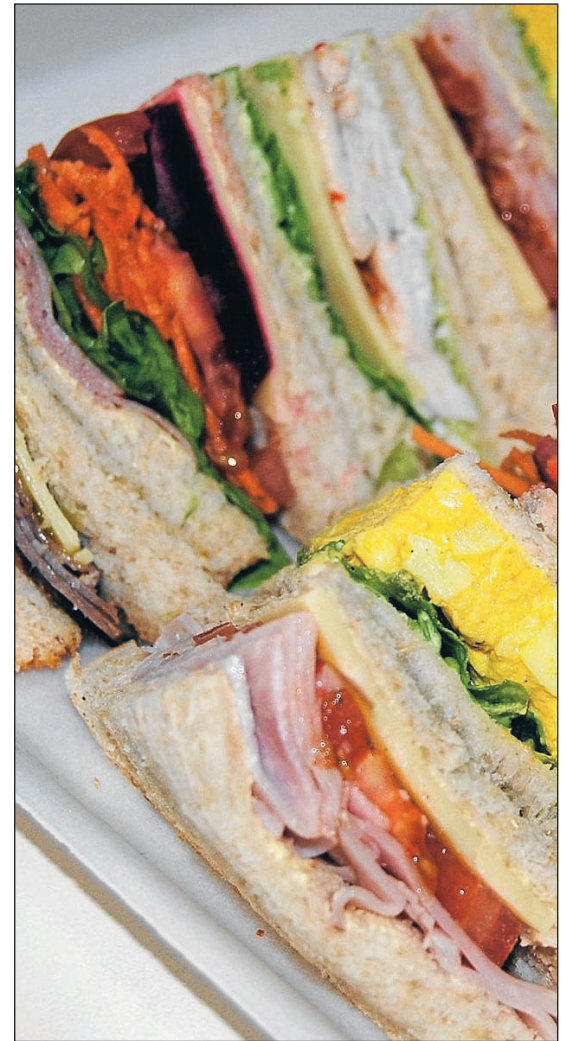
"We wouldn't still be here today without their support."

The O'Briens are now ushering in the next generation of bakers at the Hot Bake.

"Our son Tim, who has been with us for 10 years, is about to take the reins and we are excited about that," Peter said. "Tim is a very artistic and has some new concepts for the business."

Peter and Vicki (pictured above) wish to thank their loyal customers, staff and fellow businesses for their ongoing support for 35 years.

They also wish to thank former councillor Lindsay Vidler and Rodney Kendall.



Proud to be associated with O'Briens Wagga Hot Bake Bakery.


Congratulations on 35 years, a great achievement.

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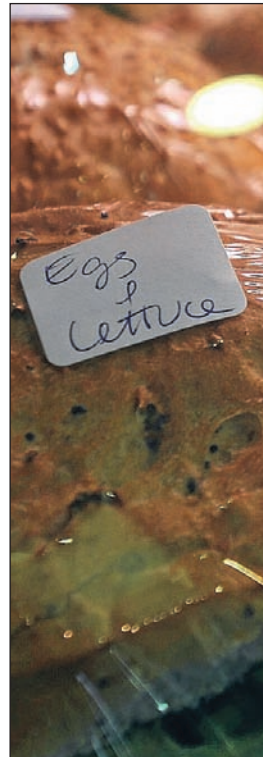
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