

Success story

Bakery duo celebrate success

BAKERY supplier Bob & Pete's 100% Yum will be celebrating 21 years in the business when it hosts the first Yum Ball- a black tie charity fundraiser in support of the Cancer Council and the MS Society.

The company said it was expecting more than 500 people to attend the Pavilion at the Sydney Portugal Community Club in Marrickville on 20 November.

The night will be a celebration of the achievements and contributions Bob and Pete's 100% Yum has made to the community and the foodservice industry over the past 21 years, the company said.

In many ways we helped lay the ground-

work for the multi-faceted tapestry of gourmet food we see in Australia today", co-founder and MD Peter Dawson said.

Bob and Pete's began 21 years ago as a Sunday morning croissant run. It has since developed into a large patisserie and boutique bakehouse, delivering a range of more than 490 products, seven days a week.

Dawson attributes the company's success to the large growth in the number of consumers who insist on freshness, taste, and real quality and who are prepared to pay a few cents more for a reliable service, guaranteed repeat business, healthy profits and happy customers.



Entertainment at next month's birthday celebrations will be provided by top Sydney swing, jitterbug and jive band, Jim Conway's Big Wheel and two Frank Sinatras.

In our November issue: Peter Dawson talks about how the industry has changed over the past 21 years.

Party time: The Bob and Pete's team ready to celebrate the company's 21st birthday. MD Peter Dawson (top, centre) holds the cake.