

SWEET SUCCESS

The reputation of its renowned baked goods are the icing on the cake for Hillyer's of Lincoln, with owner Gill Newman crediting superior customer service as the special ingredient in her company's recipe for success.

"It's not hard for a café to produce good coffee and good food, but exceptional customer service is the real stand-out and that's precisely what we pride ourselves on.

"Quality staffing always has been and always will be my primary focus."

Hillyer's pies have attained a stand-out reputation over the years. This year its rhubarb and custard pie won a highly commended award in the gourmet fruit section of the National Bakels Pie Awards — the only Christchurch winner in this year's event. "It was fantastic to get our baking recognised. Our bakers work so hard for us so it was an honour to have their hard work rewarded."

For more than 30 years Hillyer's has baked in the same time-honoured way, using traditional recipes passed down from generation to generation. In 1967 Bert and Irene Hillyer established a small bakery in Lincoln which quickly gained a big reputation for its delicious baking and pies.

This reputation has grown in momentum since 2006, when Newman took over the company, adding more cafe outlets and bakeries.

Newman has operated successful businesses in Canterbury since the mid 1980s. The passionate early childhood teacher



Gill Newman with the highly commended award for the rhubarb and custard pie, surrounded by some of Hillyer's of Lincoln's baking output

The rhubarb and custard award-winner!!!

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brought both her business acumen and a love of teaching to Hillyer's of Lincoln and its staff are reaping the rewards. "I'm passionate about upskilling and team building. There are coffee shops on every corner so our point of difference is the quality of our staff and exceptional customer service.

"The combination of my business skills, the quality and attitudes of our staff and the passion and talent of our bakers has culminated in a popular and successful business." The company has certainly grown

under her guidance, now boasting two main bakeries in Sockburn and Papanui and six café outlets at Lincoln, Sockburn, Leeston, South City, Papanui and Beckenham. All Hillyer's foods are baked daily, ensuring fresh, quality foods. All the food items sold at the cafés are baked by the company, "right down to a single slice of bread," Newman laughs.

Menus are reviewed quarterly and new menus are developed for special events such as father's day and mother's day. An extensive gluten free range has also proved popular.

The cafés are complimented by strong catering and wholesale divisions, also supplying many local restaurants. Newman says the company has retained its family values and another

cornerstone to the operation's success is individual ownership. "You would be hard pressed to find another chain which has remained individually owned. Running the entire operation, I have a relationship with every single one of the staff members and that is reflected in the attitudes of our staff."

With exciting plans in the pipeline including a new building for the Leeston café, Hillyer's of Lincoln is one company to keep an eye on. "Our business is still to create exquisite baking made with high quality ingredients, hand crafted by people with passion and pride and supplied to our customers for their enjoyment. We look forward to continuing that tradition and reputation for many years to come."

Hillyer's of Lincoln
Cafes: Sockburn — 11e Parkhouse Road
 Lincoln — 12 Gerald Street
 Leeston — 97 High Street
 South City — 10 Bath Street
 Papanui — 23 Langdons Road
 Beckenham — 147 Colombo Street
E hillyers@xtra.co.nz
W hillyers.co.nz — Advertising Feature

The proof is in the pudding

When you are after an award winning pie, look no further than Hillyer's. And if you want a great recipe for business success, talk to us.

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