

# **MEDIA RELEASE**

## **THE TASTE OF BREAD AND BUTTER FEATURE IN DAIRY HALL TASTINGS**

The downstairs area of Dairy Industry Hall at this year's Ekka will be a hive of activity with entertainment, displays and sampling providing non-stop interest for visitors.

Both Dairy Farmers and Pauls will use the central downstairs stage for cooking demonstrations, music and singing and provide tastings of flavoured milk and yoghurt products to Ekka patrons.

Look out for Dairy Farmers' latest character, Molly the cuddly Cow, and the Pauls' Capzar show, both of which provide toe-tapping entertainment, especially for the younger set.

As well as the chance to sample delicious dairy products, the Baking Industry will showcase techniques of modern baking and provide the chance to taste results.

The sweet smell of baking bread will pervade the hall for the whole 10 days of Ekka as more than 1,500 bakeries take part in the show demonstrations and provide samples of savoury breads, choppa loaves, rolls, tarts, sweet buns, specialty breads, scrolls, slices and cakes for tasting.

The secret of producing a successful traditional French wedding cake "the Croquenbouche" as well as rich and delicious mud cakes will be revealed as well as a display of winning entries and trophies from the Royal Queensland Bread and Cake Show.

"This is a great opportunity for people to see and taste some of the wide varieties of freshly produced products available to them at local bakeries," General Manager Baking Industry Association Queensland, Scott Wiseman, said.

“Not every shopper realizes just how varied the product range has become and our Ekka presence allows patrons the chance to chat with bakers and comment on products as diverse as custard tarts, sausage rolls and French bread sticks.

“Both the industry and the general public should benefit as a result.”

**For further information please call Nan Dwyer on 07 3253 3923  
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