

Cheesecake firm seeks bigger bite

Jimmy Ellingham

jimmy.ellingham@msl.co.nz

Yummy Mummy's Cheesecakes' new branding proudly proclaims Woodville as the cheesecake capital of the world.

And the firm's empire is getting bigger, with a new cheesecake store opening earlier this year in Wellington, and cheesecake production shifting three months ago to a plant at Oringi, north of Woodville.

That side of the business, which makes 700 to 800 cheesecakes every day, is looked after by Alastair Rodwell, while wife Trish runs the Woodville cafe.

Fifteen different types of cheesecake are available, and a new gluten-free range has been added to the Pahiatua couple's menu.

Mr Rodwell says there will now be a higher turnover of flavours, as the Oringi plant gives him room to test more tasty creations.

Coming out as a sampler are peanut butter and jelly, and the soon-to-be-released mint cookies and cream.

The four most popular flavours of cheesecake are also supplied to five delis throughout the upper South Island and lower North, including Palmerston North's Moreish.

Those flavours are raspberry and white chocolate, Kahlua and chocolate, passion-fruit and zesty lemon.

But most trade comes from the Woodville cafe and the thousands of motorists who pass every day. Wellington's store, in the James Cook arcade between Lambton Quay and The Terrace, does a roaring weekday trade.

"That's working really nicely for us," Mrs Rodwell says about the store her husband reckons is a slice of "small town quirkiness in a big city".

Now, all cheesecakes are made by hand, but Yummy Mummy's is trying out a new piece of equipment to slice cheesecake bases from their biscuit mix, part of the firm's five-year plan to use more automated systems and processes to increase production.

The Oringi production house has a massive fridge that can be filled with thousands of cheesecakes before they're sent to Woodville or Wellington and other shops.

Part of the Oringi business park complex, owned by Scanpower, Yummy Mummy's now has 10 times the back-factory space, as all cooking and product development had been done at the back of the Woodville cafe. The move has freed space for more seats to be inserted there.

The firm opened its doors five years ago.



Mixing it: Hollie Kellerman, left, and Alastair Rodwell prepare cheesecakes for sale.

Photo: JIMMY ELLINGHAM