

MUCH ADO ABOUT

Muffins

FINDING AN ALL-AUSTRALIAN, PRESERVATIVE-FREE MEAL IS A HARD TASK THESE DAYS, BUT NOT AT THE FLYING MUFFIN IN NUMURKAH.

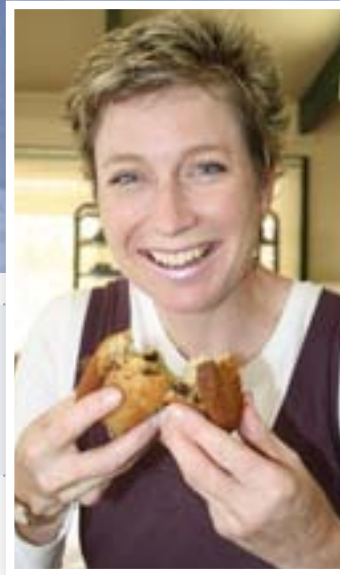
With several tantalising sweet and savoury options to choose from, and a specifically developed low-fat/low GI option for the health conscious, The Flying Muffin is rapidly becoming one of Australia's great epicurean success stories.

The story behind The Flying Muffin is just as enticing as the muffins themselves, and gives us a helpful clue as to the outlet's unusual name. As a long-time flight attendant for Ansett, Flying Muffin proprietor Wendy Scott started baking muffins as a form of relaxation during her downtime at home. "I'd take them in to work the next day and people just loved them" she recalls.

In a short while, the demand for Wendy's muffins was so great that she started baking several dozen at a time and selling them to eager flight attendants who would gobble them down after their shifts. "The muffins were, and still are, baked fresh without preservatives or flavour enhancers, and I think that really adds to their popularity" says Wendy.

After moving to a dairy farm in Numurkah during the late 1990s, Wendy started juggling muffin making with pressing flight schedules and the daily demands of the farm. "I'd go to work, sell muffins, and then come home and get stuck in to the running of the farm" she laughs.

Twelve years on, and it seems that Wendy's energy and enthusiasm have clearly paid off. With a bit of effort and a huge amount of determination, Wendy has turned The Flying Muffin into a full time enterprise and set up production in Melville Street Numurkah.



"At first I was baking 30 dozen muffins a week, and now 18 months on I'm turning around 150 dozen, and have had to employ 5 staff members to help me keep up" she says.

Those with food allergies and special dietary requirements will find their needs catered for with The Flying Muffin. Gluten-Free Blueberry and Apple muffins are baked daily, and their dairy-free Energy Health muffins are packed full of apple, zucchini, carrot, raisins, honey, coconut and linseed, and contain less than 2 grams of fat. And if those options don't take your fancy, you can't go past The Flying Muffins' famous Blackberry and Milk Chocolate muffin. It's crammed with locally grown blackberries and Cadbury Milk chocolate.

The low fat content of these muffins makes them an ideal choice for the school lunchbox. Aside from being freshly baked, The Flying Muffin's commitment to using fresh Australian produce means there are no nasty surprises or hidden ingredients.

With distribution points already established in Melbourne, and plans underway to expand into Queensland within the new year, Wendy is single-handedly redefining Numurkah as the home of 'the great Flying Muffin'. [hs]



The Flying Muffin

AVAILABLE FROM
THESE OUTLETS:

FAIRLEYS SUPA IGA

Fairleys IGA
177 – 193 Numurkah Road
SHEPPARTON
Phone: (03) 5822 1555

VODUSEK MEATS

Vodusek Meats
47 Belmore Street
YARRAWONGA
Phone: (03) 5744 3427



Moama Bowling Club
6 Shaw St
MOAMA
Phone: (02) 5480 9777