

# THE AGE

## Will bakers rise to the challenge?

FOODIES treat bread a bit like wine and coffee, wanting to know the origin of the flour and if the breadmaker's hands were blessed by virginal waifs. The local gourmet bread market will have a new entrant later this year when Sydney's Brasserie Bread opens in South Melbourne. The company has sussed out the Melbourne scene and sees itself as a competitor for St Kilda's artisan maestro **Daniel Chirico** and Dench Bakers in North Fitzroy. Brasserie is eyeing a space that's larger than 1000 square metres for its training school, wholesale business and cafe. Foodies may want to hand over their dough for top-selling organic sourdough, quinoa and soy bread, and caramelised garlic bread. Other bakers will be watching to see if Brasserie rises to the occasion.