

THE Hutt News

LOWER HUTT, NEW ZEALAND

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NEWS BRIEF

► Western Hills folk warned: watch your cars

MAUNGARAKI AND Normandale residents are being warned not to leave valuables in their cars.

Acting Sergeant James Patea says a number of cars in Wattle Grove, Dowse Drive, Barberry Grove in Maungaraki and Miromiro and Poto Road in Normandale have been broken into, usually at night.

"Thieves have smashed the front passenger and drivers' windows to gain entry into the vehicles...items taken include cell phones, wallets, GPS systems, car stereos and cash."

► It's Not OK



No 1 in icon foods

Tasty Thai delivers gold for Goulds

BY SIMON EDWARDS

GOOD AS GOULDS - or good as gold to be precise.

Gracefield-based Goulds Fine Foods came away with a gold medal from last week's 'Great New Zealand Sausage Competition' for its Spicy Thai snarler that judges described as "a great little sausage that lifts the spirits and screams 'hand me a beer'."

Their official verdict: "Delivered entirely on its promise - spicy, mouth-puckering, tongue tingling heat that challenged yet never took advantage of the palate. The chilli crowd will love this one. Perfect as a starter, on

its own or as a star on the antipasto platter, when its delicate hints of lemongrass and coriander will be most evident."

The 'International Spicy' section winner was created by product development manager Alan Chan, himself an enthusiastic cook at home, after Gould's business development manager Charlotte Beck, granddaughter of one of the family firm's co-founders, set out on a mission to develop a range of new and different flavoured gourmet sausages. Charlotte says she wants sausages that will transcend the 'just for the barbecue' snarlers' image, to return

as a regular feature on family dinner plates. "Remember those traditional recipes like devilled sausages and so on?"

Goulds sausages are all at least 75% meat, higher than the industry standard, and Charlotte says they're a perfectly healthy and viable alternative to beef and chicken for at least one meal a week.

Work continues in the test kitchen on other new varieties and Charlotte says they'd welcome *Hutt News* readers' suggestions about what's missing in the market.

"We've only made one variety so far, and look what we've won!" Charlotte says.

Mind you, they had an inkling it would go down well with the judges. Goulds has a staff of 100 working at the Hutt Park Road plant and when they served them up the Spicy Thai on taste tests "they were eating them faster than we could fry them." Initial orders from supermarkets were quickly selling out.

> TASTY THAI: Goulds Fine Foods product development manager Alan Chan and business development manager Charlotte Beck with the snarler that won the 'International Spicy' gold medal in the Great New Zealand Sausage Competition. No-one gets to enter Goulds' factory without being kitted out in full hygiene protection gear.

There were 440 different sausages from all over the country entered in last week's awards, with judges meeting at WelTec's Bistro 101 to taste and debate. They pronounced a cheese kransky sausage made by Heller Tasty of Kaiapoi, Christchurch, as 'Supreme Sausage'. ■ **Continues next page...**

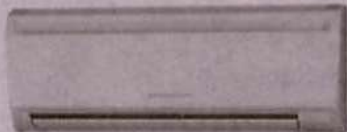


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■ **From page 18.** Goulds Fine Foods also won silver medals for their 'pre-cooked' sausage and their saveloy.

The business was started in 1951 by Russell (Charlotte's granddad) and Harold Gould in Berhampore. Their fleet of yellow Goulds trucks were soon seen travelling all over the lower North Island, delivering sausages, bacon, ham and other small goods to restaurants, supermarkets and other retailers. In June 1993, Gould's moved to their present, purpose-built factory in Lower Hutt and these days the range includes hamburger patties, salamis, spring rolls, donuts, pork pies, hot dogs and the like.

People here might know their products better under the Valley Smallgoods label but Charlotte says they're in the process of returning everything to the Goulds label and re-launching. So the timing of the gold medal win is perfect.

Nowadays it is Charlotte and her father John Beck (managing director) who carry on the family tradition but all the cousins will be in next month to help with packing of the Christmas hams.

□ www.sausagecompetition.co.nz

► **MOBILE MEAT:** The line-up for distinctive Goulds yellow delivery trucks from a past era.

Jake top in trials

WAINUIOMATA 17-YEAR-OLD Jake Whitaker smoked the opposition to successfully defend his national motorcycle trials title recently.

Whitaker, recently returned from a year of competition riding in Europe and Australia was too classy for his expert grade rivals, including seven-time former national champ Warren Laugesen.