

# The Pie Group

A pie makeover project

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# Pie consumption in NZ

- Consume at least 68 million pies a year.
- Adult ( 1997NNS)
  - 26% consume pies and sausage rolls at least once a week.
  - Younger males (15-24yrs) are the largest consumers (around 60% ).
  - Pies and pasties contributes 5% total fat intake
- Children (2002 NCNS)
  - Pies and pastries provides 6% total fat and 7% saturated fat intake

## Our questions:

- What are the nutritional profiles of pies: fat, saturated fat, sodium?
- What variations exist between pies?
- What would be the realistic guidelines?



# Pie analysis

## Composition analysis:

- Weight
- Thickness of top pastry
- Thickness of pastry base
- Filling weight
- Solid weight

35 Mince pies from independent bakeries



## Nutritional analysis:

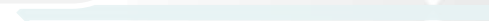
- fat
- saturated fat
- trans fat
- protein
- sodium

7 pre-packed pies from supermarkets and petrol stations:

(Irvine, Ponsonby, Maketu, Big Ben, Pam's, To go, Mrs Mac)



Nutritional information obtained from package.



# **Nutritional data of mince pies from independent bakeries**



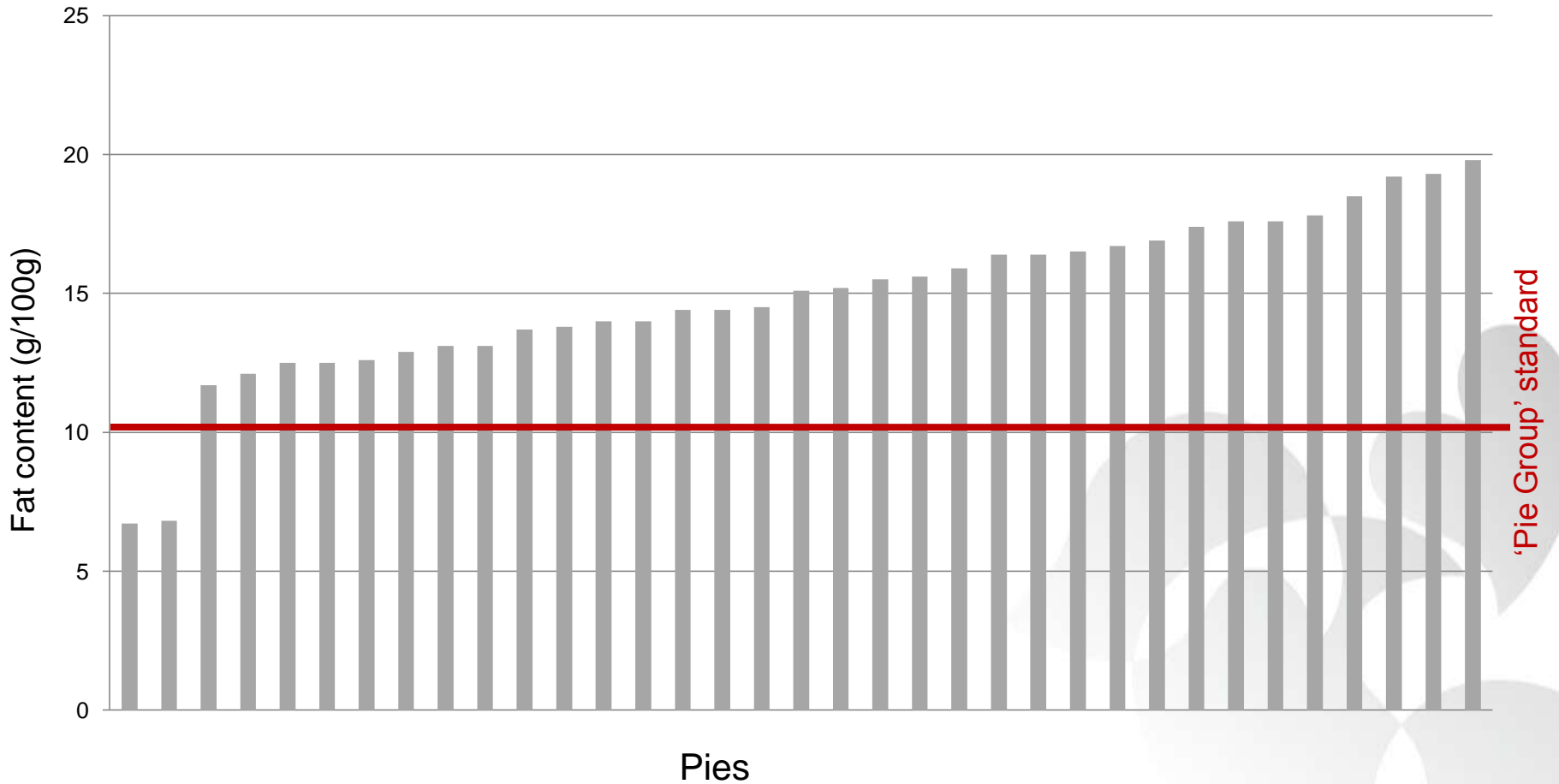


Heart  
Foundation

## Mince pies from independent bakeries

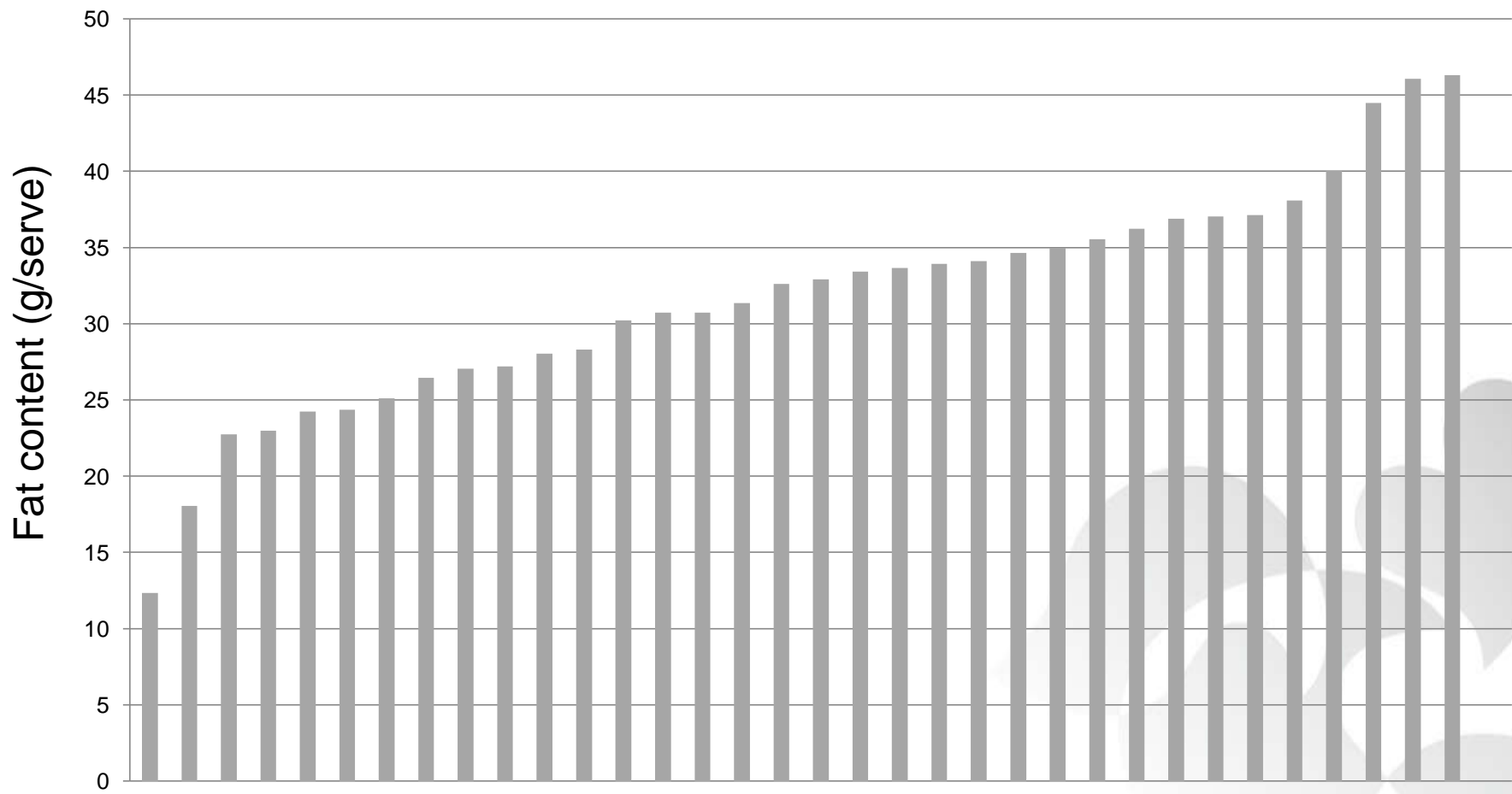
	Price	Weight (g)	Fat (g/serve)	Fat (g/100g)	SAF (g/100g)	Trans fat (g/100g)	Protein (g/100g)	Sodium (mg/100g)
Average	\$2.30	216	31.7	14.8	8.1	0.8	8.9	516
Max.	\$4.00	286	46.3	19.8	11.1	1.8	13.6	860
Min.	\$1.00	162	12.3	6.7	3.6	0.1	5.0	370
STDEV		30	7.4	2.9	1.6	0.3	1.8	116
<b>Pie Group Criteria</b>				<b>10</b>	<b>5</b>			<b>350</b>

# Mince pie from independent bakeries – fat content (g/100g)

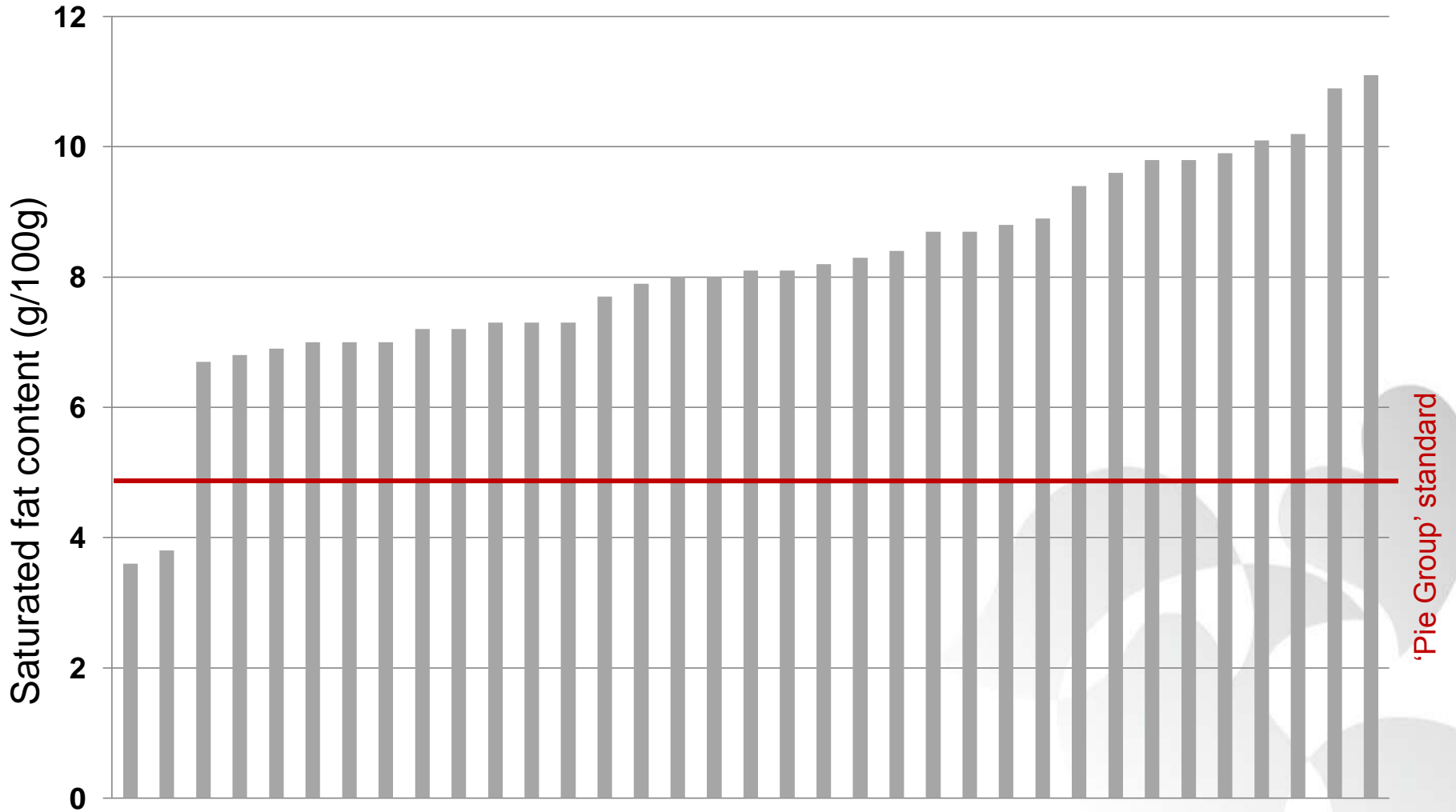


# Mince pie from independent bakeries

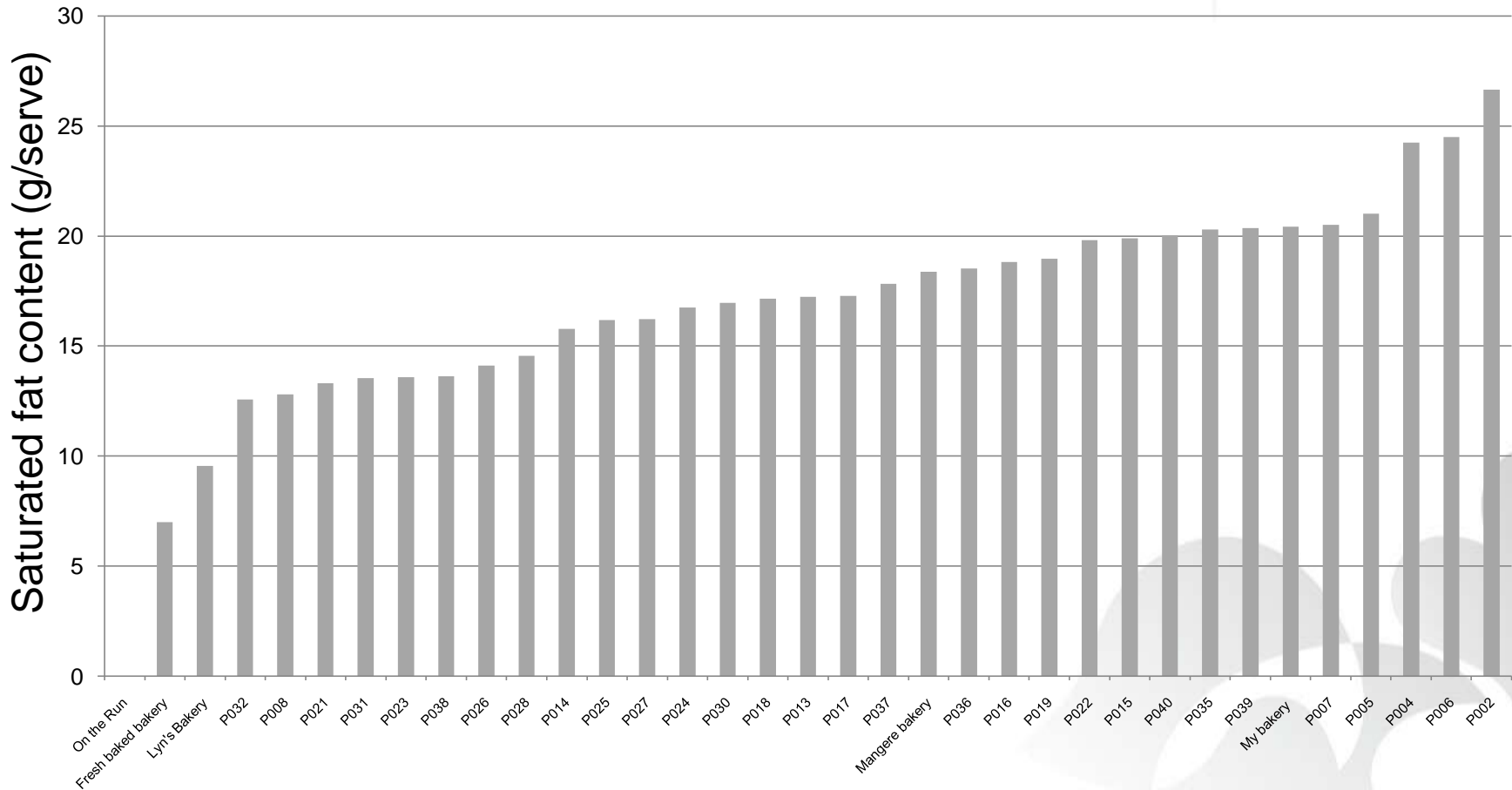
## fat content (g/serve)



# Saturated fat content (g/100g)



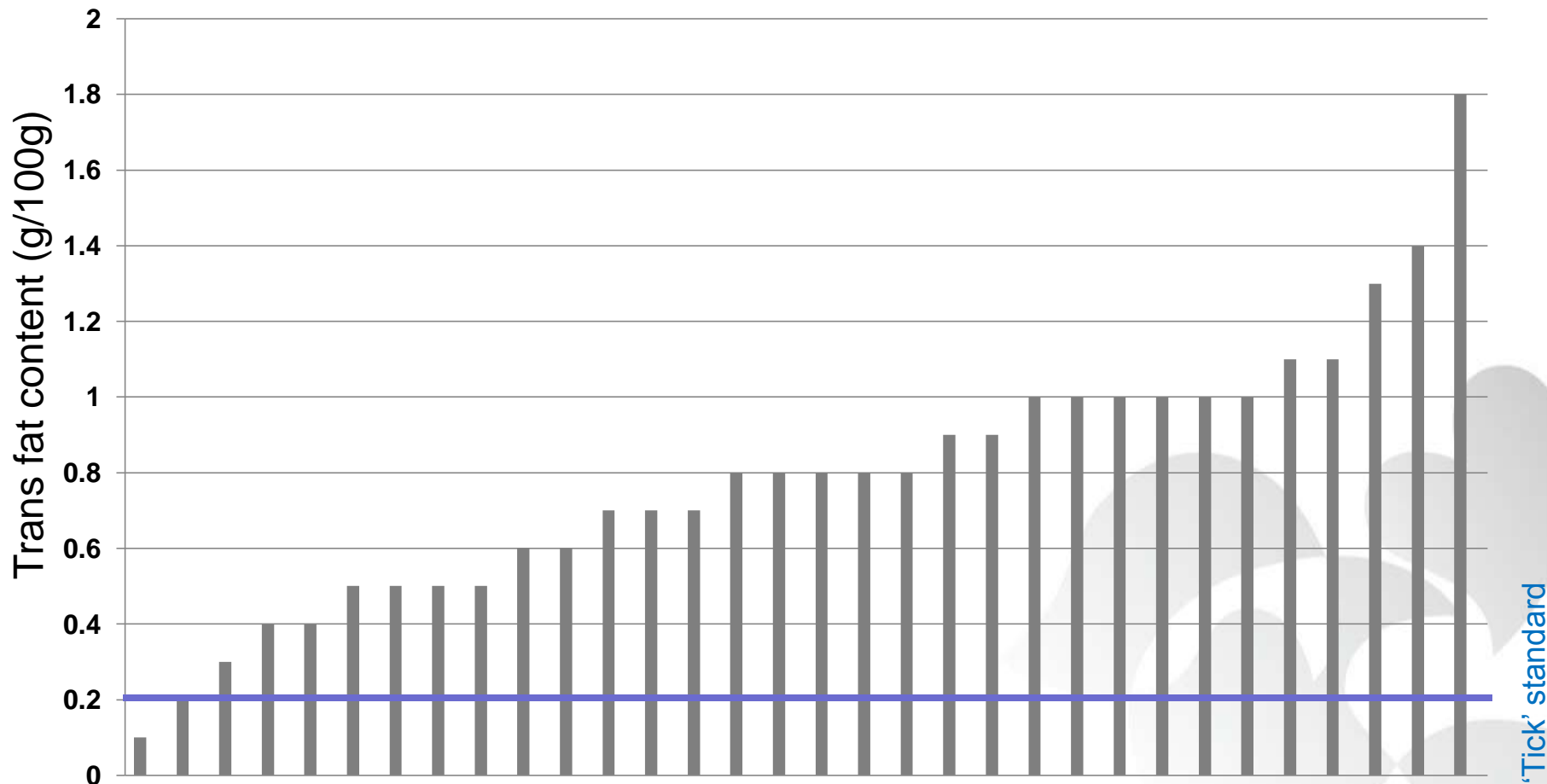
# Saturated fat content (g/serve)



\* RDI: SAF + Trans fat no more than 12% energy.

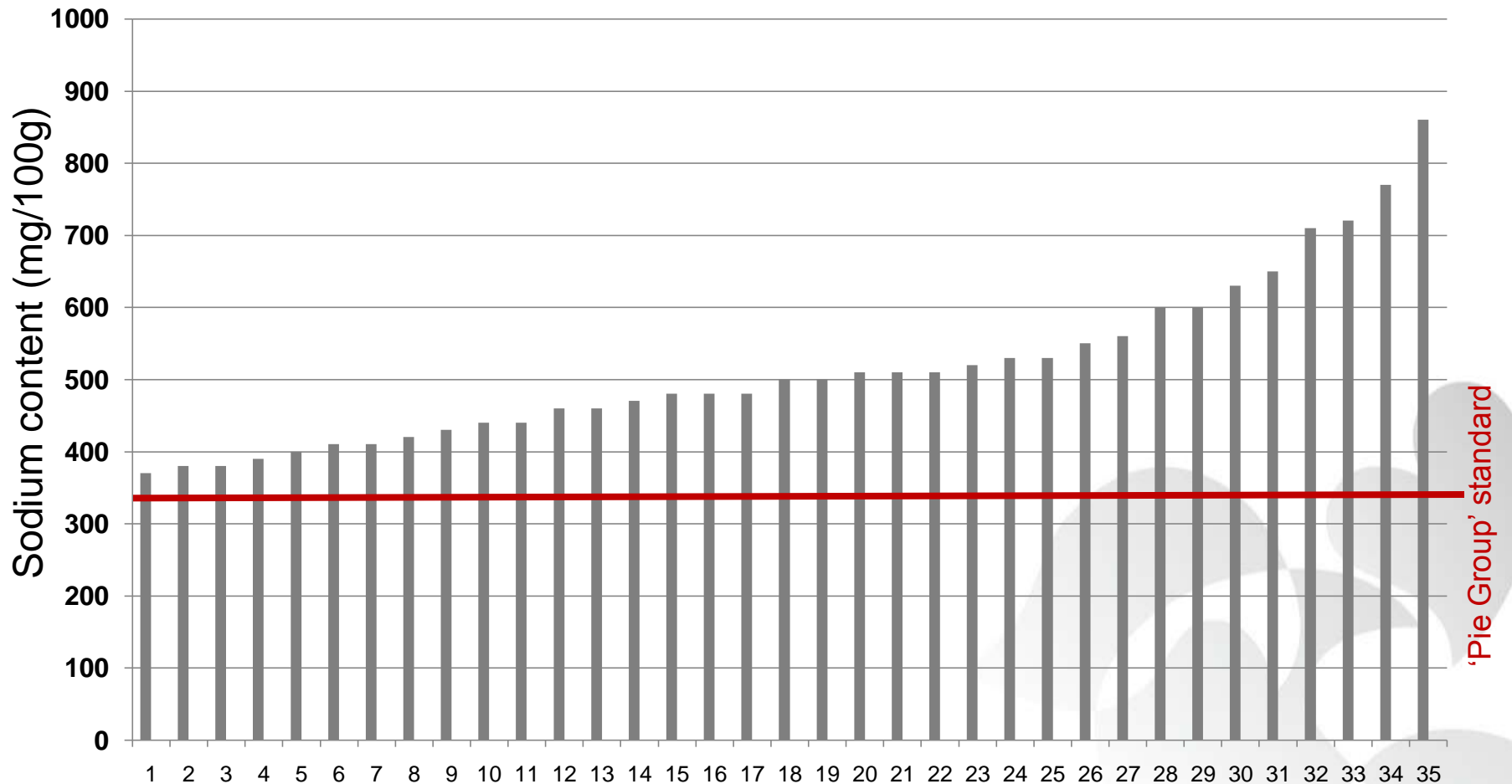
e.g. for a person consuming 2000kcal per day , his SAF + Trans fat intake should be no more than 26 g per day.

# Trans fat content (g/100g)

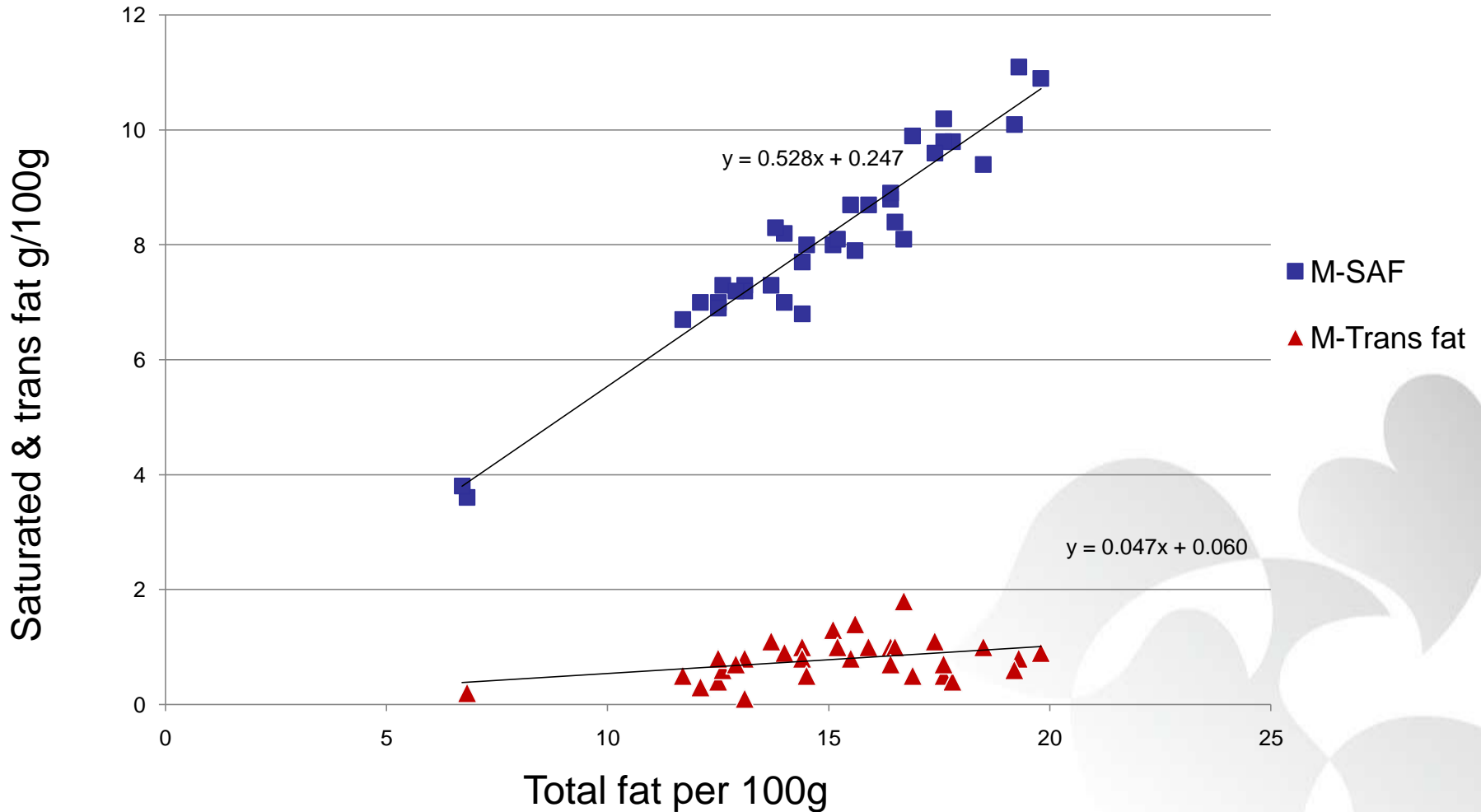


'Tick' standard

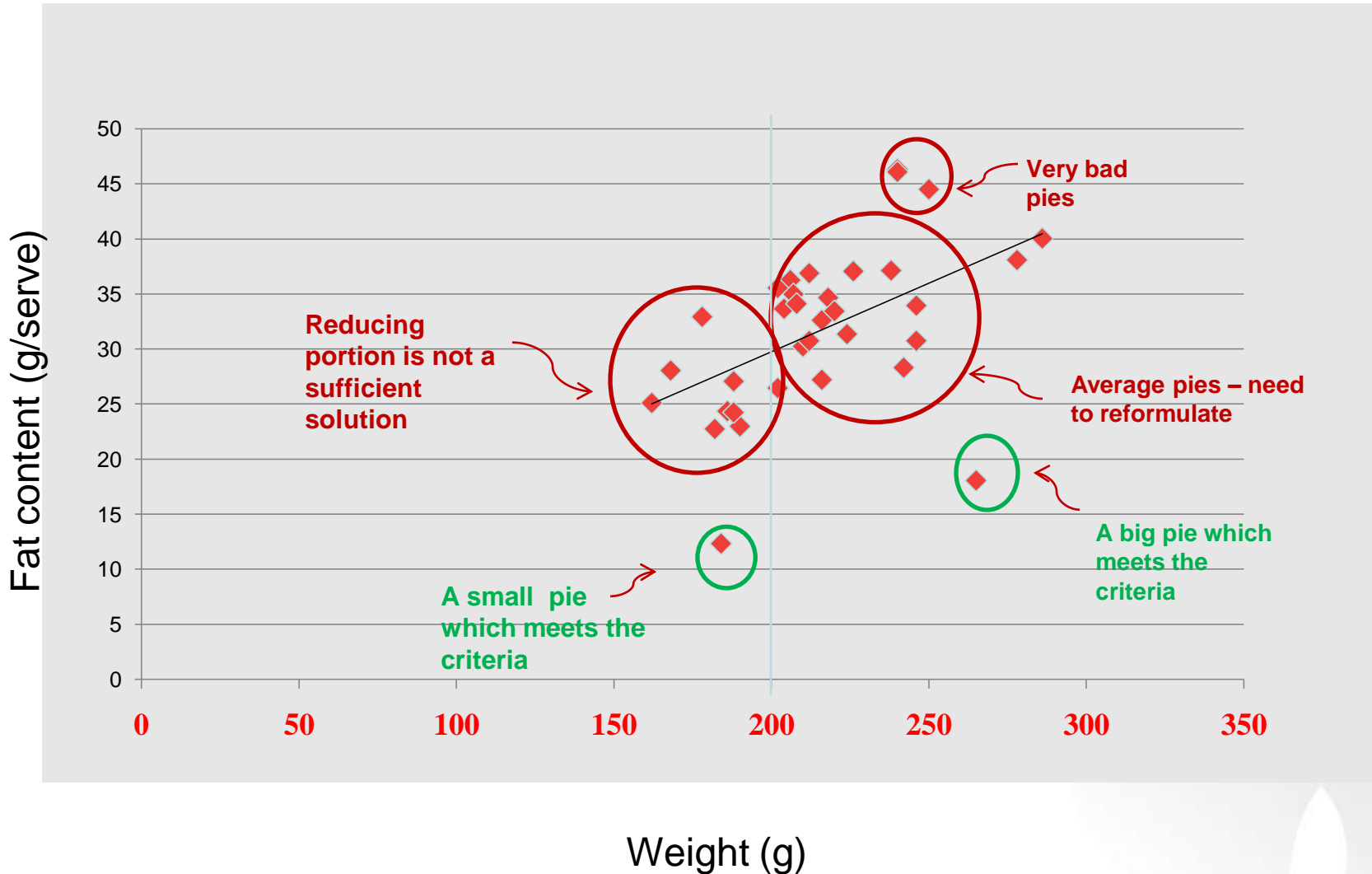
# Sodium content (mg/100g)



# Relationship between total fat and fat components



# Pie size and fat content



**a pie with 20% fat**



**\$1 pie, 16gms of filling**



**Total 46gms of fat (19%)**



**Total 34gms fat (15%) thick pastry**



# Comparison

Pies from independent bakeries and from  
manufacturers



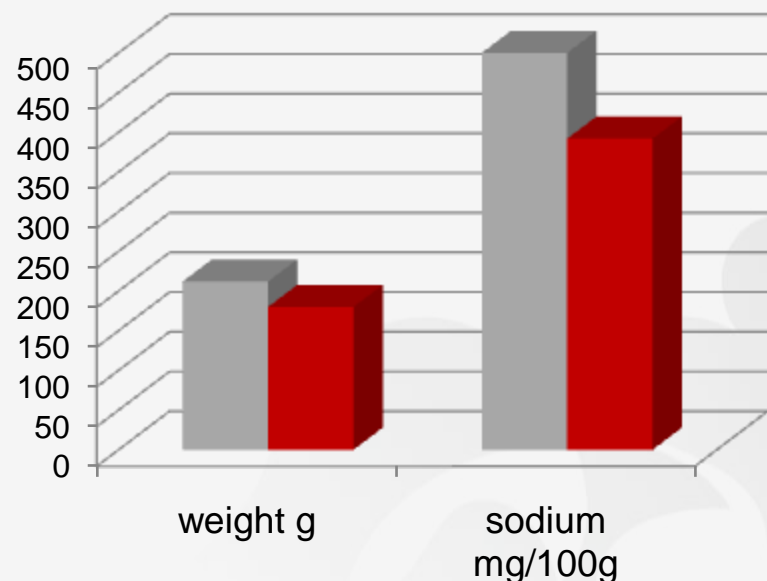
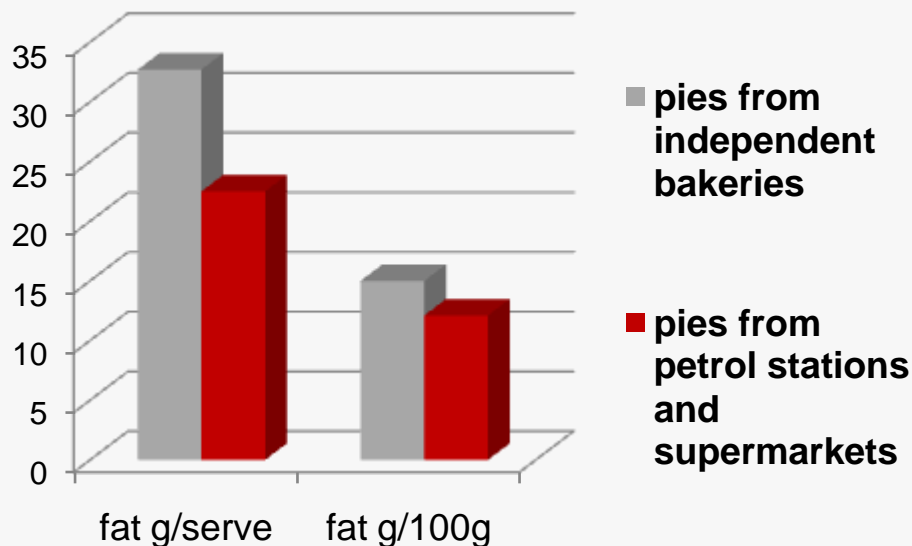
# Comparison of Price (\$)



# Comparison



## Mince pies from independent shops vs those from petrol stations & supermarkets



# Comparison of protein content (g/100g)



# Conclusion of Pie Analysis

- The majority of mince pies collected from Auckland independent bakeries do not meet the Pie Group Criteria.
- Pies from independent bakeries are worse nutritionally and more varied than pre-packed pies sold in supermarkets and petrol stations (based on nutritional information on package).
- The Pie Group Criteria is achievable.
- To reduce the dose of fat, decreasing portion size is not enough. Pies from independent bakeries need to reformulate.
  - Reduce the fat content in pastry
  - More leaner meat for filling
  - Reduce salt
  - Vegetable component

# The Pie Group



## Aim

To advocate for guidelines in pie making that will improve the nutrition profile of pies.

## Composition

- Baking Industry Association NZ
- the Food Industry Group,
- the National Heart Foundation of New Zealand,
- Auckland Regional Public Health Service (ARPHS)
- NZ Bakels Ltd
- New Zealand Beef and Lamb Marketing Bureau
- Dad's Pies Ltd
- Goodman Fielder Ltd
- Purity foods Co
- Profile Products
- Maketu Pies
- an observer member from the Ministry of Health



## Achievement so far

- Pie nutrition criteria developed
- Guideline developed and pretested in independent bakeries
- Improvement in the nutrition of pies made by a number of pie manufacturers
- Pastry-free pies introduced in some independent bakeries in Auckland low decile area.

# Goodtime

"BAKED IN GOODNESS"



The Hub: Gourmet Pie



Classic: Real Meat Pie



Savouries



Metro: Pie Snack

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0800 GOODTIME



## Metro Mince and Cheese Pie

A cheesy Kiwi favourite for young and old!



Pick the Tick



- Nutrition Information and promotional brochure-Click here



## Metro Chicken Pie



# Hot Bites<sup>™</sup> Pies

## Nutrition Information: per serve

	Potato Top 110g	Chicken Pie 110g	Mince Pie 110g
Energy	884kJ	932kJ	1056kJ
Protein	9.0g	8g	9.2g
Fat - Total	8.0g	11g	10.9g
- Saturated	4.4g	5g	3.5g
Carbohydrate	25.5g	29g	31.6g
- Sugars	1.8g	3g	3g
Sodium	363mg	352mg	385mg

# Murphies

Everyday/Sometimes (NZ)

## Nutrition Information: per 150g serve

	Mince 150g	Chicken 150g
Energy	1158kJ	978kJ
Protein	11.6g	8.5g
Fat - Total	5.4g	4.4g
- Saturated	2.9g	1.9g
Carbohydrate	42.6g	38.4g
- Sugars	2.7g	2g
Sodium	456mg	424mg





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## Kiwi Classic

\$3.70

### NZ BEEF

Quality lean beef mince enhanced with Jester's famous mouth-watering gravy



## - Russian Roulette

\$4.10

### BEEF STROGANOV

Tender chunks of lean steak with fresh mushrooms in a delicious sour cream sauce



## ★ Maharaja

\$4.10

### BUTTER CHICKEN

A taste of India! Tender chicken nestled into Jester's sensational butter chicken sauce





# Where to from here?



- Promotion of best practice guideline
- Development of Pie Group logo
- Introduction of nutrition criteria for Bakels Annual Pie Competition



# Watch this space!

