

These cookies are good!

Words JENNY MEYER Photos WILLIAM DAVENPORT

Thinking outside the square comes naturally to Justine Muollo- creator of the award winning 3 dimensional spoon biscookie. With a background in accounting and a lifelong passion for food & business, she took inspiration from the dissatisfaction of a lack of nutritious gluten and wheat free cookies & created a gluten-free, protein bar in a cookie format but with more nutritional features than a protein bar.

"People love the protein cookies for their nutritional profile and their taste," says Justine. "

The protein cookie weigh in at 64 grams & their quality content has mass attraction. "The cookies cater to a large market," says Justine. "There are people who are into fitness and those watching their carbohydrates. Then there are those who are short on time but want something to fill them up." The protein cookie makes a great economical lunch replacer - filling you up & keeping you going till dinner & all for the same price as a cup of coffee!

Being high protein, extremely high in fibre and calcium & using natural sweeteners that aid the human digestive system, along with natural fats from the almond ingredients, Justine reckons her snack is the most nutritious cookie around town. Making a healthy choice is increasingly important to people who want to know what they are eating and short on time. "A lot of people are wheat and gluten intolerant but need to incorporate more nutrition into their diets. The cookies have no added sugar so they are excellent for diabetics," she says. They are also ideal for elderly & kids too.



Healthy, however, doesn't have to mean boring for the taste buds. Chocolate fudge, ginger and spice, mochaccino, and chocolate chip are all favourite flavours with regular cookie munchers, but Justine says the latest recipe, raspberry and white chocolate, has been flying out the door.

With the increasing success of the biscuit business, Justine has moved her baking from its origins in Majoribanks Street in central Wellington, to a factory in Ngaranga Gorge, where she employs five loyal and hard working staff. Export orders to countries like Italy, UK Singapore and Australia, mean quality is vital and Justine uses external food laboratories to test her cookies, making sure she is making the best biscuits she can.

Justine has also set up a company in the USA & is now manufacturing & selling the protein cookie range to the US market.

Two new products are currently in development in NZ, a high protein brownie with less than a teaspoon of sugar, and an all day breakfast cookie, which Justine describes as, "like a bowl of wholegrain muesli but without the fat."

Justine says the success of the company has been



Justine Muollo

due to 'word of mouth' news about a great product. "In these tough times people can get an economical meal replacer for the same price as a cup of coffee and be really satisfied."

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