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Local flour features on MasterChef

Alyssa Kimlin | 23rd June 2010

KIALLA Pure Food owner Quentin Kennedy is thrilled his company's organic flour featured on hit television show *MasterChef*.

He was so excited, he had a go at recreating artisan baker and owner of Brasserie Bread Michael Klausen's Schiacciata Con L'uva.

And the result was nearly as good as Mr Klausen's, thanks to Kialla's organic flour, Mr Kennedy said.

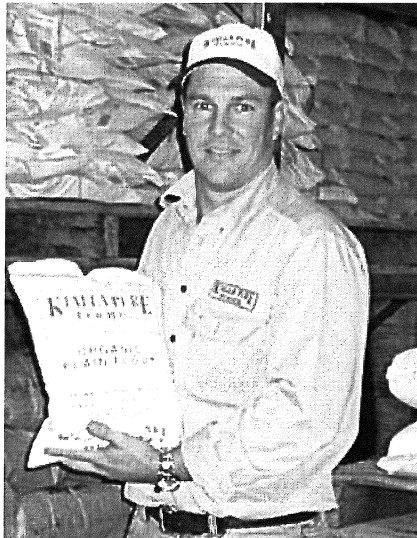
The flour was shown during Friday night's MasterClass, where contestants Aaron and Marion got a lesson in the art of artisan bread making.

Mr Kennedy, who has owned Kialla Pure Foods with wife Michelle since 2006, said it was great to see his product on the television screen.

"We are all very excited about it," Mr Kennedy said.

"We have had a couple of calls from people who recognised our calico bags."

He said one of the women who worked at the flour mill alerted him to Michael Klausen's appearance on the show.



Kialla Pure Food owner Quentin Kennedy is proud his company's organic plain flour was shown on MasterChef last week.

Alyssa Kimlin

Kialla Pure Foods is the biggest dedicated organic mill in Australia and produces a range of whole and milled organic grains.

He said the company had been providing flour to Brasserie Bread for a while and hoped its flour would be shown.

"It is a bit of a coup for a little local business to get shown on a show like this," Mr Kennedy said.

"Because of shows like *MasterChef*, people are getting into cooking at home.

"And it's important they have access to good organic produce."

Mr Kennedy said as the face of its retail products would be changing in the next month or so residents should keep an eye out for the fresh packaging.

He said the products would still be available at a range of stockists across the Darling Downs.

"We like to support local distributors."

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