

MAGIC BRANDS OVERSEES A DIVERSE PORTFOLIO OF PREMIUM AND AFFORDABLE BAKING BRANDS

BRANDS PROUDLY PART OF MAGIC BRANDS		MAGIC
Goosebumps	GB's BAKERY	Milano's GLUTEN FREE BAKERY
Goosebumps BAVARIAN WHIP	Goosebumps Wonder Whip	Zeelandia



Goosebumps

We have improved our Traditional Fruity Hot Cross Buns, making them stay fresher for longer. Hot Cross Buns are in high demand in bakeries over the Easter period, but not just any Hot Cross Bun delivers the same level of satisfaction as our Traditional Fruity Hot Cross Buns. The taste is fruity with a hint of spice to balance out the flavours.



WATCH HOW TO MAKE OUR TRADITIONAL HOT CROSS BUNS



Our new sourdough look and feel is rustic, giving you that homemade baked bread experience when you bite into it. The perfect fermentation creates bubbles—just as a true sourdough should. Our new product is absolutely amazing.



Try our improved Sourdough Ciabatta Loaf and Ciabatta Roll, as well as our Sourdough Baguettes and Sourdough Baguettes Small. The Ciabatta Rolls and Sourdough Baguettes make the perfect sandwiches in your delis as a grab-and-go concept.

Sourdough is a long and complex process; therefore, we make baking easier for you by offering these products par-baked. Your bakers simply need to heat the sourdough for 2 minutes in the oven, and it's ready to be displayed or prepared.