



History of Lions Australia Christmas Cake Programme

The Christmas Cake Programme had its beginnings prior to the 1965 International Convention in Los Angeles where the late PDG Captain Philip Lusher was to be inducted as District Governor, District 201B. PDG Philip, whilst in North America prior to the Convention, visited a number of Clubs in Canada, and whilst attending a meeting of the Lions Club of Montreal, heard of the “Lions Christmas Cake” programme, and returned to Australia with full organizational details for the information of his fellow Governors. District Governor 201 E, the late Ken Fenwick and his Cabinet Secretary the late Lion Ern Smith introduced the programme to their District with home baking and packaging of

Lions Christmas Cakes in the Goulburn, NSW area.

The following year, Lions of the Multiple District were seeking a National fund raising project to support “SAVE SIGHT” activities and the Council Chairman, the late PDG Jamie Jamieson, called for ideas for a project to fund the campaign. Lion Ern Smith suggested to his District Governor, that Lions should sell Christmas Cakes and the project brought back from Montreal Lions Club by PDG Captain Philip Lusher should be expanded to a National programme. His Governor told him he was crazy. The Council Chairman noted the exchange and called on District Governor Ken for comment, who said “This clown of a Cabinet Secretary of mine has suggested we should sell Christmas Cakes!”

It was immediately formulated, moved, seconded and adopted that Lion, later District Governor, Ern Smith, be given one week to formulate a plan to bring his idea into being. The first “LIONS SAVE SIGHT CHRISTMAS CAKES” were baked by Big Sister, part of the Reckitts and Coleman group of companies, and were three pound cakes. The project immediately proved successful, and sales have been constant over the past two decades, after reaching astronomical sales on the inception of the programme. In 1975 the cake

became “metric” and converted to 1.5kg and reduced in packaging from twelve to ten per carton. This resolved many headaches for Club Chairmen with stock control records and book keeping made so much easier. In 1986, it was decided that the cake be manufactured to a lower, larger profile which has proved popular.

Cakes have been baked by Australia's leading food companies, including Big Sister, Gartrell White, Arnotts, Sara Lee, and since 1983 by the present manufacturer, Top Taste, the baking division of George Weston Foods Limited, formerly The Webster Biscuit Company. 1998 saw the introduction nationally of the 1kg Lions Christmas Cake added to the programme. 2010 saw the formal introduction of a Lions Traditional Christmas Pudding into the product range. 2012 saw the introduction of the Lions Traditional Mini Cake 80gm.

Product Information

Lions Christmas pudding

A Lions Christmas Pudding contains the following ingredients: - Shortening, Sugar, Brown Sugar, Golden Syrup, Glucose, Butter, Water, Salt, Flour, Eggs, Rum, Brandy, Sultanas, Peel, Currants, Raisins, Starch, Potassium, Spice, Cinnamon, Cloves, and Ginger.

The Pudding is mixed in the conventional style by first creaming up the shortening and sugar and then adding the Egg and mixing until the required density is reached. The Flour and other dry ingredients are then added and thoroughly mixed in, before adding the Fruit. The mixing is then finished and must comply with a required density, so that the products can be kept to an even standard. The mixing takes approximately 20 minutes. The Puddings are then deposited into Pudding Bowls and baked @ 160c for (2) hours 10 minutes. They are cooled in the Block Line cooling unit for 2hrs and then de-panned automatically to travel to the spiral coolers for a period of 4 hours. They are then boxed and placed into cartons ready for despatch.

Oven capacity: Based on 900g = Wrapping & Packing. 900g unit = 2000 units per hour.

Density or Specific Gravity: This is the weight of mixing in a container of specific size 456 g Density weight. The weight varies by the amount of air beaten into the mixture.

Quality Control Quality Control on Lions Pudding commences from the time the ingredients are received into store with minor ingredients weighed up into mixing sizes, and a Senior Supervisor doing spot checks in the various weighed up ingredients chosen at random. With the installation of the batching system, Flour, Sugar, Shortening and Eggs are automatically weighed into the mixer. The ingredients are then taken to the cake mixers, where the mixings are made and densities taken for Quality Control purposes at three (3) stages of the mixing :- During the packing phase, all product goes through a metal detected and X-ray machine and validated every 30 minutes with ops signing off with tests they do on these critical control points .

1. After the Shortening and Sugar are creamed up.
2. After the Eggs have been added in.
3. After the Fruit has been mixed in.

These checks are necessary to ensure that all mixings are of the same standard. Any changes in the densities are immediately reported to the Production Manager to be rectified, or if this is not possible, the mixing is discarded. All densities, mixing times and temperatures

pertaining to each individual mixing are recorded and thoroughly checked at various intervals by Senior Supervisors and the Production Manager.

Lions Christmas Cake

A Lions Christmas Cake contains the following ingredients: - Shortening, Sugar, Golden Syrup, Salt, Flour, Baking Powder, Eggs, Rum, Vanilla, Invert Syrup, Cake Colour, Sultanas, Peel and Whole Cherries. It is notable that the Egg Content is 8.5% and the Fruit content is 50%.

The Cake is mixed in the conventional style by first creaming up the shortening and sugar and then adding the Egg and mixing until the required density is reached. The Flour and other dry ingredients are then added and thoroughly mixed in, before adding the Fruit. The mixing is then finished and must comply with a required density, so that the products can be kept to an even standard. The mixing takes approximately 20 minutes. 502,000 Lions Cakes (1.5 kg and 1 kg combined) are made from nearly 1479 mixes that use up 367,384 kgs of blended fruit, 62,118 litres of egg and 5,620 litres of Rum. The cakes are then deposited into baking tins and baked @ 130c for two (3) hours. They are de-panned automatically and then cooled in the spiral

coolers for a period of 4 hours. They are then wrapped, boxed and placed into cartons ready for despatch.

Oven Capacity 4200 units based on 1kg (or) 2520 units 1.5kg. Wrapping & Packing - 1kg = 1400 units per hour, 1.5kg = 840 units an hour. Density or Specific Gravity. This is the weight of mixing in a container of specific size. The weight varies by the amount of air beaten into the mixture. Quality Control Quality Control on Lions Cake commences from the time the ingredients are received into store with minor ingredients weighed up into mixing sizes, and a Senior Supervisor doing spot checks in the various weighed up ingredients chosen at random. With the installation of the batching system, Flour, Sugar, Shortening and Eggs are automatically weighed into the mixer.

The ingredients are then taken to the cake mixers, where the mixings are made and densities taken for Quality Control purposes at three (3) stages of the mixing :- During the packing phase, all products go through a metal detected and X-ray machine and validated every 30 minutes with operations signing off with tests they do on these critical control points. 1. After the Shortening and Sugar are creamed up. 2. After the Eggs have been added in. 3. After the Fruit has been mixed in.

These checks are necessary to ensure that all mixings are of the same standard. Any changes in the densities are immediately reported to the Production Manager to be rectified, or if this is not possible, the mixing is discarded. All densities, mixing times and temperatures pertaining to each individual mixing are recorded and thoroughly checked at various intervals by Senior Supervisors and the Production Manager. Quality Control does a check on the product each day.

Product is made in Australia

Recommended Retail Prices:

- Lions Christmas Cake 1.5kg \$17.00
- Lions Christmas Cake 1kg \$13.00
- Lions Christmas Pudding 900gm \$13.00
- Lions Mini Cake 80gm \$2.00
- Centenary Tin containing a 1.5kg Cake \$22.00

Where and How to buy Lions Christmas Cakes and Puddings

- **To order your Lions Christmas Cakes and Puddings through the Lions Club of West Pennant Hills NSW 2125, please email Shala.karan@hotmail.com.**
- Payment via EFT/Cheque to the WPHC Lions Club
- Delivery details will issue when order confirmed