



# Fire Station Bakery Café

WHAKATU



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For Life.**



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For Life.



The Whakatu Fire Station Bakery Café oozes ambience and history. A wonderful, iconic café in the Heart of Hawke's Bay, Hastings, New Zealand.

Located in a semi-rural location, the Café is popular with local residents, workers, visitors, and bikers using the cycleways to explore beautiful Hawke's Bay. For owner, Paul Wise, who has 27 years' experience in the bakery industry, choosing this site for his latest café was one of the best business decisions he's made.

As its name suggests, the café was once-upon-a-time a fire station. Paul has strong links to the fire service in Hawke's Bay. His father, Brian, was fire chief at the Meeanee Fire Station in Napier and responsible for its relocation to Taradale, just down the road.



*Brian Wise, Taradale Volunteer Fire Station Chief  
9 August 1993*

Photograph: Hawke's Bay Today

# FPG CASE STUDY

## FIRE STATION BAKERY CAFÉ



# A STRONG SENSE OF COMMUNITY

Paul is a local, having lived all his life in the Hawke's Bay region. Relationships and the sense of community are strong. Paul takes pleasure in sponsoring children in sports. He observes, "Word gets around."

He's known Robert Darroch, FPG CEO and owner for most of his life. Robert had worked for Paul's father, Brian, early on and much later. Robert reciprocated asking Brian to work for FPG.

**Trusted relationships don't get much stronger than this.**





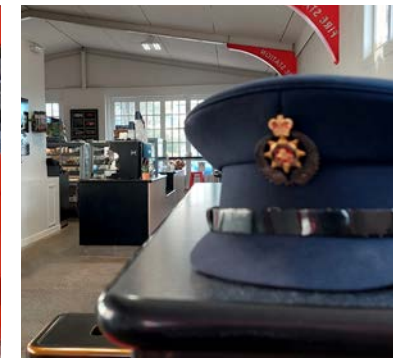
“I chose to work with FPG because I know the people and what they are capable of doing. We have a long-standing relationship - they're my go-to for store design, all the shop fittings, and high-quality food display cabinets. I highly recommend them.”

**Paul Wise, Owner/Operator  
Fire Station Bakery Cafe  
May 2022**

# AUTHENTIC FINISHING TOUCHES

Paul commented that a lot of work was required upfront to strengthen the building. There are many finishing touches such as fire hydrants, ceiling supports, polished concrete floor not to mention memorabilia and fire station themed items to enjoy.

We're sure that youngsters, who aspire to become fire fighters, will find the vintage pedal truck a hit in addition to the warm sausage rolls and pies on offer with tomato sauce of course!



# FPG CASE STUDY FIRE STATION BAKERY CAFÉ





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# IMPRESSIVE DISPLAYS



FPG was delighted to be a part of the fire station-café conversion. FPG designed the café layout and manufactured and installed both the counter and food display cabinets.

The counters are both smart and serviceable. The front counter vertical faces are made of durable attractive melamine: a combination of Bestwood® Southern Oak and black complementing the easy-to-clean Formica® Blackstone countertops.

Paul chose a line-up of FPG Inline 5000 curved cabinets – ambient, refrigerated and heated - to provide the stage for an impressive showcase of bakery treats.

**It creates a strong impact when customers enter the store.**





**SMOKO SHOUTS**  
**OPTION 1**  
 1 Mini Pie  
 1 Club Sandwich  
 1 Small Beer  
 \$5.20

**OPTION 2**  
 1 Mini Pie  
 1 Small Sausage Roll  
 1 Club Sandwich  
 1 Small Beer  
 \$4.50

Whānau, loyalty,  
 pava pies, freshness,  
 community caring,  
 mates,  
 honesty

**SPECIALS**  
**COFFEE**  
 and any  
**MUFFIN**  
**\$8.50**

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any **PIE**  
 & 355ml  
 can of fizzy  
**\$6.80**

Chocolate Caramel  
 American Doughnuts

Cranberry Muffins  
 Blueberry Cream Cheese

RASPBERRY BUN

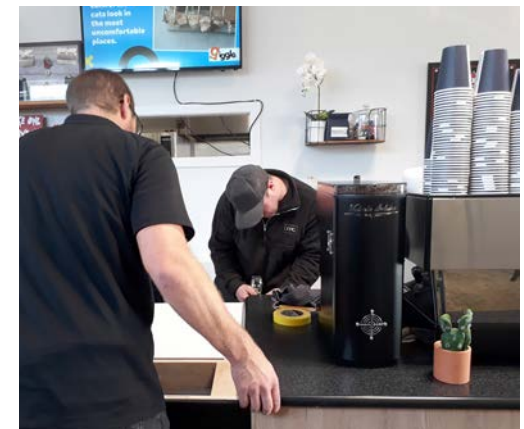
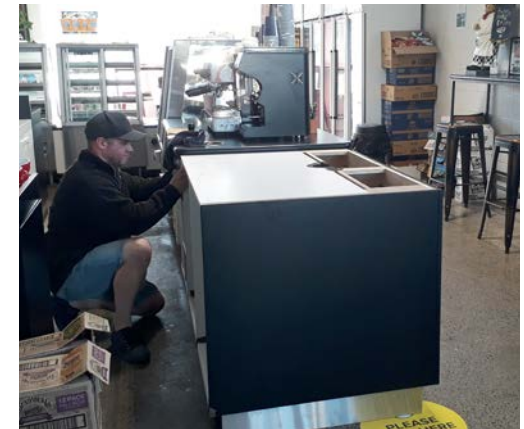


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# FPG JOINERY, DESIGN AND MANUFACTURING

FPG returned in May 2022 to extend the counter to accommodate a milkshake station featuring a contrasting black melamine front and timeless stainless steel counter top.

Paul Aston, FPG Sales Director notes,  
*"There are many advantages of working with FPG. We have great relationships with other manufacturers and suppliers domestically and internationally. If you need it, we can source it or build it. We are also experts in integrating refrigerated and heated cabinets into joinery. For our customers like Paul Wise, it means stress-free installation."*







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FPG also supplied the bread racks, mobile leaner tables, high table and leaner both with stools, storage cupboards, and the condiments unit.





# ABOUT FPG



FPG are specialists and experienced in 'front of house' food service and food retail.

We make it very easy for our customers by providing a full-service offer. The project scope can be flexible, from *full turnkey* to *design and construct only*, we draw

on our inhouse competencies and specialist equipment to deliver beautiful results while eliminating stress.

**You can trust us. We've been doing this for more than 30 years.**

“Paul’s professional attitude and experience are second-to-none. His attention to detail and the FPG way of doing things are leaps and bounds ahead of the industry. I always feel happy with the finished product - as do my customers.”

**Paul Wise, Owner/Operator**  
**Fire Station Bakery Cafe**  
**August 2022**

PAUL ASTON  
FPG SALES DIRECTOR





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HOSPITALITY



SPECIALITY  
FOOD SERVICE



C-STORE



CAFÉ/BAKERY



SUPERMARKET



FMCG

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contact  
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