

CASE STUDY

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| WHO: | Karen Kelly |
| WHAT: | Puds for All Seasons |
| WHERE: | Castlemaine, VIC |
| WEB: | pudforallseasons.com.au |

Pud for all Seasons is located in the heart of Central Victoria. It is an area renowned for its quality produce. The business was founded in early 2004 by Karen, a stay-at-home mum who moved to the country from Melbourne and was looking for a “little” part time business to satisfy her passion for fine cuisine, and to exercise her creative mind.

From humble beginnings making 100 or so puddings in Karen’s kitchen for the local school to an enquiry with Workspace BEC in Castlemaine has helped transform the business to a globally renowned enterprise.

Karen took a leap of faith and took over the Commercial Kitchen in Workspace’s Business Incubator which was formerly the Castlemaine Hospital. Amazingly over 20,000 puddings are now hand-made each year and stocked in 100 stores all over Australia, including regular overseas customers who buy online.

Using her Grandmother’s recipe which she hasn’t changed at all because she doesn’t want to lose that hand-made quality taste Puds produce and sell puddings all year for everyone to enjoy. “A hot steaming pudding on a cold winter’s day with home-made custard, there’s nothing better. Puddings are just so comforting, warm and yummy,” she says.

The business quickly grew from strength to strength with Karen a willing pupil taking advantage of the business advice offered by Workspace. Far exceeding both Karen’s and Workspace’s expectations it wasn’t long before Puds became an anchor tenant at Workspace’s Castlemaine site and a fine example of what hard work, determination and a willingness to learn can achieve.

With a variety of puddings that include Choc Orange, Cranberry and White Chocolate, Date and Butterscotch and of course Traditional all of which can be topped with deliciously indulgent dessert sauces. Recently celebrating its 10th birthday, the year was topped off with Choice Magazine voting it as one of the top three pudding makers in Australia.

“Karen’s determination is one of the keys to the business success as most people would have given up when the first fund raising stall sold absolutely nothing” says Rebecca Dempsey CEO of Workspace Australia who has known Karen since the early days. Of course her second try sold out within the first hour with orders for another 80 puddings and as they say history was made.

Not one to lie on her current success Karen has always strived to improve the business and now has introduced a Gluten Free pudding opening up this delight to a whole new customer base. Karen believes that there is always more to learn and continues to expand her business knowledge. The business now employs 5 permanent staff and anything up to 14 seasonal staff and is a far cry from the original part time business.

*Workspace BEC
Castlemaine*



Price
Puddin
800g (Serv
400g
100g
100g in cal
900g Pud 3
Sauces
Pud Ball
gs of 6 Ass
rs of 10
Pebb

Pud
For all Seasons
Choc & Orange
Cointreau

Pud
Dessert Sauce

Pud
For all Seasons
ch

Pud
Dessert Sauce



| Pud | |
|------------------|--|
| For all Seasons | |
| al Plum Pudding | |
| & Macadamia | |
| Peach & Cinnamon | |
| & Butterscotch | |
| e Choc & Orange | |
| Cherry | |

| Pud | |
|-----------------|------------------|
| For all Seasons | |
| Prices | |
| Puddings | \$22.95 |
| 600g (Share 5) | \$25.50 per pack |
| 400g | \$16.00 |
| 100g | \$ 4.50 |