



Ballarat flour mill turns 100, cementing its place in local history

Allied Pinnacle marks the centenary with plaque unveiling and team celebration joined by current Mayor of the City of Ballarat Des Hudson, also a former mill employee.

27 July 2023: Today Allied Pinnacle, Australia's leading flour and bakery manufacturer celebrates the 100th anniversary of its Trench Street Ballarat mill.

The iconic mill remains one of only four major flour mills in Victoria, supplying flour and bakery products to the State and beyond, while a quarter of its employees have been employed by the mill for three decades or more.

Built in 1923 by Otto Muller, the mill has gone by previous names including the Garden City Flour Mill, Bunge, and Allied Mills, before operating as Allied Pinnacle for the past 6 years.

Ballarat Site Manager Paul Panozzo who has worked at the mill for 32 years said, *"The 100th year anniversary is a remarkable milestone. The Ballarat mill has a number of long-term employees, so the centenary means a lot. Throughout our long and historic tenure, we have faced challenges, disruption, and uncertainty, which we have managed to overcome. This is due to the wonderful Ballarat community and of course the incredible staff, past and present who carry great pride in work they do."*

City of Ballarat Mayor Des Hudson who unveiled the plaque marking the centenary said, *"I worked at the flour mill in the quality control laboratory, after I finished VCE in 1987, until I went on to join Victoria Police in 1989. My father George Hudson worked at the flour mill, in charge of the silos and grain receiving for 33 years, while my elder brother Danny, Grandfather George Hudson Senior and two uncles, all had periods of employment at the flour mill."*

Since under the stewardship of Allied Pinnacle, there has been ongoing investment in the Ballarat mill, ensuring it remains agile and responds to consumer demands. Over the years, the Ballarat Mill has gone from milling many different types of mixes to those more specialised and niche, with a focus on organic, rye, and durum flour.

Allied Pinnacle CEO David Pitt said, *"We are deeply grateful to the Ballarat team that works tirelessly everyday to fulfil Allied Pinnacle's mission of creating market leading solutions from*



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grain to table. At Allied Pinnacle, we bake the future from flour so it's great to reflect on the past 100 years of Ballarat and I look forward to the next 100."

The milling industry is a vibrant sector that combines traditional skills with modern technology to produce a wide range of flours. Milling is one of the oldest trades in the world with wheat being one of the most important crops across Australia.

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About Allied Pinnacle

Allied Pinnacle is a world-class flour milling and bakery business with more than a 100 year history. We bake the future from flour. Backed by Japan's largest milling business, Allied Pinnacle transforms Australian grains into iconic and much-loved household products, providing market leading solutions from grain to table. Visit www.alliedpinnacle.com