

WAITROSE
FOOD
ILLUSTRATED

SEPTEMBER 2008 • £2.50 • FREE TO WAITROSE/JOHN LEWIS & PARTNERSHIP CARD-HOLDERS (one per card-holder)

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MOUTHWATERING WAYS
TO HOLD ON TO SUMMER



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VIP

Very important producer

Lise Madsen from Honeyrose Bakery is passionate about creating organic cakes that are made with the finest ingredients and the highest principles

The 1970s north London factory behind Lise Madsen may not look like an organic nirvana, but that's what you'll find inside. From the paint on the walls to the tea for the staff, organic living is what Honeyrose Bakery is all about – but not in an elitist way. Danish-born Lise is adamant that “organic should not be the exception”. Her company is bringing additive-, preservative- and pesticide-free, hand-baked goodies to the masses.

“Food that is not organic ought to be labelled ‘Warning: contains chemicals,’” she exclaims. “Additives and preservatives should not be part of the food chain.”

Lise gets her ideals from her mother, who fed her family on home-grown vegetables and homemade bread. The baked goods, which include gooey chocolate brownies, chewy oatmeal raisin cookies and buttery cakes, are made as her mother would – in small batches, by hand or with a small mixer and baked slowly.

“We don't use big machines. You could easily take our recipes and make them in your own kitchen,” Lise explains.

The proud Dane extends her earthy approach to her packaging, which is biodegradable; she also uses electricity from renewable sources to run the bakery. Beyond these eco-credentials, five per cent of Honeyrose's profits go towards the Yellow Flower Foundation, a charity set up by the team. This foundation funds community projects in the developing world, such as the building of a day care centre for 150 children in the Philippines.

There's a lovely quote on the Honeyrose website, which is based on a Kenyan proverb: ‘Treat the earth well. It was not given to us by our parents, but loaned to us by our children.’ It's an idea that really sums up the way Lise sees the world and the ideals she hopes to pass on through her wholesome organic cakes.

PHOTOGRAPH BY DAVID YEO

