

MORTLAKE

Home of the famous
Clarke's "Square Beef Pie"

**LIFT-OUT
FEATURE**

70



70

CLARKE'S PIES

Celebrating 70 Years

EST 1949



70



CLARKE'S PIES

Celebrating 70 Years

GIVEAWAYS

Friday,
June 28



The story behind the pie



Family business: Annette McLennan (second from left) and her children (L-R) Nicole, Andrew and Lisa with some of their products.

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Clarke's Pies
on reaching 70 years
in business!

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Congratulating
Clarke's Pies on
70 years

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THE town of Mortlake has become synonymous with the original square beef Clarke's pie.

The iconic pie is a favourite among not only patriotic locals, but many motorists who visit or travel through the town each day.

A stopover at Clarke's for lunch is often on the agenda.

The 70 year-old history behind the famous pie is almost as interesting as the pastry itself.

In 1949, Fred and Nellie Clarke opened the Clover Leaf Cafe in Mortlake after moving to town from Noorat.

They decided they would make some pies to sell in their shop.

Nellie would cook a pot of pie meat while Fred would make the pastry and then make the pies by hand.

Word soon spread of their venture and within a short time shop owners from all over the district were approaching Fred and Nellie to make some pies for them to sell in their shops.

When their son Alan married Jessie, they too moved to Mortlake and began working with Fred and Nellie.

Alan and Jessie went on to have four children – Morris, Neil, Annette (now Annette McLennan) and Alistair.

All four became involved in the

business and over the years developed several distribution runs covering the south-east of South Australia, across the Wimmera to Geelong, and along the coast line.

"In 1986 we purchased a cake factory in Dandenong called Dandy Cake and Pies," Annette said.

"Neil and I ran that factory while Morris and Alistair ran the Mortlake factory, supplying Dandenong with pies and other products."

In 1988 the family was devastated when fire destroyed the Mortlake factory.

"Fortunately our friends, who owned Beaumont Pies in Geelong, helped us out and we were making our pies in their factory the very next day," Annette said.

By 1993 the Mortlake factory had been rebuilt and was back open for business.

This coincided with the inaugural running of the Mortlake Busker's Festival.

After rebuilding and extending the Mortlake factory, the Clarke's were approached by Pampas and Patties Foods to do some contract manufacturing for them.

"We were producing Pampas family fruit pies and Four 'n Twenty pies; employing up to 120 people," Annette said.

In January 2007 it was announced that Patties Foods would buy all the company's equipment and assets, which would be relocated to a new plant in Melbourne.

At that time, Clarke's Pies was employing 48 people in Mortlake.

The news shocked the small country town and forced the Clarke family to take stock and consider their options.

It was at this point that Annette and her youngest brother Alistair made the decision to once again start from scratch, with the original name and recipes.

"Beginning again meant a return to traditional methods, local distribution areas and a commitment to the original 'fresh is best' philosophy," she said.

"For instance, we are still making pasties individually, using the same crank-handled pastie machine that I used as a little girl – back in the days where I had to stand on a box to place the pastry squares on the plate."

Today, Clarke's Pies employs eight local people – including Annette's three children Lisa, Nicole and Andrew.

"This year we are proud to be celebrating 70 years of making pies as a family; with our third and fourth generations now at the helm."

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70 years – A wonderful milestone



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CLARKE'S PIES

Celebrating 70 Years

70

A day of celebrations

LARGE crowds are expected to join in the fun when Clarke's Pies celebrates its 70th birthday on Friday June 28.

The iconic Mortlake business is planning a day of fun and giveaways and the entire community is invited to the party.

A marquee will be set up in the car park adjacent to the cafe where visitors will be able to browse a wonderful display

of memorabilia and spend some time working on a giant 'Clarke's' jigsaw puzzle.

Random giveaways will also be on offer throughout the day and Coast FM will host a live broadcast from the car park from 10am.

Hungry visitors will be able to take advantage of some great offers in the cafe while a variety of samples will be

on offer in the marquee.

"We're looking forward to a great day of celebrations," Annette McLennan said.

"We're hoping the community will come out and enjoy the day with us. This is not only a special day for us but for the whole town and we're grateful for the support we have received over the past 70 years."



Above: Good times in the factory: Annette McLennan and younger brother Alistair Clarke with (in the background) staff members Kevin (Bushy) Robertson, Jason Misfud, Billy Murphy and Ricky Sheaves.

Left: Sticking to tradition: Annette McLennan using the same pastie machine she used as a little girl.



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CLARKE'S PIES

Celebrating 70 Years

EST 1949

FREE COMMUNITY CELEBRATION!

FRIDAY, JUNE 28

10.00am - 1.00pm
94 Dunlop St, Mortlake



- Live Coast FM broadcast
- Free Pie Tastings
- Giveaways
- Special offers including **FREE** coffee with every Keep Cup purchased
- Memorabilia
- Kids Activities

Making mouth-watering pies for 70 years!

70



CLARKE'S PIES

Celebrating 70 Years



Jessie Clarke, Morris Clarke and Lisa McLennan with a plate of their pies

Through the years

- 1949** Fred and Nellie Clarke move from Noorat to buy a shop in Mortlake which would come to be known as Clarke's Clover Leaf Cafe.
- 1952** Bakehouse built on to the back of the cafe
- 1986** The Clarke's purchased a factory in Dandenong. This allowed the business to extend sales into the south-eastern suburbs of Melbourne and Gippsland.
- 1988** May - fire destroyed the Mortlake factory.
- 1993** Extensions open, celebrations are held to coincide with the running of the inaugural Mortlake Busker's Festival.
- 2005** The shop - still known as the Clover Leaf Cafe - was sold to Rob and Joan Hargreaves.
- 2007** Company bought out by Patties
- 2007** Business re-established by Annette McLennan in the original bakehouse

MOYNE SHIRE

Congratulations to Clarke's Pies on reaching 70 years A great achievement!

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70 YEARS

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70!

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Well done on 70 successful years in business

59 Dunlop Street, Mortlake
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WD NEWS PUBLICATIONS

Camperdown Chronicle
Cobden Timboon Coast Times
Terang Express
Mortlake Dispatch

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