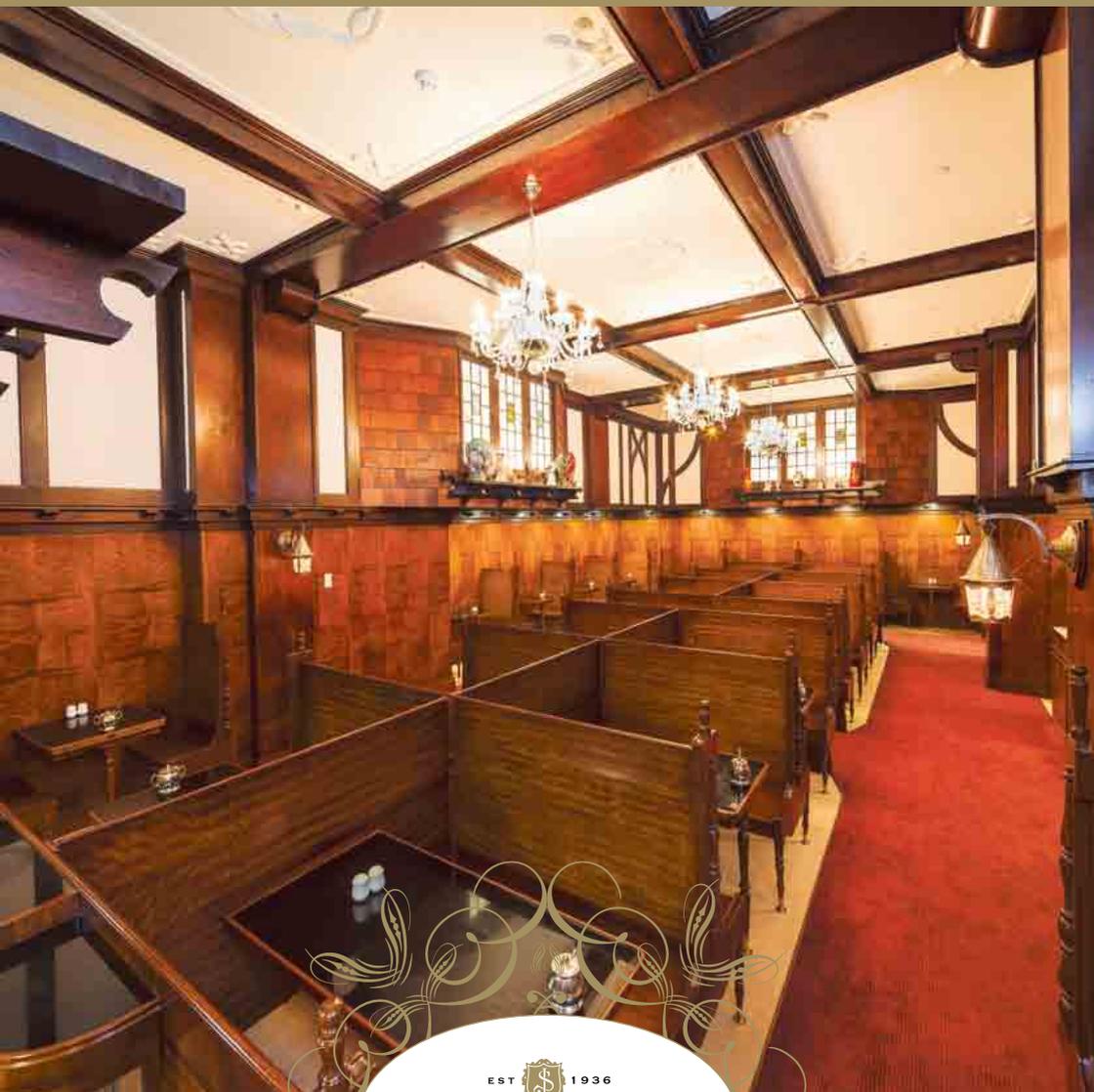


CELEBRATING A BRISBANE ICON



EST  1936

SHINGLE INN
DECADENT · DELICIOUS · DESERVED



SHINGLE INN LOCATIONS

QUEENSLAND

*Brisbane City Hall • Brisbane Square • Broadbeach
Brookside • Caloundra • Westfield Carindale Level One
Westfield Carindale Lower Ground • Westfield Chermside
Cleveland • Westfield Garden City • Westfield Helensvale
Grand Plaza Browns Plains • Indooroopilly Shopping Centre
Kawana Shoppingworld • Logan Hyperdome
MacArthur Central • Mount Ommaney • Myer Centre
North Lakes • Riverlink • Robina Town Centre
Sunshine Plaza Maroochydore • The Pines Elanora • Toowoomba*

NEW SOUTH WALES

*Westfield Chatswood • Westfield Eastgardens
Westfield Hornsby*

VICTORIA

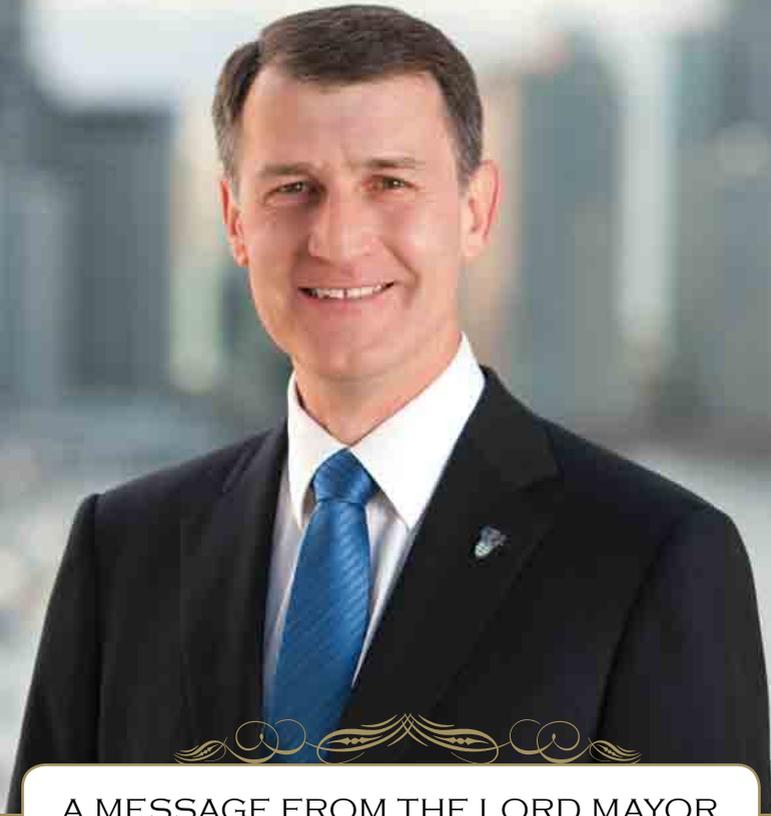
Westfield Doncaster • Westfield Fountain Gate

AUSTRALIAN CAPITAL TERRITORY

Belconnen

www.shingleinn.com

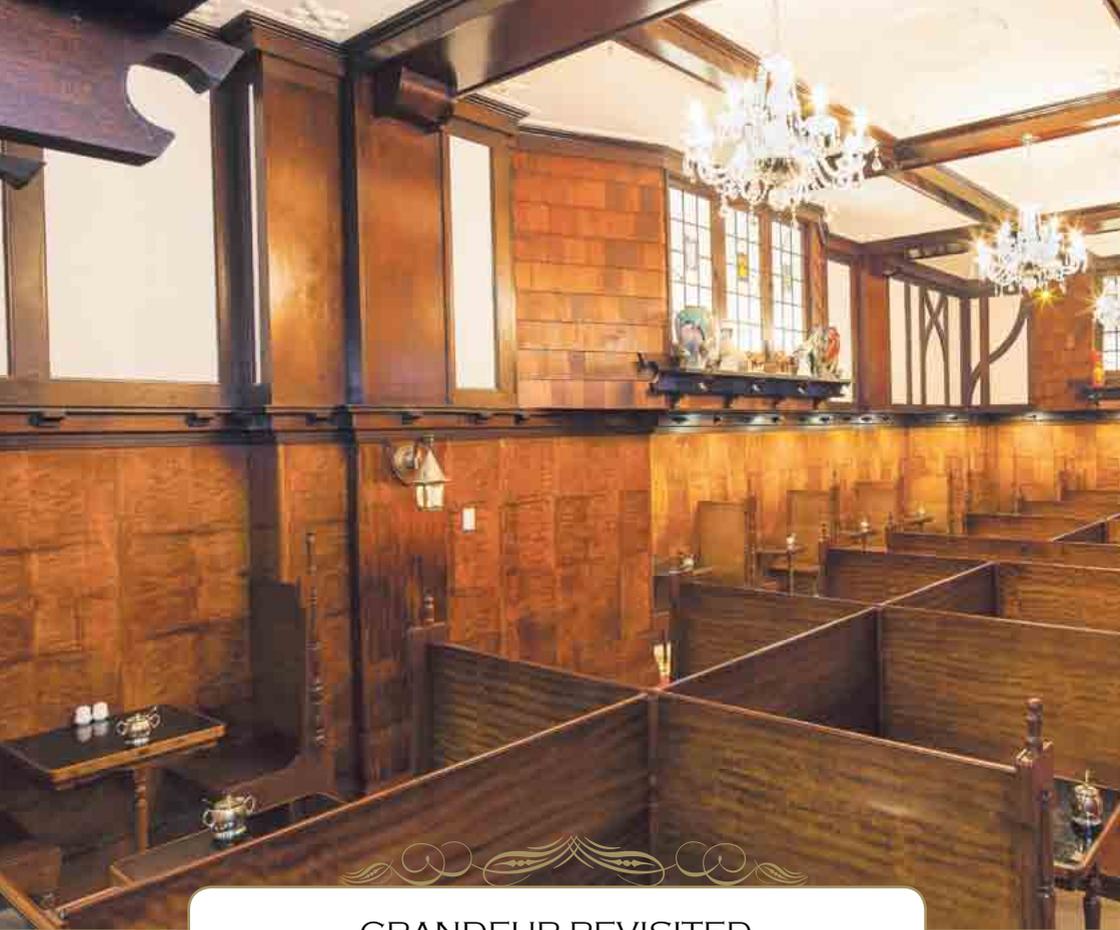




A MESSAGE FROM THE LORD MAYOR

“City Hall has played a vital role in helping to build a strong sense of community here in Brisbane. As we welcome the addition of the original Shingle Inn to the building, I believe this feeling of civic pride will only be enhanced. City Hall and the original Shingle Inn share many similarities, including having the same architect, opening in the 1930s and becoming prominent meeting places for the people of Brisbane. I believe being able to catch up with friends at the Shingle Inn in City Hall will make the ‘People’s Place’ that more special.”

~ *Brisbane Lord Mayor Graham Quirk*



GRANDEUR REVISITED

On a cool winter's night in Edward Street on August 3 2002, Shingle Inn closed its doors to the city that had shown it only love and loyalty since its first day of trading in the Autumn of 1936.

The Bellchambers family had been forced to shut up shop due to redevelopment and decided to keep the spectacular interior in storage until their beloved restaurant could be reopened, ensuring every detail of the fit-out was catalogued and photographed when the time came to put the pieces back together.

City Hall closed its doors on December 31 2009,

to make way for a planned \$215 million upgrade and repair project that would restore the city icon to its former glory. So it only seemed fitting that Queensland's most iconic café, Shingle Inn, would join in the journey to revisit an era of grandeur in the heart of the city.

On June 4 2010, the then Lord Mayor of Brisbane Campbell Newman signed a Memorandum of Understanding with the Shingle Inn owners, the Bellchambers family, who gifted the original store fit-out to the people of Brisbane. Cr Newman said under the Memorandum Council was committed



Shingle Inn City Hall features all the original style of the 1936-built Edward Street restaurant, including elegant timber seating for 78 guests and beautiful leadlight glass from a bygone era.

Original components of the salvaged Shingle Inn featured at City Hall include:

- Twelve booths for four people and 15 booths for parties of two
- The timber veneer wall panelling
- Shingle cladding and leadlight windows
- The mock Tudor timberwork, including decorated timber ceiling beams and half timbering to walls.
- Refurbished wall and ceiling mounted light fittings
- Internal timber panelled doors with leadlight panels

New components include:

- Plaster wall and ceiling panels to match the original patterns
- Marmoleum floor finish
- Front counter to match original detailing
- New kitchen
- New office

to preserving the cultural heritage and integrity of the Shingle Inn for future generations.

Shingle Inn Directors Andrew and Peter Bellchambers were delighted with the proposal by Brisbane City Council, believing both locals and visitors to Brisbane will enjoy stepping into the city's past at the reinstated historic Shingle Inn café. Council committed to reconstructing the Shingle Inn café area within the Ground Floor North Quadrant of Brisbane City Hall as a commercially operating café with an adjacent new commercial kitchen.

Shingle Inn City Hall comprises a restaurant seating area with internal fit-out constructed from the salvaged components of the original Edward Street restaurant, and an entry designed to reflect the original street frontage.



If you look closely in the faithfully restored café restaurant you'll see evidence of the store's original home at 254 Edward Street.

FOND MEMORIES

“... fabulous, unique, flavoursome symbol of the city’s history and memory and spirit ...”

That’s how one of the nation’s greatest actors and former Australian of the Year, Geoffrey Rush AO, described the glory of the original Shingle Inn in an article published in the Courier Mail back in 2005, when he aired his support for the café to reopen its historic doors.

Mr Rush, multi award-winning actor and president of the Australian Academy of Cinema and Television Arts, is among a long list of high-profile customers who regularly frequented the original Shingle Inn for a sweet treat.

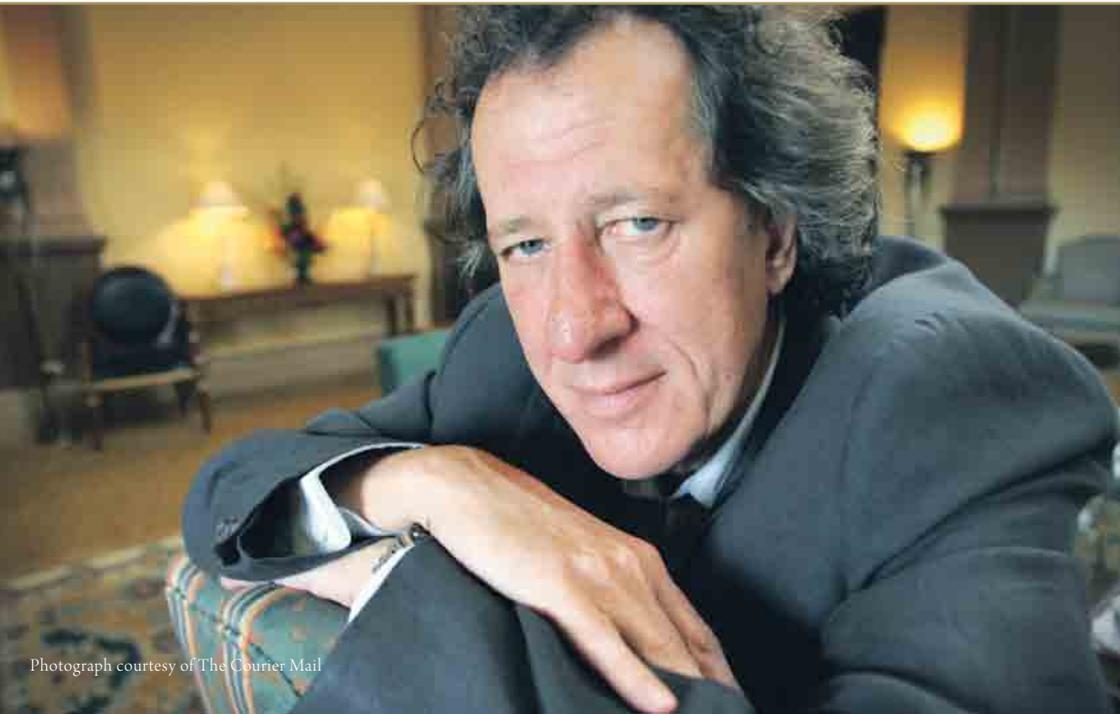
“Please put it back in the heart of the city,” Mr Rush pleaded to the Brisbane journalist, who wrote ‘the globe-trotting actor has told of a sentimental 1998 journey to the Shingle Inn to indulge in a

butterscotch waffle.’

Mr Rush was also a fan of Shingle Inn’s famed cakes according to veteran Shingle Inn team member Everill Walsh, who well remembers his visits to the counter whenever he was back in the city where he was raised.

“Geoffrey Rush was a regular. When he was in town he’d come in almost every day. He used to come in all the time and buy a box of patty cakes to take away,” recalls Everill.

“We went to one of his plays once and he brought me over a glass of wine because he recognised me, and it was not long after he’d won the Oscar for Shine – he’s a lovely person.”





“It was 1965, back in the days when being married meant wearing a hat and gloves to town, and the Shingle Inn was THE place to go for lunch in the city. So there I was, aged 22, a few days past the due date for my first child, all dressed up for a birthday lunch for my husband’s grandmother, Nora Keane. My mother-in-law, Edna Atkinson, noticed I kept clutching the table and said to me, “Are you in labour?” And I said, “Oh, the doctor said this could go on for ages!”

Within half-an-hour she and I were into a taxi on the Edward Street rank outside Shingle Inn and straight over to the Mater Mothers... with me still in the hat and gloves. Nicola Rosemary was born six hours later. I never did find out how the lunch went.”

~*Sallyanne Atkinson, former
Brisbane Lord Mayor, 1985 to 1991*



“During the mid-eighties, Shingle Inn was the Dally Models hangout! Every time a fashion show was either in the Queen Street Mall, David Jones or Myer, you would always find myself, Mellea Gorrige, Tracey Douglas, Debbie Carrick, Kylie Robson, Ashley Thompson, Toni Jene Peters, Elizabeth Bowly, Anne Siersen, Renee Chanbellant and Di Cant, sipping the most glorious coffee and eating our standard Chicken and Cheese Toasted Sandwiches... who said models don’t eat? Of course, it was also compulsory that each of us shared a cupcake. Such lovely memories ...”

~*Jodie Bache-McLean,
Director of June Dally-Watkins Education
& Training at Dallys Model Management*

FOND MEMORIES



“The Shingle Inn was a place that my mum and I would go to when we were in town together. It was definitely a treat, and always made me feel very grown up to be ‘taking tea’ there with my mum. It held special memories for my mum - a reminder of yesteryear - and I always felt privileged to step back in time with her.”

~Melissa Downes,
Nine News Presenter/Journalist

Other well-known Shingle Inn customers over the decades include...

UK pianist & singer Sir Elton John CBE

US military commander

General Douglas MacArthur

Former Senator & wife to Sir Joh,

Lady Flo Bjelke-Petersen

Scottish comedian & actor Billy Connolly CBE

Brisbane rugby league legend Darren Lockyer

Australian tennis ace Rod Laver MBE

WHERE IT ALL BEGAN

Born in the midst of the Great Depression, Shingle Inn is more than just a business; it is a fascinating part of Brisbane's local history with a unique story to share.

In the Autumn of 1936 David Webster and Sons built the original Shingle Inn on Edward Street in Brisbane as part of their large chain of cafés, with a vision for Shingle Inn to be an elegant English style teahouse and restaurant - one that would be renowned throughout Brisbane for its quality products and keen sense of style.

David Webster was a well-respected public figure, having begun a small bakery in Dutton Park in 1883 which grew into one of the biggest factories in Brisbane, and was a dedicated religious man as superintendent of the Greenslopes Baptist Sunday School for 20 years. He celebrated his Golden Wedding Anniversary to Clara Porter the year Shingle Inn opened, but sadly just one year later he passed away in 1937 and was heralded in the Courier Mail as 'one of the most esteemed men in the business and religious life of the city'.

One of his sons, W.R. Webster, was Managing Director of Shingle Inn and the founder of the Webster Cake and Biscuit Company of the 1890s era and he soon developed an enviable reputation with locals which helped the venue become a busy landmark with queues to buy Shingle Inn cakes stretching out the door and around the corner every Friday.

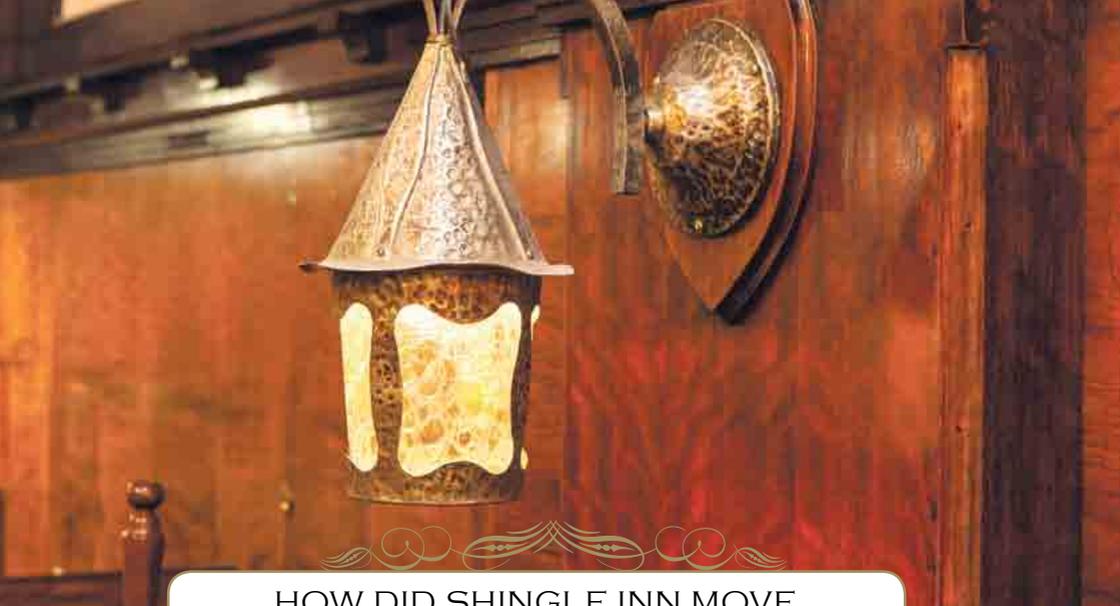
Due to the acquisition of the Webster family company by an overseas firm, the Shingle Inn was facing abandonment in the early 1970s and fortunately, the Shingle Inn changed hands in 1975 when Noel and Barbara Bellchambers took over after negotiations with Noel Webster, the nephew of W.R. Webster.

They remained firm friends with Noel Webster for many years until his death, with Noel Bellchambers describing Noel Webster as 'my mentor' in the café business.

By the time Shingle Inn closed in 2002 the Bellchambers had lost contact with members of the Webster family, but the Bellchambers respectfully acknowledge David, W.R. and Noel Webster's passion for their beloved Shingle Inn that has come to play such a major part in their lives and those of their children.



Mr David Webster, who founded Shingle Inn in 1936, appeared in the Courier Mail that year in an article announcing his Golden Wedding Anniversary.



HOW DID SHINGLE INN MOVE TO CITY HALL?



“For a young lad from the bush (well, Toowoomba felt like the bush in the ‘60s), going to Shingle Inn with my elderly grand aunts on my occasional forays to the big city was a cultural experience... even before I knew what a ‘cultural experience’ actually was. It was the epitome of sophistication; of course the buns and pastries that my indulgent aunts from New Farm plied me with tasted great.

So four decades later I was pleased to discover in the delightful Lisa Newman an ally in the cause to restore the Shingle Inn to its rightful place – in the centre of town.

Campbell Newman, as the then Lord Mayor of Brisbane, didn’t take much convincing. I think that’s as much because of the charm of his wife Lisa and his genuine fondness for their times at the old Shingle Inn, as it was the indisputable argument for having the iconic Shingle Inn relocated to the equally iconic City Hall.

I look back on that discussion with Campbell and Lisa and, later, the Bellchambers family, with great

fondness. It does prove that when the subject is near and dear to the memory (and stomach) of our elected representatives and their families that both sides of politics can actually solve problems and agree to get things done. Perhaps the Great Shingle Inn Project is a pointer to the way our politics ought to work. That’s something we can discuss over a cappuccino and cream pastry at the re-vamped, resurrected Shingle Inn in the re-vamped and resurrected City Hall.”



*–David Hinchliffe, former Deputy Mayor of
Brisbane, 2004 to 2008, &
Brisbane City Councillor, 1988 to 2011*

Queensland Premier Campbell Newman and wife Lisa will be among the very first through the door to explore Shingle Inn in City Hall



SEEING THE MISSION ACCOMPLISHED

“For as long as most people can remember, no trip into town was complete without a visit to the Shingle Inn. My wife, Lisa, introduced me to the famous Edward Street café when we were expecting our first child back in the early 1990s. However, Lisa’s memories of that grand old place extended way further than that: her great-grandmother was a regular patron as far back as the 1940s. In fact, Lisa’s mum, Elizabeth, still remembers going there as a young girl during World War II, when it was a favourite haunt for soldiers and their wives. She remembers in detail the day her pregnant aunt said goodbye to her husband – an American serviceman – who was heading off to war. He never returned.

Memories of the Shingle Inn inspire vivid memories for my wife and I. It didn’t take long for me to become hooked on their waffles and chocolate sauce. For Lisa and her mum, it was the lime mint juleps. It was a sad day indeed when our favourite café was packed away, we thought, for good. The decision to restore the Shingle Inn began to take shape one night in early 2007. I was Lord Mayor at the time and we were at a Chinese New Year function at Aspley. Lisa was busy chatting away with former Deputy Mayor, David Hinchliffe and – as is often the case when those two start talking – they hatched a plan. The Shingle Inn

would be restored to its former glory in City Hall. It would be a working part of Brisbane’s history. Negotiations with the Bellchambers family soon followed and as fate would have it, they would coincide perfectly with the decision to refurbish City Hall. Six years down the track, both of these ambitious projects are nearly complete. I imagine walking back through those doors will be a bit like catching up with an old friend.

Congratulations to everyone involved. Lisa and I can’t wait to take our daughters for one of your signature birthday cakes. One day, I hope they’ll do the same with theirs. It seems, once again, a trip into town just won’t be complete without a visit to the Shingle Inn.”

~Queensland Premier Campbell Newman



In the 1990s before the couple became parents, Campbell and Lisa would enjoy cosy meals and conversation in the timber booths of Shingle Inn

A SNAPSHOT OF YESTERYEAR



A trip to Brisbane wasn't complete without stepping inside this time capsule of etiquette and indulgence.

OLD ENGLISH IDEA IN CAFE

EDWARD STREET SCHEME

A cafe, designed on the lines of an English wayside house, to be called "Shingle Inn," is to be created in Edward Street, opposite Rothwells, for Messrs. David Webster and Sons, Pty., Ltd. This cafe will represent a complete departure from conventional styles of cafe architecture in Brisbane, and it will derive its name from the fact that ornate shingles will be a feature of exterior and interior treatments. The interior will be lined with Beale veneer, and the upper walls will

be panelled in Old English style. The cafe, which will seat approximately 100 persons, will be laid out in Pullman style, with high settle seats fronting fixture tables. A smaller type of show window than is usually seen in Brisbane will assist in giving character to the cafe. The architects are Messrs. Hall and Phillips, and the building contractor is Mr. W. Lee. Messrs. Burns, Johnson, and Humphreys Ltd. will be responsible for the shop fittings.

The Courier Mail broke the news on February 4, 1936, about a new 'Old English' style café opening in Edward Street that would derive its name from the very shingles used in the ornate interior and exterior design ... it would be known as 'Shingle Inn'.

RECOLLECTIONS

Lesley Brown recalls her delight at working at the Shingle Inn in the city in the 1950s when Dutch caps and long aprons were the uniform of the day.

Every morning Lesley Brown would dress in her quaint floral uniform comprising of a long skirt to her ankles, an apron over the top, blouse and a Dutch cap, and make her way into the bustling city of Brisbane. It was 1951 and the 18-year-old counted herself lucky to have been given the chance to find employment as a waitress at one of the finest establishments in town where everyone who was anyone would frequent... Shingle Inn.

By 1955, Lesley had decided to leave the workforce to wed, as was the common custom in those days, and she would never work again, remaining a housewife, stay-at-home mother and then grandmother for the rest of her life.

"It was my last job before I left to get married and I left Shingle Inn in December 1955, when I was nearly 22 years old. I was a waitress and more or less served the customers as they came in. I liked the uniform... I thought it was great actually, very different," recalls Lesley, now 79, of Caboolture.

"I got on very well with the people I worked with and I had some good friends who celebrated my 21st birthday with me. It was a long time ago but there are certain things you can remember like Mr Webster coming through from the kitchen out the back and through the café with his head down saying 'Good morning' to the staff."

In the 1950s it was Mr W.R. Webster running Shingle Inn, the man who would go on to sell the café to Noel & Barbara Bellchambers in 1975.

"I used to go in as a customer for many years to Edward Street and my sisters and their children would, and my children. In fact the last time I was there was not long before it closed and there was still a cook there who was there when I worked there! I loved to show the kids the tradition about the place - everything was so beautiful there. It didn't matter what you had, whether it was a cupcake or a meal - they were always lovely and fresh and I always enjoyed it with a cup of tea."

~Lesley Brown





A photograph of the original Shingle Inn

A NEW FAMILY ERA

Noel and Barbara Bellchambers originally bought a small city café called 'Renoir' at the corner of Adelaide and Albert Street from the Webster family in 1970, but they also had their eye on the enigmatic Shingle Inn. Five years later they finally had the chance to buy it and in 1975, became intertwined with the establishment's rich history.

"I always tell the story of the first occasion that Noel Webster took me to see the Shingle Inn. No-one knew that they were going to sell it so it was to be kept a secret, so he met me there outside the door at 8 o'clock one night and we went inside but it had been so long since he'd been there, he couldn't find the light switch and we spent the next 20 minutes in the dark searching for it," laughs Noel Bellchambers.

"He was a smoker so he thought of using his cigarette lighter and it was quite comical - he eventually found the light in a box built in the corner which was hard to find."

"They had several other cafés at the time – one of which was Yorktown further up Edward Street - and he said to us 'if you're going to take Shingle Inn you'll have to take Yorktown as well and we said, 'well how much do you want for that?' and he said 'nothing – ah, I'll throw it in with the deal' so we ended up buying Shingle Inn with a free café thrown in."

Barbara had grown up being taken to Shingle Inn by her aunts and mother, so she knew taking over the helm of such an icon would be a 'challenge'.

"The highlight of operating the Shingle Inn in those years was the satisfaction the public got from going there"

~Noel Bellchambers~

"It was always the place to go, even for country people – we were considered country people from the Gold Coast back then. I think we were taken

there to act like ladies because in those days, it was very proper,” says Barbara Bellchambers.

Both Barbara and Noel realised they would have to adhere to the unspoken condition of keeping the café’s tradition in place. “We went there with the full intention of keeping it exactly the same as it was as long as we could. We retained all the staff who were there - some of the staff had been there 30 years before - and changed as little as possible because we were very conscious and the public made us aware of the importance of keeping things the same. Immediately we knew if we would make the smallest change, we’d get a letter of complaint,” says Noel.

He laughs as he recalls the time he bought a sparkling new revolving cabinet the customers didn’t take a liking to. “It was silver and glass and no sooner had I put it in to the establishment, the letters started coming in, saying ‘what have you done to the décor, you’ve spoilt the atmosphere, please take that thing away!’ The facility itself was welcome but the appearance of it wasn’t, so I brought in a painter, and he got to work and painted it brown and black and that quietened down the complaints.”

“I think the public ran the place in their own little way”

~Barbara Bellchambers~

Both Noel and Barbara spent many years hands on with the business working alongside their staff, and all three of their sons David, Peter & Andrew, would often get to taste the treats in the kitchen downstairs when they were young.

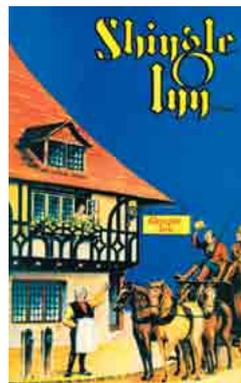
“The highlight of operating the Shingle Inn in those years was the satisfaction the public got from going there, and the satisfaction as an operator to have people queuing up 8, 10, and 12 deep at the front door into Edward Street to get a seat, particularly at lunch time - there was always a queue to get in and that went on for many years,” says Noel, adding with a smile, “... it gets into your blood.”

“It is the most rewarding business you can have -to have a very successful business with public demand – it was an ongoing story. The public kept on coming and we kept on looking after them,” he says.

“The eventual close was a blow to us personally. We’d been attached to the business for so long we’d hoped it would continue indefinitely where it was and for numerous reasons that didn’t happen, and that was a great disappointment after having run the business for so long.. it was for the public as well.” Even though the couple have handed the Shingle Inn operations over to two of their sons Peter and Andrew, Noel and Barbara still assist in the office and will regularly have a lemon meringue pie brought in for a treat – their favourite sweet off the menu.

The Bellchambers add how proud they are of their boys for having worked so hard and taken the business to such great new heights, ultimately securing its future with expansion into franchising.

“It’s a lifetime really. It’s taken up more than half our life and it’s ongoing, and well, that’s one of the reasons why you go into business - it is to carry it on in the family as long as you can. I think that’s why Webster wanted it to go to another family that would carry it on.”



Shingle Inn’s original logo

LOYAL TEAM - PART OF THE FAMILY

Annette Martin sure knows her way around a bakery, having spent 34 of her 74 years making Shingle Inn's much loved range of cakes and biscuits to the exact same recipe until her retirement in 2011. For many of those years she would rise at 3am to get cooking, and even now she still wakes at that same early hour.

What products did you make?

"For the entire 34 years I was there, I was responsible for the biscuits like the Sweethearts, Melting Moments and Kisses, as well as Fruit Cakes, Mud Cakes, Carrot Cakes and Lamingtons."

What do you think it is about the recipes that people love so much?

"Well it is all very traditional. Everything is made fresh with sugar, eggs and butter, just like you make at home."

What did you like about working for Shingle Inn?

"I liked going to work and it was a great group of people. I still meet up with two ladies from Shingle Inn who I worked with – we go out to coffee at the local Shingle Inn sometimes. I see Willomina who

used to be the cleaner and the washing up lady, and Peggy who used to ice the cakes – they are both 88 years old now."



Another long-time member of the Shingle Inn family, Everill Walsh, has served customers for 26 years including 11 years as supervisor at Edward Street, and is currently Manager at MacArthur Central

What are some highlights for you over the years?

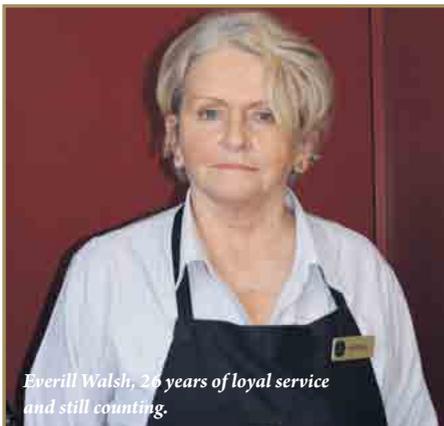
Definitely the nostalgia of the store and the stories and memories you would hear, like a group in from England who used to fly Spitfires during the war. We'd get very prominent people in too, like the Lord Mayor and a lot of lawyers and barristers and movie stars. And working in the city is exciting - I can remember when trams used to go up Queen Street and I remember when The Beatles came.

What do you think people loved about the original Shingle Inn?

Well it was quite a classy place and everything was proper. We had silver sugar bowls and when we served soup we would pour it from a two-handled soup dish into china bowls. It was everything from another era. People would queue for the cakes. Even now on a Friday morning all the people from the offices come in to Shingle Inn MacArthur Central and the cakes go out so fast. They like them because they taste just like their mother or grandmother used to make.

Are you excited about the resurrected store?

Oh yes, I'll probably cry when I walk in. So many people were upset when it closed so I think it's wonderful to be reopening at City Hall. To walk in will be like stepping back in time.



Everill Walsh, 26 years of loyal service and still counting.

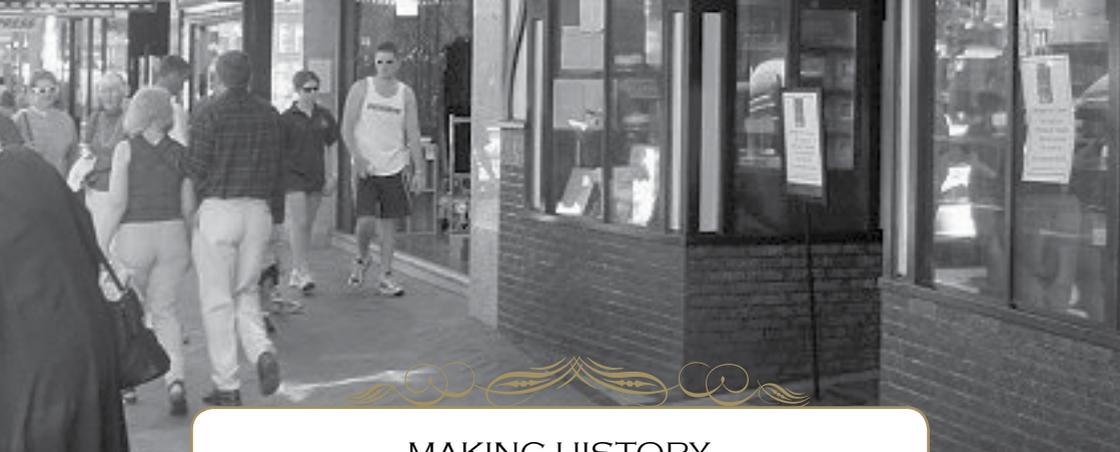
Annette Martin (left) with another long-term employee, Marie Kempnich, at work preparing Shingle Inn's much-loved lamingtons



The Shingle Inn Restaurant

dollarsense

OUR PHOTOS



MAKING HISTORY

Taken on August 3 2002, on the final day of trading for Shingle Inn in Edward Street, this photo shows the shingle awning still in place after 66 years.

In 1996, the Queensland Heritage Council provisionally listed Shingle Inn due to the café's 'Cultural Heritage Significance' with 'significant aesthetic value' and 'enormous social value to a wide cross section of the Brisbane community as one of the few publicly accessible interiors remaining intact since the inter-war period.'

Shingle Inn occupied part of the ground floor and basement of the City Building constructed in 1888, and featured a shingle awning over the footpath. Inside the walnut veneer that lined the café was said to have been imported from England.

The basement kitchen ran the full length of the building, was still fitted with the original ovens, and featured a trap door that lead to the counter allowing cakes to be passed up to the customers.

An entry in the Heritage Register under the Queensland Heritage Act 1992 says the Edward Street store was a fine and rare example of interior design by architects Hall and Phillips with 'each and every part of the interior and shop front contributing to a homogenous and well detailed example of the inter-war revival of early English architecture.'

FRESH IS BEST TRADITIONALLY

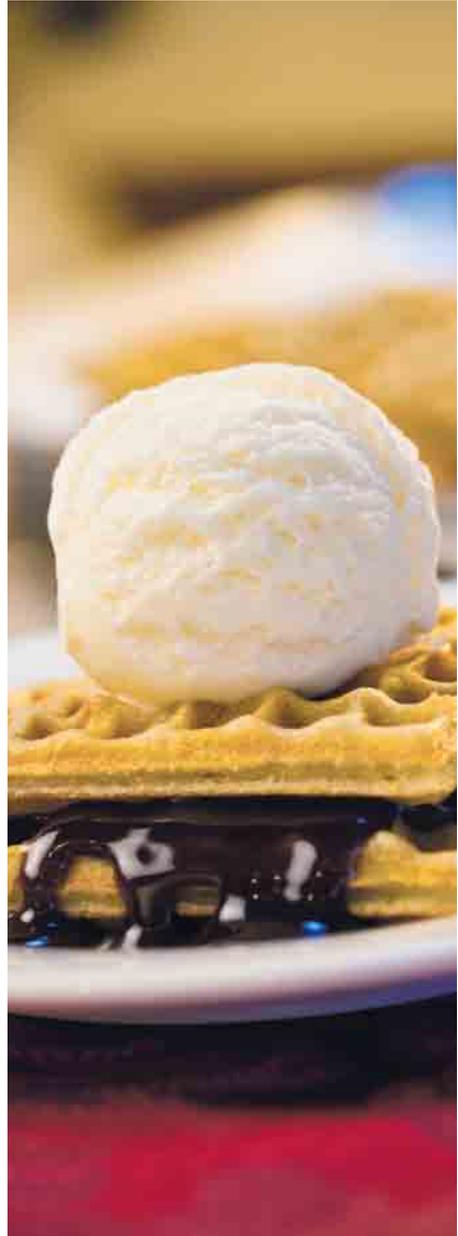
The decadent Shingle Inn products which have been devoured by so many over the decades are still produced today by the central Shingle Inn bakery at Capalaba.

“It is an important part of the tradition to provide the freshest quality products to our clients, produced by Shingle Inn’s central bakery, and our ability to continue to provide exceptional products is paramount in determining our growth,” says Shingle Inn Co-Director Andrew Bellchambers.

“City Hall is the perfect location for the restoration of the historic café; as somewhere it can continue to prosper and stay true to our brand values of embracing tradition and family culture, and where we can continue our long-standing tradition of producing our iconic Patty Cakes, delicious coffee, innovative cakes and decadent sweet treats, as well as our extensive freshly prepared lunch menu.”

Very few changes have been made to the range because of its popularity, but some products have been very much influenced by our city’s journey through time, especially during the war years. “Back in the early 1940s, the Shingle Inn café introduced lemon meringue pies to its menu to cater for the American World War II soldiers who were visiting the café and searching for a piece of home,” explains Andrew.

Another of the most famous items on the menu would have to be the BSW – butterscotch waffle with icecream, smothered in caramel sauce – of which nearly one thousand were sold each week. These waffles were baked using the original waffle irons imported from the US during the Second World War, to cater for the tastes of American troops who frequented the tea house.



*The war years saw lemon meringue pie
become a firm favourite.*



GENERATIONS OF SHINGLE INN MOMENTS

“Our family has been coming to Shingle Inn for well over 50 years. My mum used to take me to the city and now I take my daughter and granddaughter to the one at Mount Ommaney. I first started going back in the ‘50s – I was probably only about 2 - and I can remember when we were kids and went to town that it was the big treat to go to Shingle Inn.

We’d have a lemonade and a toasted sandwich that was really extravagant! Mum used to get all dressed up with her hat and gloves and handbag and that would be the cream de la crème. It was so special... only once or twice a year. We lived at Inala and we’d go in on the train and make it a big day out. Then I used to take my daughter when we’d go to the city

and we lived at Durack.

I’d get her the little cupcakes. Now I have my granddaughter on a Thursday and that is the day when I take her in to Shingle Inn Mt Ommaney and she is just about to turn 2. She usually has a babycino and a biccie or little cake and I’ll have a latte and maybe some lemon cheesecake.

I think you’ll find a lot of people happy to hear about the restored Shingle Inn opening at City Hall. It’s sad when things like that disappear because it has special meanings to people - for us, when we were kids, we thought that place was very special.”

~**Liz Morcus, of Forest Lake**

Liz Morcus, 59 (right), her daughter Helaena Jones, 29 (left), and granddaughter Eava Jones, 2, of Forest Lake are carrying on a family tradition.





Debbie Orr, 48, of Birkdale, still loves Shingle Inn treats since being taken as a toddler to the city with her late Nanna, Augusta 'Gussy' Sommer (of whom she is holding a photograph). Now Debbie indulges her sweet tooth at Shingle Inn Carindale.

"As a little girl I have very fond memories of going into the original Shingle Inn with Nanna and Mum for tea, sitting in the old timber booths, where I'd be treated to a lime ice-cream float and fairy cakes. It was like stepping back into an old world. My Nanna is not alive anymore but I remember as a grandkid going to the old store and it wasn't like anywhere else.

There were four generations of my family as customers because my Nanna, Mum, me and my sister and her daughter would all go there.

Then I would go in there later as an adult because we used to always buy birthday cakes for the office staff where I worked at the Bank of Queensland in the city and I'd get to go and pick them up. They were always warm and they were so fresh and beautiful!"

Nowadays I have a Coke Spider at my closest store at Carindale, so I suppose you could say I've grown up a little going from lime to Coke!"

~Debbie Orr, of Birkdale

THE BUSINESS STARTS TO GROW

By recreating Shingle Inn via a version that combined the tradition of the original store with the innovation and indulgence of modern times, the Bellchambers were able to lay the foundation for expansion as well as secure the livelihood of their loyal team members, both in the café and the bakery that supplies the stores' products.

“It’s remarkable what’s achievable when we combine good franchisees that treat the business as though they are truly part of the family with the knowledge we have gained from running this business for the past 38 years”

~Andrew Bellchambers~

The growth of the business over the past four years since the company first franchised has been extraordinary. At the start of 2013, the café chain has 30 cafés in four states and territories with plans to expand to 40 stores by the end of the year. Negotiations are already underway in Western Australia and South Australia to secure premier sites for prospective franchisees.

One of the chains' major advantages, and what Andrew and Peter credit as being essential in their rapid expansion, is the strong culture of 'family' throughout the business.

“It’s remarkable what’s achievable when we combine good franchisees that treat the business as though they are truly a part of the family, with the knowledge we have gained from running this business for the past 38 years,” says Co-Director Andrew Bellchambers.

The fitout of the growing chain is inspired by the opulent teahouses of the 1930s, with comfortable high back chairs, lavish lamps and rich colours inviting customers to sit back, relax and enjoy something from the menu. Instore, team members pride themselves on delivering an exceptional level of customer service and creating a warm, relaxing atmosphere.

“It’s very important to us to maintain the heritage of the brand including the company’s reputation for superior quality coffee, cakes and food that has enabled Shingle Inn to remain a market leader for more than 76 years and that’s more easily achieved with continuity within the management team,” explains Andrew.

Both Peter and Andrew feel the re-opening of the store at City Hall presents franchisees with an important final piece of the puzzle. “It will give franchisees who never visited our original store some further insight into our heritage. I hope they can develop a deeper understanding of the grandeur and allure the café held for our customers over the years,” says Andrew.

“The fitout of the growing chain is inspired by the opulent teahouses of the 1930s”

~Andrew Bellchambers~

EST  1936

SHINGLE INN
DECADENT • DELICIOUS • DESERVED

*Shingle Inn's new logo, introduced in
February 2009*

EST 1936

SHINGLE INN

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OUR FRANCHISEE FAMILY

Kathy Nau and her best friend and fellow franchisee Annette Kirby are always serving up smiles on the Sunshine Coast, especially when their children, Alyssa, Matthew & Chenise join them

“Superior quality products was a really big factor for us looking for a franchise. I wanted something to fit us and our needs - not just a business, but something to love and enjoy because you have to be passionate and believe in the product and Shingle Inn makes such beautiful cakes.

Exceeding customer expectations is also so important to us - we want to take them to the next level. We want them to bring their children. They reminisce about the original Shingle Inn and say things like, ‘when I was young my mother took me to the Shingle Inn’ and another 50 years along the

track, the kids are coming in now and bringing the whole family into the store and having our beautiful products. They are creating a memory within their family and we are just going that extra mile to exceed their expectations.

I love running a Shingle Inn Café, we are three and a quarter years down the track and it’s still not like going to work. Even when I have a day off I can’t go a day without the coffee – I always have to have cake too – it isn’t a proper day if you don’t have some cake!“

*~Annette Kirby,
Caloundra & Sunshine Plaza franchisee*

"Shingle Inn is something I could relate to with their strong family values which are really important to me and I think what really made my mind up was when I met the Bellchambers family. They are really a lovely family - one of those honest, old-fashioned kind of families and I was ready to trust them in business because it's a partnership. We have some customers who were regulars from the original Shingle Inn in their 90s now, and they still come in and bring their children and their grandchildren

and even great grandchildren.

It's still a place where you can come and drink out of a nice china cup and be surrounded in that little bit of tradition. We are a bit old-fashioned, even with our patty cakes. Ours are just like something your Nan would make and taste great because we still use real eggs and butter for our products and we are proud of that."

~*Claire Lunney, Westfield Garden City franchisee*



Claire Lunney loves the family culture of her franchise at Westfield Garden City. She works alongside son Kyle, husband Glenn & daughter Ashleigh.

FAMOUS PATTY CAKES

Shingle Inn has a place in the heart of many people who grew up and live in Brisbane and many of the delicious products that helped establish its popularity remain, including the resounding favourite – the Patty Cake.

With sales of Shingle Inn's iconic Patty Cake exceeding 12.5 million it's not surprising that it's synonymous with a trip to the café chain for many customers.

Made from a light and fluffy buttercake recipe transformed into a cup cake, Shingle Inn's Patty Cake is available in a variety of delicious flavours – coffee with coffee icing, chocolate with chocolate icing, vanilla with a choice of orange, passionfruit or pink vanilla icing and three butterfly cakes in coffee with butter cream, chocolate with butter

cream and vanilla with butter cream and a dollop of jam.

“The cakes are all made from scratch using real butter and real eggs,” says Senior Area Manager and long-term team member Karen Milne. “That attention to detail sets them apart from many other products you can buy in cafés these days.”

“We have a very special method for creating our signature swirl on each and every Patty Cake made in our bakery,” says Mrs Milne. “We teach our pastry chefs a special method to create Shingle Inn's unique finishing touch.”

It's this attention to detail that Mrs Milne attributes to regular customer comments that the Patty Cakes remind them of cakes “grandma used to make”.





THE NEW GENERATION WHO LOVE SWEET TREATS



Little Chanelle feels like royalty in Shingle Inn's decadent décor

"Our local store is Mt Ommaney, but we also go to Indooroopilly or Garden City depending on if we are meeting my mum. We go every three weeks or so and it's very much a treat, especially for Chanelle. From a mum's perspective, there are very few places in a shopping centre where you can teach a child etiquette and nice manners and because Shingle Inn has quiet and nice seats - it's our 'ladies day'. I remember walking past the old Shingle Inn in the city when I was a kid but we never went in there, so now I suppose I'm making up for it!"

*~Natalie Ogilvy (centre), 34, of Forest Lake
pictured with her mother
Anna Taraszczuk & Chanelle, 5*

“If we are lucky we can score a couple of big armchairs”

“I often go to the Indooroopilly or Mount Ommaney café with my youngest daughter Jasmine, usually as a special outing for a treat. When her sister Grace is not at school, she joins us. I can also relax then too because it’s like a nice little escape compared to the other cafés. Jasmine’s favourite things to eat are the clown biscuits and sweetheart biscuits, and often she’ll share a jam scone with me while I have a latte or an earl grey tea. We like to tuck ourselves away in the quiet and if we’re lucky we can score a couple of the big armchairs.”

~Kim Tupicoff, 35, of Kenmore pictured with Grace, 7 & Jasmine, 4.





Grandma, Drene Hall shares 'family time' with her special trio, Sacha, 8, Gianna, 10, & Xander, 6, at Shingle Inn.

"I've been going to the Shingle Inn since my early 20s when I used to work in the city and we'd go there for cupcakes to bring back for the office. Now we go to Shingle Inn Mt Ommaney which is just a two minute drive away and my three kids love the little high tea there. We love the Mt Ommaney store for its great atmosphere, the staff are always attentive, plus they make a great coffee! We always have one of their high teas because the kids love the milkshakes, the cookies and cupcakes, and especially the little ham sandwiches. It's an affordable treat for them and when we go with my mum Drene - their grandma who is 69 - it's a special family time for the three generations and that's our special day together."

~ Tess Rival-Quinn, 39, of Mount Ommaney





EST 1886
SHINGLE INN
DECADENT · DELICIOUS · DELIVERED



SPECIAL THANKS

The reopening of the original Shingle Inn in City Hall is a rewarding achievement, made possible by the hard work and commitment of many people.

We are both very pleased to have seen the store, beloved by so many, take shape again after years in storage, thanks to the opportunity presented by Brisbane City Council, together with their dedication towards genuinely restoring a piece of Brisbane's history.

After 38 years of caretaking the Shingle Inn brand we are still touched by the heartfelt reminiscences customers share with us and we are thrilled and appreciative of the fond memories contributed here to make this publication a special commemoration of Shingle Inn's journey thus far.

To have reached this milestone is only possible because of the stewardship and hard work of our parents, Noel and Barbara Bellchambers, the support of our families and the loyal and hardworking team, present and past, who embrace this wonderful brand.

Most recently we have also welcomed new family members in the form of our franchisees and we acknowledge and thank them for their contribution to our ongoing success.

We unreservedly give our most sincere thanks to our customers. For you, Shingle Inn has been the place you shared precious occasions with loved ones to create special memories that span generations. We look forward to continuing our traditions so that we can be a part of yours.

Sincerely,

A handwritten signature in black ink, appearing to read "Peter Bellchambers".

Peter & Andrew

A handwritten signature in black ink, appearing to read "Andrew Bellchambers".