



New market . . . Tom Lindsay with his latest compact pie machine, which is being exported to the subcontinent and China.

Picture: TRACEE LEA

Dishing up humble pie to India

By ANDREW CARSWELL

ASK an Indian on the streets of New Delhi about Australia and a mass of crick-eting names will proceed.

Ask an Australian in Bondi about India and a list of spicy dishes will follow.

Award-winning pie machine manufacturer Tom Lindsay wants to reverse this trend.

The Emu Plains businessman is exporting his multi-process pie makers to the subcontinent and China in the hope the "great Aussie

culinary icon" will be a hit in the world's two most populous countries. Already a domestic success — supplying machines to pie makers Vilis Pies, Ivan's Pies, Darby's, Thompson's Pies — Lindsay PieMaking Equipment is starting to score vital runs in the US, UK and New Zealand markets.

Its Simple Simon branded machines should expect the same success in India and China, Mr Lindsay said.

"America is really beefing up, they are showing a lot of interest in pies because they

are getting tired of hotdogs and hamburgers," he said.

"Obviously they will be making different types of pies in India and China, with their own unique flavours, but I think they will take off."

When Mr Lindsay launched his grand plan to take an Aussie icon into the third world, he admitted he faced a moral quandary.

His multi-process pie machines would eliminate the need for labour. His solution was to build a new line of smaller machines — Simple Simon Junior, capable of making 30 varieties of pie.