

History of Bon Accord & Sugarcraft

Two Newmarket Businesses remembered by many are Bon Accord and Sugarcraft. These family-owned businesses were local legends. Family member Linda Mabey shares her memories.

Bon Accord Cakes was started by my grandfather James Forsyth in August 1935. He was a Scottish 10-pound immigrant originally from Aberdeen. He and his family lived in Bon Accord Street, hence the name. James was a qualified baker who had worked for the Stormont Bakery earlier. My father Stuart Clark (Nobby) started working with Bon Accord in late 1949. His job was to drive the van delivering cakes.

I was told that on marrying my mother my grandfather said to my father that he should come and work for him, as he wasn't earning enough at his job to support my mother. Nepotism was alive and well! However, James and Nobby got on very well and in later years my father took over the business. My parents divorced in 1973 and the business was subsequently sold and closed.

I have great memories of Bon Accord. My mother was ahead of her time – no cakes for us except birthdays or special occasions. At my birthday parties there was always plenty of chocolate eclairs, sponge cakes and lamingtons, all filled with real cream.

In later years I loved working at Bon Accord, especially at Christmas behind the counter. We were so busy with big orders, office shouts, adding up in our head (no calculators)!

Sugarcrafts was purchased in the early 1960's and a shop opened next door dedicated to selling wedding/birthday cakes and cake decorations.

Mabey remembers, "I worked upstairs with the ladies' packing decorations which were shipped NZ wide. In later years my brother Graeme, while at university, made marzipan every Sunday evening. Newmarket holds a special place in my heart. I have wonderful memories."