



Company director of ABE's Real Bagels Limited, Megan Sargent, with business partner Brent Milburn - displaying their new product, Bagel Crisps.

Bagel queen Megan named top biz guru

By JEREMY SMITH

Former Matamata College student Megan Sargent founded ABE's Real Bagels Limited with business partner Brent Milburn nine and a half years ago and now she has been rewarded for all the hard work.

She was recently awarded the Most Outstanding Business Leader accolade at the 2006 Her Business, Businesswoman of the Year Awards Dinner held in Auckland.

For their success, the company was given a large glass trophy which Megan says she will display in their boardroom - as well as a voucher for a business development session at Auckland's Ice House.

Megan says the standard of entries this year was very high and winning the award was a complete surprise to her.

"It was a complete shock to find out that I had been nominated - and then to find out I had won was great."

The company distributes bagels to many of New Zealand's supermarkets and will at some stage consider possibly exporting to Australia, Megan says.

ABE'S Real Bagels Limited also introduced bagels to the Burger King breakfast menu, an item that proved popular.

Megan says bagels are very successful in America and the company was founded because they realised there was a market here for the product.

She says the Awards Dinner was a nice affair and the most satisfying aspect of winning the award was the recognition for the company.

Looking to the future, they are working on introducing a new product called Bagel Crisps which can best be described as the bagel equivalent of a pita chip.

"Bagel Crisps are thinner and are baked with oil".

Megan says the company would quite possibly enter the awards again next year.