



SPLASH!

NEWS FROM MEIKO – AN INTERNATIONAL BRAND IN THE PROFESSIONAL WAREWASHING TECHNOLOGY SECTOR



From Moscow to Tokyo, everyone loves Volker Gmeiner's exquisite creations
Page 3



It all began at Hamburg's main railway station – the origins of Le Crobag
Page 5



Dominik Siegwart: an artisan baker fights for his beliefs
Page 7



The Raisch family from Calw-Oberriedt are breathing new life into artisan baking
Page 11

The perfect bake



Baking is a craft. Artisan bakery and confectionery products are far superior to the mass-produced baked goods sold at petrol stations, kiosks, discount stores and other chain outlets. They have a delightful taste and freshness and are typically produced using traditional baking methods.

Many traditional bakeries still place a major emphasis on artisan skills. By kneading, shaping, weighing and cutting their products, bakers gain a deep understanding of how their baked goods should feel and taste. The way to people's hearts is through their stomachs, but in this case that power starts in a baker's hands!

But even when you put your heart and soul into baking, gaining loyal customers is still a complex business. People want value added – and they need incentives to spend their money at their local bakery. Taking a more culinary or café-style route is a popular option. But even if bakeries are determined to make their money through

bread rather than sit-down meals, the market is buzzing with new strategies. Installing seating to serve up hot snacks, pizzas or lunches in a pleasant and relaxing atmosphere is certainly one option, but there are plenty of others, including novel examples such as drive-through counters.

Many bakers are taking an increasingly innovative approach to their culinary offerings and are reaping the rewards. Customers enjoy speciality treats and are beginning to see bakeries as places to eat, drink, share a brunch, and even hold a party!

Driving higher sales



If it works for burgers and chips and even chemists, why shouldn't it work for a bakery? Thomas Gamm found himself asking that question, and promptly decided to equip one of his branches in Renningen with a drive-through counter. Now tradesmen, truck drivers, taxi drivers and people returning from a night shift can buy baked goods from 5am onwards without even having to get out of their car. The location on the edge of an industrial estate is perfect, and the team is trained to fill orders fast. Regular customers even have their order waiting for them when they arrive. To find out what percentage of Thomas Gamm's turnover comes from his drive-through counter, read our full article on page 8

To keep up with all these new developments, bakers need sophisticated kitchen and warewashing equipment. From cups and plates to glasses and cutlery, everything needs to be washed quickly and hygienically. Many bakeries are short on space and don't have room for large stocks of dishware, so crockery and cutlery needs to be clean and back on the shelves in time for the next batch of customers.

That's why the industry experts at MEIKO have spent so many years developing efficient dishwashing technology for bakers and confectioners. Their solutions are perfect for bakery production lines and are equally at home dealing with the daily stacks of dirty dishware at café-style bakeries.

Editorial

You get what you pay for!



Dietmar Zapf

People want a lot more from their bread rolls nowadays. Some rolls are even expected to be superfoods, something to make us thinner, healthier and more attractive. Modern baking is all about chia seeds and ancient grains, all in the name of value added. That's how things are going in all walks of life, and the bakery counter is no exception. And why should it be? Value added is good, because it means, by definition, that something has greater value!

As an industry partner to the bakery and confectionery trade, we strive to ensure our dishwashing technology delivers high value added. The industry regards us as a premium provider – so it's become second nature for us to offer our customers tangible value-added benefits. That doesn't mean we make the business of purchasing dishwashing solutions more complicated. On the contrary, we believe in letting our customers focus on their core competencies while we deal with the essential day-to-day mechanics of their business – things like hygiene, cleanliness, and other background chores. Because if you're running a business, you just want these issues solved, preferably in the most common-sense and economical way possible. It's as simple as that. That's why we don't just talk about focusing on our customers' needs, we actually do it as a key part of our day-to-day business. We understand one of the most pressing challenges you face in your cafes, eat-in bakeries, and production facilities: you have tons of washing-up to do, and you want it done quickly! What's more, you don't want to worry about separating items into different piles depending on the type of washware and how dirty it is. From latte macchiato glasses and saucers to cutlery, display trays, transport boxes, baking sheets and pastry bowls, you just need to get everything clean, regardless of what shape and size it is. And that's where we come in. You can let us focus on the details, because that's the kind of challenge we love!

You understand the importance of variety. That's why you offer rolls made from emmer wheat or spelt, and others that are wheat-free or have added protein. We feel the same, which is why we offer a complete range of solutions to tackle all the issues you face. MEIKO machines offer an all-round, universal dishwashing experience. Undercounter machines need to be capable of washing whatever crosses the counter, and bakery production areas need to be equally confident that their warewashing machine can tackle whatever they send its way. MEIKO machines are designed to reduce complexity – and of course to create value added. One example is our decision to do without a water softening system. After all, that only does one thing: it obliterates calcium and sodium ions so that they can't be visibly deposited on the dishware. But tap water contains far more dissolved salts and ions than just calcium and sodium, and all that extra stuff inevitably ends up on your dishware and glasses. That's why MEIKO's philosophy and technology demonstrate a clear preference for reverse osmosis. By demineralising the water, we provide maximum protection for your machine, ensuring that key components such as the heating element perform consistently well and enjoy a longer service life. At the same time, we eliminate the need to polish washware after washing, including glasses and cutlery. That's tangible value added right there – without any compromise on quality. Cutting corners always ends up being expensive at the end of the day, because the realities of business mean that you generally get what you pay for. That's why we advise our customers to take a sensible approach to buying a dishwasher, carefully considering the options and getting the best balance between price and performance. Let's acknowledge the value that lies in the details, because we believe that's what really counts. After all, it's what transforms rolls into superfoods – and it's what makes MEIKO dishwashing technology such a super investment!

Very best regards,

Dietmar Zapf,
Senior Manager and Head of Global Key Account Management
at MEIKO

Morning cheer at the Wikingerbäcker bakery

The Wikingerbäcker bakery business operates within a 50 kilometre radius of Aurich and all the way to the East Frisian North Sea coast. It offers top-quality baked goods through its stand-alone stores, outlets in supermarkets and hypermarkets, campsite shops, and modest shop/café combinations in city centres. In total it has 45 branches, 32 of which offer a coffee shop or café-style environment.

Ever since it was founded in 1921, the Lorenz Bäcker Victorbur family business has maintained a successful course, with its legendary Viking branding (Wiking in German) giving the business its unique character.

The company produces all its baked goods in a 1,500 m² facility in Aurich. To guarantee the availability of fresh bread right up until closing time, the raw dough pieces are finished off in the oven at each individual branch. Wikingerbäcker has always opted for high-quality ingredients. It uses regional products exclusively, including 3,000 hand-cracked eggs a day sourced from free-range chicken farms in the local area. As the co-founder and principal customer of the Aurich Producers Association, Wikingerbäcker makes a major contribution to supporting regional agriculture. „By using ingredients such as local Aurich eggs, Aurich rye, East Frisian organic spelt, fresh milk from the surrounding area and freshly harvested pumpkins, we ensure our baked goods have a truly unique flavour,“ says sales manager René Stein, emphasising the artisan baking skills of the Wikingerbäcker bakers. „Despite being a fairly large business, we still believe many traditional baking tasks should be done by hand. Our dough contains the very best ingredients, and we give it plenty of time to develop its full flavour.“ The bakery's most popular products include the „Starke Hägar“, a 2,000 g yeast-free loaf made from 80 percent rye flour and 20 percent wheat flour, and its counterpart „Wilde Hilda“, which contains the same ingredients in reverse quantities. Its Aurich black bread – the German name of which translates approximately as bread from the Viking's treasure trove – is also made from Aurich rye. „Once we've



Virtually all the Wikingerbäcker shops offer a café style environment with food to eat in or takeaway.

used up all the flour, we stop making that particular bread until the next harvest,“ says Stein, explaining how rigorously they follow their philosophy. „We're not a factory and we don't intend to become one.“

The Wikingerbäcker business is certainly on course for a bright future. Almost all its branches offer a range of specialties for coffee lovers. From its „morning cheer“ full breakfast to its fantastic assortment of cakes, sandwiches and snacks, customers are spoilt for choice. „The takeaway side of our business is also becoming more and more important,“ says Stein. „We are constantly developing new handy-sized baked goods that don't cause a sticky mess and that are even easy for drivers to eat.“

Stein adds that they also accept online orders, and tourists who discover the wonderful flavours of Wiking products in the summer months can even have their favourite pastries sent to them by post!

„Whenever we set up a new branch in the region or renovate an existing one, we will always take that as an opportunity to include a coffee bar in the bakery,“ says Stein, explaining their strategy. „That's what bakeries need to succeed in the future, there's simply no way around it. Some of our locations make up to 45 percent of their turnover from café-style offerings, and that's a growing trend.“ Wikingerbäcker is well positioned to benefit from this trend in many respects, including its cutting-edge kitchen equipment and warewashing systems. **The Wikingerbäcker branches boast a total of 38 warewashing machines, including 18 hood type dishwashers with heat recovery (DV 80.2) and 20 undercounter dishwashing machines from MEIKO, all designed to ensure hygienic, sparkling clean results. „We deliberately chose the same types of machine for all our branches depending on their size and requirements,“ says Stein. „That means that if people switch branches then they still know how to use the dishwashing machine and don't require any training. And the same applies to our in-house technician. He is fully familiar with the MEIKO models and knows exactly what to do if anything goes wrong.“** The first hood type machine was installed seven years ago, followed by 17 more. „Our café branches are getting bigger and bigger every year, so small machines can no longer cope with the volume of dirty dishware,“ Stein explains. „The machines make dishwashing incredibly easy – the washware is ready to use again within just four minutes,“ he enthuses. From cutlery and coffee cups to latte macchiato glasses with milk dried onto them, the machines get everything perfectly clean. „It all works brilliantly. We're very pleased with the MEIKO machines – we definitely made the right decision!“



René Stein, sales manager at Wikingerbäcker: „We deliberately opted to buy all 38 of our dishwashing machines from MEIKO so that everyone who works here is familiar with the systems in every branch – and because they make dishwashing so easy!“

Confiserie Gmeiner: the taste of excellence!

Few confectioners have had their torte praised by the British Sunday Times style magazine, or indeed had the German business news magazine „Wirtschaftswoche“ praising their chocolate truffles in the same breath as Dom Pérignon, the crème de la crème of champagnes. But one confectioner from the small German town of Oberkirch can claim both these accolades, and can rightly be said to have reached the upper echelons of confiseurs, chocolatiers and pâtissiers. Thousands of readers in Great Britain and Germany are now familiar with the name Volker Gmeiner, but in reality he has long been established as one of the top exponents of his art. His stature is confirmed by his membership of Relais Dessert International, an association of the best pâtissiers and pastry chefs in the world. Not long after taking on his parents' business almost 20 years ago, with its main site in Oberkirch and a traditional café in Offenburg, Volker Gmeiner embarked on an unprecedented expansion of the legacy he had been entrusted with. As well as taking over the long-established German „Café König“ in Baden-Baden – voted the best café in Baden-Württemberg by the trade journal „Der Feinschmecker“ – he also opened a pastry shop and confectioner's in the Markthalle Stuttgart shopping centre, an outlet on platform seven of Frankfurt main train station, a café in Freiburg, and even a branch in Tokyo. As well as being savoured by a Who's Who of political figures at a NATO summit, Gmeiner's delicacies are also served at the luxurious Adlon Hotel in Berlin, and his chocolate caviar is a popular speciality in Moscow. It goes without saying that his success has ultimately been fuelled by the two key ingredients of exceptional skill and quality!

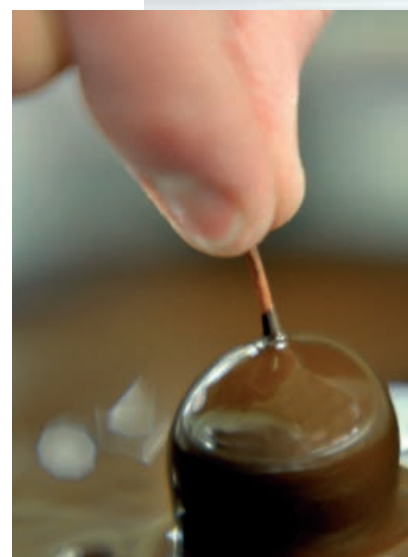
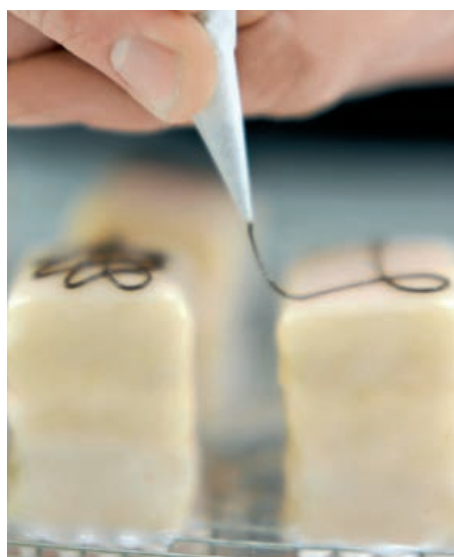
Gmeiner has overseen the growth of his parents' business from 50 employees to the current total of 220. The company now runs a modern production facility at an industrial park in Appenweier, between the foothills of the Black Forest and the Alsace border, and it regularly opens its doors to host seminars and special events for connoisseurs. „We also enjoy taking our product demonstrations to the customer,“ says Gmeiner. „Our Chocolatier on Tour business is all about giving a sweet touch to company events and conferences, and we



Volker Gmeiner expanded the family business into an internationally renowned company. An unwavering focus on quality is the secret to his success.

also offer presentations and workshops where participants can make their own chocolates.“

Volker Gmeiner certainly doesn't make mass-market products, but he is also careful not to describe his move towards greater taste and quality as a niche: „Over the last 15 years we've seen a clear trend towards more mature and informed consumers who know exactly what they want.“ And that fits perfectly with Gmeiner's mission to offer a product that is close to his heart – a product based on top-quality regional ingredients, traditional recipes, and artisan skills. Of course innovation plays a significant role, too, as attested by the editors of the „Gambero Rosso“ food and wine magazine, who have ranked Gmeiner as one of the best chocolatiers in Europe! Gmeiner appreciates the prestige of these accolades and the obligation he has to his 200 employees. He never tires of coming up with truly extraordinary creations, including examples such as white chocolate with lemon and popping candy and his Julius Kinder chocolate bars with hundreds and thousands, not to mention his two personal favourites of caramel cranberry chocolate and the Gmeiner Deluxe bar with almonds and pistachios.



To see Gmeiner at work at his confectionery production facility is to experience someone who is both a master of his craft and an entrepreneur, someone who loves the materials he works with and endows them with artistic, almost magical properties. The production area is absolutely pristine, and his team applies the strictest standards of hygiene. The cleaning and dishwashing staff are also an integral part of his workforce, and Gmeiner is convinced of the benefits of keeping this part of his business operations in-house: „We need people we can rely on. We want to see the same people every day and feel confident that they know exactly what needs to be done!“ **And Gmeiner also focuses on reliability when it comes to his warewashing systems. After all, if you make your living offering exquisite cakes, tortes, pastries and lunches in prestigious café settings, then you can't tolerate residues on your dishware or water marks on your glassware – and that's why all Gmeiner's cafés and production facilities are equipped with MEIKO dishwashing technology.**

From tarts to petits fours and pralines, Gmeiner offers a solidly traditional range of products that caters to the wishes of his café clientele.

Fotos: Markus Dietze



Continuity and high-tech equipment are the key to excellence – and that's why Gmeiner's cafés and production facilities rely on MEIKO technology.

A promising future for „Backkultur & Kaffeezeit“

It all started with Marcus Beckmann's great-grandfather, who founded the Beckmann bakery in Uslar around a century ago. He provided a fresh supply of this most basic of foodstuffs at a time when bread didn't come in many varieties.

„Sixty-odd years ago bakeries were still mostly selling black and dark breads made primarily from rye flour,“ says Marcus Beckmann, the fourth-generation manager of the biggest bakery in the Uslar region, which boasts an impressive array of products.



Marcus and Saskia Beckmann respect the traditions of their family business, but they also have their sights firmly set on the future.

Saskia and Marcus Beckmann run the bakery and its main outlet in Uslar with their sights firmly set on the future. They agree that tradition is a fine thing, but firmly believe that you can't rest on your laurels! Their three branches are enjoying great success, and they have already started planning another one. Inaugurated in 2012, their flagship store is the „Backkultur & Kaffeezeit“ bakery and coffee shop, a culinary highlight among bakeries in the region. Somehow they have made it both cosy and modern at the same time, with big glass windows, a wooden interior and their green brand colour combining to create an inviting atmosphere. „Breakfast at Beckmann's“ is a popular local trend, and their Sunday brunch also attracts plenty of enthusiasm. „On brunch days we could comfortably double our capacity of 60 seats inside and 40 on the terrace,“ says Saskia Beckmann.

In addition to 80-odd different bread products – some of which are made from sourdough left to rise for up to 36 hours – and their popular „Goldies“ rolls, the bakery also offers some 20 different types of cream cakes, fruitcakes and biscuits from their own pâtisserie. „You rarely see such a big range of products nowadays, but our customers certainly seem to like it,“ says Saskia Beckmann.

Quality and variety also set the tone of the coffee selection. „We are always evolving, and we set trends in every area we work in,“ says master baker Marcus Beckmann, discussing how the business has developed. Cross-marketing is the method he has chosen to increase brand awareness.

He keeps the company's flag flying by running regular marketing activities with local institutions, for example baking special loaves for firefighter events (bread with fresh bell peppers), a „church loaf“ for confirmations,



As well as traditional bakery and confectionery products, the Beckmann bakery also offers a range of culinary delights that are very popular with customers.

and a crusty „Altstadt“ loaf which incorporates the Altstadt beer made by the Uslar brewery. True to the clamour for creativity, he composes his own recipes, and his regional advertising seems to be bearing fruit. He is also reaping the benefits of certification with the regional „Echt“ (Genuine) logo, which is awarded by the tourist information office of the Solling-Vogler district. To be eligible for this distinction, businesses must use regional ingredients such as grain and flour or eggs from local farmers. Twenty products from the Beckmann bakery are already made from regional ingredients and have received the accolade. It dovetails perfectly with the eco-friendly principles on which the Beckmann bakery is based. Although

from the Offenburg-based company MEIKO. Some of the machines work flat-out all day long – in particular the MEIKO DV 125.2 universal warewashing machine with heat recovery in the „Backkultur & Kaffeezeit“ flagship store. This bakery opens from 6am to 7pm six days a week as well as 7am to 5pm on Sundays, and the warewashing machine runs at full capacity throughout the day, cleaning the washware in a cycle that takes just four minutes. There is limited storage space for dishware, so it is crucial to ensure a steady supply of clean plates, cups, cutlery, glasses, and so on. The hood type basket warewashing machine comes in a compact format and is tremendously user-friendly, in large part due to its ergonomic design.

„It's easy to push the baskets full of dirty dishware into the machine from left to right, and it's just as easy to unload them when the wash cycle finishes,“ says employee Manuela George, emphasising how much she appreciates the machine's ergonomic working height. With no need to bend over to open the machine or load and unload the washware, every movement made by the user takes place at a comfortable ergonomic height. What's more, the warewashing machine boasts optimum energy efficiency and has a positive effect on the quality of the indoor air. After every wash cycle, the hot steam is channeled into the machine's heat recovery system, systematically supplying energy to the water circuit instead of being released haphazardly into the room. „This feature reduces the machine's connected load by up to twelve percent, so we save a significant amount of energy,“ explains Marcus Beckmann.



This rack type dishwashing machine washes thousands of items of crockery and cutlery every week,

ensuring excellent hygiene, outstanding cleaning results and optimum energy efficiency. Just one example of how the Beckmann bakery is also setting standards in regard to cutting-edge equipment. „We need to be creative, we have to keep thinking ahead and moving forward,“ says Marcus Beckmann. „It's no good to just sit back and rest on your laurels. And that's why our industry is steadily separating the wheat from the chaff. To succeed nowadays you need to come up with good, unconventional ideas and put them into practice.“

most of the products are made in a central bakehouse and distributed to the various branches, the speciality „baker's snacks“, breakfasts, Viennese speciality coffees and a number of other items are freshly prepared in each shop. **The company bases its eco-friendly credentials on energy efficiency and the sustainable use of resources. Beckmann's environmental management philosophy also encompasses cutting-edge equipment, including in the warewashing area.** All the Beckmann bakery shops use intelligent warewashing machines

MEIKO warewashing technology helps companies optimise their operating procedures and improve their environmental footprint.

„LE CROBAG petite France“ in the city centre

In the spring of 1981, LE CROBAG opened its first outlet in the foyer of Hamburg's main train station, initially operating under the name „Le Croissant“. The founder of the French-inspired business model is Christian Knoop-Troullier, who came up with the concept in collaboration with the traditional French bakery Boulangerie Neuhauser. The company's original product range consisted of six French specialties: plain croissants, chocolate and marzipan croissants, apple turnovers, cheese croissants, and cheese and ham croissants.

Over the next few years the business grew at a tremendous rate. The „LE CROBAG petite France“ brand became firmly established with outlets of varying sizes, primarily in regional and intercity train stations. Nowadays some 100,000 customers a day can choose between 100 different products offered in a total of 126 LE CROBAG outlets.

These include its series of „city shops“ in the centre of major cities that provide a carefully crafted cafe-style experience in premises of at least 120 m². These are presented as food and coffee houses offering a „relaxed atmosphere with the flair of a French bistro“ says Katy Schlegel (LE CROBAG GmbH, Hamburg). You can find one example of young, modern French chic near the Binnenalster lake in Hamburg, frequented by hundreds of people a day.

The most popular choices include a number of variations on the classic croissant as well

Erdinc Anakök has been running a LE CROBAG city centre outlet for the last two years as a franchise holder. Behind the scenes he relies on MEIKO technology.



as a range of plain and filled baguettes. A particular favourite is the „ficelle“, a narrow specialty baguette available with a range of toppings. „Our ficelles are one of our unique selling points in Germany,“ says Katy Schlegel. „This slim baguette format isn't about piling on the toppings – people love it for its delicious flavour and crunchy texture.“

Quality and freshness are the key to all the company's products. All the traditional French baked goods are presented with the same level of passion and perfection shown by the company's Alsace-Lorraine partner Neuhauser, which produces the goods in line with the most exquisite tenets of French baking. The raw dough is given plenty of time to prove and rise to ensure each product reaches its perfect volume when baked. „Then we pop them in the oven, which is where they take on their characteristic French flavour,“ says Schlegel, who argues that LE CROBAG should not really be classed as a bakery. „We have positioned ourselves as a French baked goods specialist that also offers other popular products such as muffins and the small, sweet specialty pastry from Hamburg known as Franzbrötchen“.

The concept behind „LE CROBAG petite France“ allows it to guarantee crispy, lightly baked products that are always fresh – 24 hours a day

at some of its locations. Its city centre outlets also offer an exclusive range of hot dishes. Prepared from scratch right in front of the customer, these delicacies are available to eat in or to go.

„Pasta and gratins are also a popular choice throughout the day,“ says Erdinc Anakök, who has been running the shop in Hamburg city centre for the last two years as a franchise holder. „LE CROBAG petite France offers an indulgent time-out for food lovers, croissant aficionados and people who simply love the French lifestyle,“ says Anakök. He also believes in running top-notch systems behind the scenes: the proving ovens, baking ovens and dishwashing systems run at full capacity from morning to night, ensuring that there are always plenty of fresh baked goods and hygienically clean dishware available. That's why Anakök opted to install two FV 40.2 G undercounter dishwashing machines at the LE CROBAG franchise, yielding optimum cleaning results: „We use one of the machines exclusively for glasses, cups and cutlery. The other machine washes the plates, trays and stainless steel pots from the kitchen,“ says Anakök. **„We are very pleased with the machines' speed and cleaning performance. We can choose between three different wash cycles depending on how dirty the dishware is, and in just four minutes or less the equipment**

is clean and ready for use! It's impossible to imagine a better solution for our needs, especially since we don't have much space in the kitchen and the machines are exactly the right size and capacity. You can really rely on MEIKO machines. All my years of restaurant experience have shown me that coffee machines and dishwashers are the most likely machines to cause technical problems. And we really ask a lot of our MEIKO dishwashers by keeping them in action continuously from 7am to 6pm. It would be a disaster for us if the dishwashing process came to a halt!“

The LE CROBAG shop concept has become a real hit in German city centres, too.



All-round excellence from MEIKO under the counter – this machine gets everything perfectly clean, from coffee cups to cutlery and trays.

Bread is part of our cultural heritage

German bakery trade focuses on quality

German bakers produce countless loaves and rolls in hundreds of different varieties every single day, fostering a German bread culture that already enjoys international renown. According to the market research Institute GfK, German households worked their way through some 1,834,000 tons of bread in 2015. There's no doubt that German consumers love their bread!

Collecting figures on the number of different types and flavours of bread is just one of the tasks performed by the German Bakers' Confederation (ZDB in German) and its Bakers' Academy in Weinheim. Craft bakers can apply online to have their own specialities included in the organisation's „bread register“. This step helps clarify how many different types of bread are available, but it also contributes to safeguarding an intangible cultural heritage that is „borne directly by human knowledge and skills“. In 2013, UNESCO voted to approve German bread culture as part of the world's official cultural heritage.

„Gaining UNESCO recognition has given the Berlin-based German Bakers' Confederation a valuable means of maintaining German bread culture and its centuries of tradition as part of the world's cultural heritage while simultaneously highlighting the remarkable achievements of German bakers,“ says Bernd

Kütscher, who heads up the German National Bakers' Academy in Weinheim.

As well as raising the flag on an international level, the Bakers' Academy also puts wind in the sails of German baking on a national scale by showcasing and driving forward the craft of baking. The Institute for the Quality Assurance of Baked Goods (IQBack e.V.), which forms part of the Bakers' Academy, provides support on all aspects of efficient quality assurance in the breadmaking business. Backed by IQBack, bakers can request authorised inspection bodies to examine and certify



Quality inspectors from the Institute for the Quality Assurance of Baked Goods evaluate the appearance and consistency of baked goods as well as their taste. Foto: www.akademie-weinheim.de

their loaves, rolls, biscuits, and even fruit breads such as stollen.

„The inspection is performed from the outside in,“ explains Bernd Kütscher, „Experts evaluate criteria such as shape, appearance and crust properties and then the smell and taste, all based on a scheme developed by the German Agricultural Society (DLG).“ Certified products are clearly superior in regard to both taste and appearance, „and if the quality is inconsistent, then the experts provide suggestions on how to improve the recipes and other aspects,“ adds Bernd Kütscher. Sensory inspections are performed on more than 20,000

samples a year according to the Institute for the Quality Assurance of Baked Goods, and there is a clear upward trend. In part this is thanks to the Institute's proactive efforts to move successful results into the public domain. **It publishes all its positive ratings, making them accessible online at www.brot-test.de as well as through an app and a QR code.**

The baker search tool from IQBack e.V. is an efficient PR tool for members and a great way for consumers to track down bakeries that offer high-quality baked goods.



Bernd Kütscher heads up the German National Bakers' Academy in Weinheim.

Foto: Sabine Finger

The cherry on the cake for bakery managers

The Institute for the Quality Assurance of Baked Goods and the German National Bakers' Academy represent the interests of all the members of the bakers' guild. „We don't take a commercial approach. Instead we focus more broadly on how we can provide sweeping and sustainable support to the entire industry,“ says Bernd Kütscher, pointing out the Institute's wide range of well-established specialist seminars and master baker courses, as well as its selection of training and development programmes. Each year some 3,000 people in professional and managerial roles from 27 different nations seek to boost their knowledge in Weinheim, „though 90 percent of them come from German-speaking regions,“ notes Bernd Kütscher. „These is a tremendous interest in German bread culture,“ he adds. The German National Bakers' Academy acts as an extension of the German Bakers' Confederation in Berlin, which also promotes the German National Baking Team and the German Young Bakers Championship, fostering progress in the industry through a combination of training and competitions.



Qualified bread sommeliers fresh from the National Bakers' Academy are consummate experts in the world of food pairings. Foto: www.akademie-weinheim.de

From artisan and craft baking to sales, management and leadership, the organisation offers an impressive range of training and development programmes. A recent highlight was the launch of the bread sommelier training course, which is becoming increasingly popular.

Certified bread sommeliers possess excellent sensory abilities, are familiar with national and international bread cultures, and are „experts in the principles of food pairing,“ says Kütscher. As bread connoisseurs, they use their impeccable taste to match the right bread with the different components of a meal, such as a cheese or wine.

What's more, they are masters of the baker's craft and ambassadors of bread culture, skilfully introducing consumers to the sensory and emotional elements of bread as part of our cultural heritage at events and tasting sessions. Their efforts shed a new light on our „daily bread“ and open consumers' eyes to a magnificent variety of bread flavours.

The Academy's training and development programme is designed to enhance the knowledge and commercial skills of craft bakers who aspire to greater things. It delivers solid expertise in all areas, including the latest trends in the industry. **www.akademie-weinheim.de**

More marketing doesn't equal better bread

Goodness knows how Dominik Siegwart summons up the energy to get up in the middle of every night and head off to his bakery! We're on the Rabenplatz, a square in the German town of Offenburg, and here in the bakery there is only one wall between the actual baking area and the serving counter. „Just 30 metres from the oven to the display counter!“ says Siegwart proudly. He starts pointing out the equipment he uses in the 6 x 10-metre room. As well as two big stone ovens and two dough kneaders, there is also a modern flour mill to grind up the grain on site and a crusher to produce cereal flakes. And apart from some scales and two workbenches, that's about it!

Siegwart's bakery doesn't use automatic pretzel machines, dough freezers, or conveyor belt ovens. He refuses to use synthetic chemical additives such as colourings, mould inhibitors, acidifiers, emulsifiers and industrially produced enzymes, and this is a bakery that uses butter instead of margarine and shuns bread and cake mixes. What's more, Siegwart doesn't use milk powder or whole egg powder, but rather whole milk from the Schwarzwaldmilch dairy cooperative and real eggs from the Adam poultry farm. „We get through about 1,000 eggs a week,“ says Siegwart. „That's a perfectly reasonable number to crack by hand!“ Siegwart's philosophy follows firmly in the traditions of a family business that was founded by his grandfather Konrad, who worked in the bakehouse with a wooden leg in the post-war years.

When Konrad's son Gottfried branched out into organic and whole-grain bread 30 years ago, he was mocked by many in the business. But it's actually that reputation as an eco-pioneer that has allowed Siegwart's business to prosper. And that's a definite plus point, because craft bakeries are currently a dying breed in Germany – even though this is a country that is renowned worldwide for its superb bakers and superior bread.



Dominik Siegwart in his bakery. A third-generation baker, he is proud of his family tradition. But how long can it continue?

when consumers are given no other choice. As a result, the German bakery trade – including big industrial bakers – has now seen its market share fall below 50 percent.

So what is Dominik Siegwart's take on these developments? We're sitting at a small table in his crowded office upstairs and sampling his Heckerkruste speciality bread. „The dough we use for this bread is so fluffy and sticky that it can't be processed by a machine, and that's exactly what makes this bread so tasty. The breadcrumbs are so fluffy they make you think of ciabatta, but with a much more solid and attractive crust. Even my seven-year-old could cut this bread, because however much you squash it, it pops right back into shape, and that makes it the perfect accompaniment for whatever you might have in your fridge,“ says Siegwart.

allowed to call themselves organic if they are carting their dough around in trucks from one side of the country to the other. And why did none of the newspapers provide any major coverage of the legal battle that bakers spent four years fighting against Aldi? That dispute centred on the question of what baking actually is. Aldi maintains that there's no problem using the word baking to denote the act of heating up precooked dough. Yet any child will tell you that baking involves various steps, including preparing the dough, shaping it and baking it. If you call a place where you heat up precooked pieces of dough a bakery, then you might as well call your living room a joiner's workshop if you have ever used it as a venue for putting together an Ikea cupboard.

Siegwart sums up the artisan bakers' battle against an unholy alliance of indifferent consumers



Every day another bakery seems to close its shutters for good, and if tomorrow's closure isn't in Offenburg then it's just as likely to be a town like Paderborn or Uelzen. That's seven bakeries shutting up shop for good each week, or 30 each month. Wherever you are in Germany, at least one of your local bakeries is likely to go out of business sooner or later. Meanwhile new chain outlets seem to be springing up on a daily basis, with automated baking machines spitting out pretzels while somehow pumping out the smell of freshly-baked goods. Obviously it's convenient to get your bread from a machine, but every roll made by machine is another nail in the coffin for the livelihood of an artisan baker.

The food industry and big retailers are increasingly the ones making money from bread rolls and loaves. Not even the bakery outlets on the far side of supermarket tills are safe: however much profit they generate for the supermarket through their horrendously overpriced leases, baking machines ultimately produce a higher turnover

However marvelous this creation, Siegwart's bakery only produces Heckerkruste on Wednesdays and Fridays. Mondays and Thursdays are reserved for the St. Ursulas speciality bread with spelt and soft cheese. Clearly it's not easy to offer a wide range of products on a daily basis if you only have one outlet aside from your main bakery. The German trade register currently lists 12,000 bakers across Germany, but this number is falling by 500 bakeries a year. The German trade association of industrial bakeries estimates that there will be 8,000 bakeries left by 2020 – and it predicts the situation getting tougher not only for smaller craft bakeries, but even for regional chains.

Ask Dominik Siegwart about the future of the bakers' guild, and the conversation quickly turns personal. Essentially he feels the same as I do: it frustrates him that consumers now associate the term stone oven with a pretend version that the marketing team has deftly covered with decorative stone lining. He also questions why bakeries are

and wily marketing professionals in a single sentence: „More marketing doesn't equal better bread.“ In France, the government protects its bakers. A shop can only call itself a boulangerie if there is a qualified baker working on-site at the bakery. In Germany, however, anywhere that sells bread can call itself a bakery, even if nobody ever gets any flour on their hands. The government could obviously introduce a law to change that, and it would seem that the bakers have the perfect person on their side in the form of CSU politician Christian Schmidt, who currently holds the post of Minister of Food and Agriculture. He comes from a Franconian family of bakers, but with his schedule full of other issues including formed meat, salt consumption, food labelling and the highlighting of allergens, the real pity is that this is one problem he doesn't seem to have the time to address.

This article was taken from the magazine „heimat ortenau“. We would like to thank the Tietge Publishing House, Offenburg, for granting us permission to reprint it here.

Three o'clock in the morning is the busiest time in the bakery on Rabenplatz in Offenburg.

The Siegwart bakery doesn't just take an artisan approach to speciality breads such as Heckerkruste – it also applies careful finishing touches to products such as their simple rye-wheat bread.

Photos: Markus Dietze for „heimat ortenau“

Pit stop at the „Knusperbäcker Gamm“ bakery

Baking with passion and creativity – that’s the motto of master baker Thomas Gamm (pictured) in Renningen. He has put his heart and soul into baking for the last 30 years, and he still loves his job.

Gamm doesn’t waste time worrying about the highly competitive nature of the baked goods market. Instead he focuses on building a successful business and staying one step ahead of his competitors with creative ideas and outstanding products. He appreciated the health benefits of good bread from an early stage in his career, and specialties such as spelt products have always been popular with his customers. „We use 100 percent spelt flour to produce our spelt products, without any wheat flour additives. That distinguishes us from many of our colleagues in this sector, and our customers really appreciate it,“ says Gamm, explaining what makes his bakery stand out.

He still believes in traditional artisan baking techniques. „We still work our bread by hand and care about what we do, and I’m convinced you can taste that in our baked goods,“ Gamm says.



The bakery’s spelt products are certified organic by Bioland. The ingredients for the loaves, rolls, cakes and tortes are sourced locally wherever possible.

Since April 2016 all his spelt products have been certified to Bioland organic standards, underlining this creative baker’s philosophy.

All the ingredients come from organic farming, and none of Gamm’s baked goods contain any genetically modified ingredients, flavour enhancers, colourings, preservatives or artificial baking agents. From wholemeal spelt bread and spelt pretzels to spelt baguette and spelt croissants, everything is certified organic and baked fresh every day, and his range of spelt products now makes up 25 percent



Next turn for the bakery – the Gamm drive-in counter is the perfect choice for people on a tight schedule in the morning.

of his turnover. „Our fan base for those products is constantly growing!“ says Gamm, though he emphasises that they still favour a two-pronged strategy. Bioland-certified products are more expensive than conventional baked goods, so anyone who can’t or doesn’t want to pay the higher

returning from a night shift, enabling people to buy the bakery’s outstandingly crispy baked goods „on the go“, without even having to get out of the car. „The key to our success isn’t just the quality of our goods, but also our location,“ says Gamm. „Being right next to an industrial estate and on a



Customers love the fantastic range of products offered by the „Knusperbäcker Gamm“ bakery.

price can simply opt for the standard versions instead.

Gamm does his best to source all his ingredients from the local region. He gets his flour from a mill that is supplied by local farmers, and those same farmers provide him with milk and eggs. His two shops give customers a chance to enjoy the taste of traditional and more unusual baked goods, either to take away or eat in.

Gamm clearly has a gastronomic vocation, demonstrating an extraordinary creativity that is echoed in his recipes, many of which he creates himself. Highlights include his seed loaf baked in a wood-burning oven, savoury bread rolls made with potatoes and bacon, and „Indiaca bread“ made with corn, sunflower seeds and peanuts.

Gamm makes 50 percent of his sales at his drive-in counter, which offers a quick and easy way to buy baked goods, especially early in the morning. This service opens at 5 AM and caters to tradesmen, truck drivers, taxi drivers and people

roundabout is a real advantage.“ Customers that decide to make a pit stop to pick up some bread expect quick service, and that’s exactly what Gamm’s team offers. Preparation is the key, and everything needs to be ready to go as soon as the customer arrives, with the sandwiches made and the pretzels buttered. Regular customers know that their breakfast will be ready and waiting when they get there. „The drive-in counter isn’t a place where you can spend time explaining five different types of bread, not at any time of the day!“ says Gamm. „Those customers are better off going into the shop and finding a comfy corner inside or outside.. Our job is to cater to all our different customers, the ones who are in a hurry, and the ones who prefer to take their time.“

And that’s not all: „To be a successful baker nowadays you need to have unique selling points and try out new directions. From providing great food to developing innovative recipes, we make sure that our products smell good, look good and taste good and appeal to plenty of different customers.“

„They treat you like a key account whatever your size...”

It could all have turned out very differently. Life can take many twists and turns, and in this case the successor to the family firm nearly became a banker or journalist – but instead he ended up as a successful pastry chef with a solid basis in economics. It's funny how things turn out. One day his colleague forgot the flour for the Grand Marnier torte, for example, and that ended up becoming one of the most popular dishes at Café Müller's main branch in Durbach. It's hard to know what to expect in life, but Stephan Müller knows in his heart where he belongs. And if he knows where his roots lie, then the future can take care of itself – well, perhaps with a few nudges here and there!



Stephan Müller has an economics degree – but he's also a master baker through and through.

When the news emerged that the town of Offenburg and its almost 60,000 inhabitants would be getting a shopping centre, and that one of Müller's three bakeries would have to disappear to make room for it, Stephan Müller immediately knew that he wouldn't be comfortable working with the mall owners! „We open six days a week and it's very important for us to have Wednesday off – and no shopping mall in the world would accept that!” he says. He also refuses to worry if a certain type of bread roll runs out by 4pm. „There will be fresh rolls again tomorrow. We don't keep everything fully stocked until we close because we don't want to have to destroy perfectly good food when there are still children going to school without breakfast in this country!” As an economist and entrepreneur, Müller carefully considers the implications of all his actions. And that's why he decided to close his city centre branch and open a new café on the site of a former military barracks surrounded by law firms, offices and a supermarket. His „cafemüller – Treffpunkt La Horie” is directly opposite the imposing head office of a bank.

The 44-year-old has stuck to his principles in the project, acquiring the property himself and refusing to cut corners in the quality of the fittings and furnishings and the elaboration of his lunch concept. He employs two cooks in a front-of-house cooking area, and his unfussy menu made up of regional and seasonal products has become a firmly established success just six months after opening. This is hardly surprising since Müller's products have such an excellent reputation far beyond the city itself. Since 1995, his company has repeatedly been ranked as one of Germany's best bakeries by the prestigious gourmet journal „Der Feinschmecker”. This recurring praise creates the same kind of continuity that Müller's family has found in baking, and this third-generation pastry chef sees this philosophy as directly applicable to



Surrounded by law firms, a bank and a supermarket, the „cafemüller – Treffpunkt La Horie” has been a resounding success since it opened.



business as well as life in general: „I don't know why people have to be constantly changing things – recipes, products, philosophies, concepts... If something works, then it works, and our guests and customers value that,” he says emphatically.



MEIKO's quality and reliability convinced Stephan Müller to install their dishwashing machines in his new café, too.



Display cooking and a traditional counter area: Stephan Müller and his team have something to offer everyone.

He already offers a good 200 different products, and he feels that any new addition has to be justified: „Most of the new things we offer stem from our collaboration with the restaurant trade,” Müller says. One example is the bread with vadouvan spices that Müller bakes for Alsace top chef Edy Ledig. „Edy has his own spice manufacturing business and is absolutely obsessed with unique, high-quality creations,” says Müller, who receives the French version of the spice blend that stems from the Indian „vadagam” direct from the spice manufacturer. Müller also makes bread rolls for the high-end burger restaurant „Burger Marie” in the centre of Offenburg and bakes his artisan bread on a daily basis for the prestigious restaurant housed in the nearby Hotel Ritter in Durbach.

The new café is thriving, not only thanks to its reliable quality and originality, but also thanks to its unfussy atmosphere. It relies on a local industry partner for its dishwashing needs. **In fact the family has been using dishwashing systems from the Offenburg-based company MEIKO as long as Stephan Müller can remember: „They offer superior quality, fantastic reliability and flexibility, and treat you like a key account whatever your size – you can't ask for more than that!”** Clean dishware is assured thanks to the latest M-iClean generation of undercounter machines plus a DV 125.2 hood-type dishwashing machine with AirConcept.

A passion for artisan baking

„Baking is our passion – and it always has been,“ says master baker and confectioner Marcus Staib, the third-generation managing director of the Staib bakery business in the German city of Ulm.

The bakery supplies its wares to 48 branches within a 50 kilometre radius of Ulm, a medieval city on the Danube river. Fresh bakery and confectionery products are delivered to the stores up to four times a day. Although the branches are equipped to bake pre-proved dough, this is the exception rather than the norm. **„We prefer our baking to be done by professionals, not our sales staff,“ says Marcus Staib, explaining their philosophy. „We rely on a team of bakers who are highly skilled in their craft.“**

The main kitchen is situated at the flagship restaurant „BrotBar“ which is bolted onto the company’s headquarters. This 450-square-metre restaurant has indoor seating for 120 people and outdoor seating for the same number again. Customers can choose the daily special or eat à la carte, and they clearly appreciate the added value dished up by this high quality bakery business. Staib’s twelve chefs ensure freshly prepared meals throughout the day, and the branches that don’t have their own kitchen receive regular deliveries of fresh dishes to serve to their customers.

Each branch pursues the best strategy for its particular circumstances, and the foodservice locations typically seat an average of 60 customers.



Marcus Staib manages a grand total of 48 branches, but he still firmly believes that baking should be left to the professionals and not the sales staff.



A wide selection of top-quality products ensures excellent sales of baked goods and lunches.

The Ulm bakehouse is staffed by a daily contingent of 26 bakers and 27 confectioners. They keep Staib’s artisan baking traditions alive, producing most of the company’s high-quality products by hand. Their hearty creations are based on poolish (pre-ferment) made in-house, as well as wheat, rye and spelt sourdoughs.

The team of professional bakers handles some 3,000 loaves a day, weighing out dough from the basin by hand and shaping it with a passion for their craft that you can see in the final product. High-quality ingredients are the key, and they are sourced locally wherever possible. „We buy our flour from reputable mills which only deal with reputable farmers,“ says Staib, who is also the Guild Master of the Ulm/Langenau Bakers’ Guild.

This insistence on top-notch ingredients enables Staib to create a wide range of superior products. Up to 35,000 customers a day treat themselves to the company’s speciality baked goods and sweet confectionery products with distinctive Staib flavours.

The cherry on the cake for many customers is the successful restaurant side of the business. A total of seven branches now offer culinary bakery experiences under monikers such as „Brotbar“ (Bread Bar) and Daily Bread – a clever blend of a café, bistro, restaurant and baked goods store. „We prepare some 500 meals a day, which makes us a real player in the restaurant scene,“ says Staib, discussing how the business is developing.

„Baked goods are available everywhere,“ he continues. „So we need to offer customers an incentive to walk through our door, and we’re hoping that offering meals is the right answer.“

„All our branches have seating nowadays,“ notes Marcus Staib. „And that’s a non-negotiable criterion for all our new branches, too – they must have seating.“

But, despite all the upheaval in the industry, Staib has kept its focus firmly on its artisan baking traditions. All its home-made specialities are rooted in experience and expertise, as well as an

instinctive flair and passion for the craft of baking, including handed-down recipes such as the „Grandpa Markus loaf“ and „Granny Emilie’s Bundt cake“ and its wide assortment of pretzels, Weck rolls, and sourdough rolls, plus innovations such as the porous brown Swiss-style Ruchbrot.

The bakery only employs modern technology to help with some of the harder physical work, to save resources or to protect the environment. These principles are the basis for the equipment it uses not only in its production facilities, but also in its kitchens and dishwashing areas. **„We’ve been putting MEIKO machines through their paces for the past five years,“ says Marcus Staib. As an honorary director of the regional bakery supplier BÄKO Südwürttemberg eG, he also praises the excellent cooperation between MEIKO and the purchasing cooperative.** MEIKO dishwashing technology hasn’t reached all the Staib branches yet, but the task of equipping all its bakeries is well underway. „There are a number of manufacturers who offer similar quality machines with comparable cleaning results and energy efficiency,“ says Marcus Staib. **„But good after-sales service at a reasonable price is a key criterion for us when we buy new equipment – and MEIKO quite simply offers better service at a better price than the other suppliers. We also insist on a quick response, especially in urgent cases, and we know we can rely on MEIKO.“**



MEIKO warewashing machines can handle heavy use over many years

Successful artisan master baker takes the crown

Time and again we're told that artisan bakers may soon go the way of the dinosaurs. So perhaps it's time to see one example of where this sector is still thriving. There's no doubt that many small bakeries are closing their doors for good because nobody wants to take them on. That's especially true in unappealing locations that no longer cater to fast-changing villages and local communities – places where small businesses simply throw in the towel. But there are also examples of thriving businesses such as the Raisch family bakery in Calw-Oberriedt. Founded in 1991, the business is still going strong 25 years later with a second-generation owner, winning prizes in the German Championship of Master Bakers and boasting a total of 18 branches.

By the time Udo Raisch and his wife Linda set up their bakery in Altburg, he had already completed his apprenticeship at his parents-in-law's business near Stuttgart and passed his master baker's certificate, coming out top of the class for that year.

Lena is studying media and information studies, and Maximilian is a master baker and confectioner who recently won the German Championship of Master Bakers and gained a place on the German National Bakers' team. That's an example of how artisan baking skills are booming!

Today, the Raisch family business employs 260 people. That's a sizeable workforce, but their methods are a far cry from industrial mass production. Convenience and shortcuts are not their style – these proud Swabians even make their own „Maultaschen“, the filled dough pockets that are a regional speciality – and the idea of delivering pre-baked pieces of frozen dough is not an option even for the most distant branches: „We deliver freshly made dough and each branch has its own pretzel machine and oven. The way we make and prove our dough has been carefully tailored to this way of doing things,“ says Udo Raisch. And when you have a son like Maximilian, who drew on his incredible creativity to win the



Father and son: Udo and Maximilian Raisch are driven by the same principles when it comes to keeping the business and its 18 branches thriving.

Fotos: Hubertus Kahl



The main bakery in Calw-Oberriedt is perfectly positioned in the nature park situated in the northern and central Black Forest.



A spacious layout and an impressive range of products await customers at the main Raisch bakery.

His wife works on the sales side, and it's clear that she also knows the business well. Their two sons Maximilian and Matthias and their daughter Lena spent their childhoods scurrying around the bakehouse. Their parents worked long hours while their kids were growing up, so Udo Raisch decided to hire someone to help with the cooking – this was at a time when grabbing a snack at the bakers had become commonplace, and coffee to go was just starting to become popular. Lunch for the kids soon turned into 20-plus portions of meals that sold out immediately and were eaten by customers at the bar tables in the shop. Sometimes success comes right from the heart of the family.

Nowadays the bakery serves some 300 to 350 lunches a day, as well as offering salad and breakfast buffets. Four chefs work behind the scenes, one of them at a front-of-house cooking counter. The original bakery has grown to encompass 18 branches, and the children have also grown up. Matthias is now a qualified master baker with a degree in business administration,

German Championship of Master Bakers at the iba in Munich, the world's largest bakery trade fair, then wholesale ready-made baking mixes are definitely not on the cards! The theme of the 2015 competition was „Heimat“, or homeland, and Maximilian Raisch took the title with creations that included a loaf with „Heimat“ in its name, an extraordinary product that contained local Calw red wheat with lentils, bacon, roasted onions and beer. That last ingredient enjoys immense popularity at the Raisch bakeries, giving a special touch to many of its products: „We sell 360 Alpirsbacher loaves a day, which we make with beer from the Alpirsbacher brewery,“ says Udo Raisch.

The Raisch family are determined to offer „honest-to-goodness products“ as the head of the company puts it. „Nothing over-the-top or affected – just down-to-earth, high quality products.“ Achieving that requires expertise, a strong connection to your roots, solid principles, and painstaking attention to your customers' needs.

The Raisch family certainly have their finger on the pulse, as demonstrated by the thousands of people who frequent their bakeries every single day. And of course a healthy dose of business acumen is also important. When Udo Raisch got the opportunity to buy a 10,000 m² plot on an industrial estate in Calw-Oberriedt, he jumped at the chance. The fact that so many day-trippers visit the area on Saturdays and Sundays is thanks to its location in a nature park situated in the northern and central Black Forest. The cemetery near the bakery's Calw-Oberriedt branch also attracts groups of people stopping off on their way to or from a



The bakery owner is delighted with the 11 MEIKO hood type dishwashing machines that ensure maximum hygiene in the Raisch production facilities and at its various outlets.

funeral, and the impressive oven that burns wood or pellets doesn't just produce outstanding bread for Raisch's customers, it also provides the perfect setting for special events. The Calw doctors' association assembles there every Christmas to bake pizzas together. And pizzas are also on the menu every weekend, with the bakery normally selling between 60 and 80 to take away.

So that's what a thriving baking business looks like. And it's clear that the Raisch family's entrepreneurial skills have played a big part in taking them where they are today. Astute businesspeople rely on expert help from outside for things that lie outside their core business. The company's IT administration and facility management is handled by Thomas Reichenauer, for example. He is also in charge of the company's eleven MEIKO hood type dishwashing machines. Raisch opted for these systems for a number of reasons, not least „because they are reliable and ensure consistent hygiene in the wash-up area,“ says Thomas Reichenauer.

Energy-efficient dishwashing on whatever scale you need

Michael and Christoph Happ are the third generation of their family to run the traditional Happ bakery in NeuhoF. The three ears of wheat in the company's logo symbolise a philosophy that encompasses every aspect of its business: accountability, authenticity and craftsmanship are the defining values that characterise each and every bakery product and underpin the work performed by each of its 600 employees.

The company's strategy takes on a new focus with each generational change. In 2002, Michael Happ (MBA, director of operations) and his brother Christoph Happ (master baker and confectioner) took the reins with a plan to open up multiple new branches. They now run a total of 51 branches, including six stores selling discounted products

Sven Pradel (right) is an authorised service technician who works for Mossbacher Bäckerei- und Elektrotechnik, and Sirco Lucke is the sales manager at MEIKO Rhein-Main. Both men believe MEIKO osmosis technology is the right way forward.



baked the previous day and eight café-style bakeries. „Seating has become a key qualification for a professionally-run store in the bakery trade,“ says Michael Happ. „As soon as you have 20 seats or more, a bakery takes on the style of a proper eatery.“ This trend has gone hand-in-hand with an surge in technology at each Happ bakery: „When we opened our first branch in 2002, we weren't even sure whether to install a coffee machine, but nowadays we're looking at big issues such as which dishwashing technology is the best and most sensible choice for our business,“ says Michael Happ, illustrating neatly how things have changed.

Clean, perfectly hygienic dishware, cups, glasses and cutlery are an absolute must for all the bakery's branches. That's taken for granted by both customers and staff, who expect absolute professionalism in all areas of a modern business. These expectations prompted the decision to purchase dishwashing systems from the Offenburg-based specialist MEIKO, who develop and produce energy-efficient dishwashing machines for any size of restaurant and any type of business.

Virtually every branch of the Happ bakery business is now equipped with MEIKO warewashing technology in the form of either M-iClean undercounter dishwashing machines, hood type warewashers, or rack type warewashing machines. This equipment is used in stores that seat 30 people or more as well as in the production facility at the company's headquarters in NeuhoF. The choice of machine for each location was based on the type and volume of washware in each case, resulting in the ability to clean an extraordinarily wide range of dishware, from individual cups to dedicated equipment from the bakehouse and confectionery. „For the last two years we've been focusing on installing M-iClean machines because they have osmosis technology built in,“ says Sven Pradel, a service technician from the Hosenfeld-based company Bäckerei- und Elektrotechnik Mossbacher, who is authorised to work with MEIKO products. His reasoning is clear: „You don't get any limescale build-up with these machines, and they offer outstanding performance. They also eliminate the need to polish glasses after washing – and that saves a significant amount of time by reducing people's workload,“ notes Dipl.-Ing. Sirco Lucke – sales manager at Meiko's Rhein-Main GmbH subsidiary in Eschborn – who provides advice and planning support to customers and the after-sales service team. He is also available to provide assistance on site, a key requirement in projects such as the design of the café-style bakery at Fulda Hospital, Happ's largest eatery.



Happ's success is based in part on friendly service at the counter and behind the scenes – and that even extends to its dishwashing area.



Michael and Christoph Happ are the third generation of their family to run the successful Happ bakery in NeuhoF.



The NeuhoF-based Happ bakery business runs 51 branches, including six stores selling discounted products baked the previous day and eight café-style bakeries.

„Working together enables us to develop the best solution for each individual case,“ Lucke continues, highlighting the excellent cooperation with the company Mossbacher, which Michael Happ is also quick to praise. **„We're very satisfied with MEIKO and Mossbacher – everything runs tremendously smoothly. It shows just how important it is to have the right combination of detergent manufacturer, machine maker and after-sales service company,“** says Happ, emphasising the importance of reliability and continuity when it comes to choosing technical equipment. Trust is also a key factor in creating loyalty to reliable products and services, much like the Happ bakery's quality standards inspire loyalty among their own customers, who return time and again to buy fresh bakery and confectionery products from a genuine artisan bakery.

Masthead
(Impressum):



MEIKO Maschinenbau GmbH & Co. KG
Englerstrasse 3, 77652 Offenburg, Germany
Phone: +49 781 203 1204
Fax: +49 781 203 1356
E-mail: splash@meiko.de

Represented by:
MEIKO Beteiligungs GmbH
Managing Director:
Dr.-Ing. Stefan Scheringer
Court of registry: 79098 Freiburg i. Br.
Reg. no.: HRB 471532

Registry entry:
German Trade Register
Court of registry: 79098 Freiburg i. Br.
Reg. no.: HRA 470603

VAT ID no.:
VAT identification number
as per §27a of German VAT Act
VAT ID no.: DE 142540206

**Responsible for content
(as per § 55 (2) RStV):**
The publisher MEIKO Maschinenbau
GmbH & Co. KG, Englerstrasse 3,
77652 Offenburg, Germany
Editor: Doris Geiger, Regine Oehler
Person responsible under German Press
Law: Regine Oehler
Design/layout: Mathias Klass,
Klass Design UG
Printed by: Dinner-Druck GmbH,
Schlehenweg 6, 77963 Schwanau



Fully committed to hygiene, safety and cleanliness.

A global leader with a local presence:
find a sales partner near you at

www.meiko.de

**WHO TO CONTACT FOR ADVICE
AND PLANNING SERVICES**
MEIKO Maschinenbau GmbH & Co. KG
Paul Frühe or Andreas Stoll
Englerstrasse 3
77652 Offenburg
Tel. 0781/203-0
www.meiko.de