

# BAKELS WORLDWIDE REVIEW

No 160 2015

**New Branding for Multiseed Bread**  
Sustained Balanced Energy

**Red Velvet Lines**  
Universally Popular

**Knowledge Sharing**  
Transfer and Exchange  
of Know-How



# THIS IS BAKELS TERRITORY

Premixes and Improvers with proven quality, easy to use and value for money.



Depicted here is an advertisement from South Bakels, South Africa. It is another example of how Bakels companies are meeting the growing demand for healthy breads.

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# Editorial

*Dear Reader*

*We would like to highlight two topics which you will encounter throughout this issue of Bakels Worldwide Review, the opportunities presented by changes in the market place and by innovation.*



These are specifically highlighted in the report on the “Backvision” conference (page 9) and in the topic titled “Challenges Ahead” on page 11.

However you will also find reference to many examples of growth through change in innovation in the pages that follow. These include repositioning Multiseed Bread Mix as “Giving Sustained, Balanced Energy”; the spread throughout many markets of Red Velvet Cakes; the continued growth of gluten free and European, artisan style, products.

All these are issues for which our local development and application teams are well placed to assist our customers – please make full use of them!

On page 14 change is also reported in our management structure, both at the top of the organisation and in some of our operating companies. Most notably Patrick Gloggner has been appointed CEO, effective January 2015. Patrick joined Bakels in 2001, was appointed CFO in 2007 and became a member of the ExCom in 2009.

We believe that a mixture of internal promotion and new staff, bringing with them experience of other companies and markets, helps maintain fresh and vibrant organisation willing to embrace change and face new challenges.

So if we were to suggest a resolution for 2015 it would be “try something new this year”. We will be only too pleased to assist you!

Armin Ulrich  
Chairman

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## Masthead

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# Multiseed Bread

*Consumer interest in taste, diet and health is a truly global trend.*

## Major Relaunch for Multiseed

Launched in 2004 by British Bakels, and subsequently marketed by many other Bakels companies, **Multiseed** Low GI Bread Concentrate has consistently been one of our most popular products, gaining distribution in all sectors of the bakery market. First and foremost consumers like the taste and fresh keeping properties of **Multiseed** but they are also attracted by its healthy credentials, though not necessarily its low GI status.

Consumer research shows that many people avoid bread because of concerns about weight management, but even more consumers would eat more bread if they were given healthier alternatives.

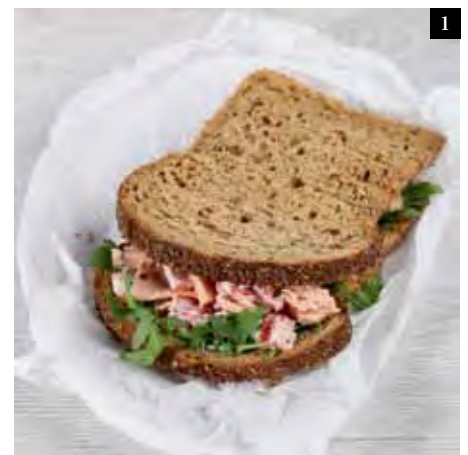
Promoting the benefits of **Multiseed** in a straight forward way will drive sales.

To achieve this British Bakels has decided to drop the words “low GI” to focus on the key attributes of the brand – the great taste, and the fact that it helps consumers balance their diet by providing a sustained energy level over an extended period.

Says Greg Woodhead, product development manager: “Research among our bakery customers tell us that consumers primarily see Multiseed as a great tasting bread that is also good for them – and our new rebranding and marketing campaign will reflect that.”

The new branding simply says “**Multiseed Bread – Balanced, Sustained Energy**”. It will be supported by extensive point of sale material, recipe ideas and a relaunch of the consumer website as “[www.multiseedbread.co.uk](http://www.multiseedbread.co.uk)”.

Whether Multiseed is promoted as “low GI” or “Balanced, Sustained Energy” the recipe remains the same and is unchanged from the product first introduced 10 years ago. Consumer interest in taste, diet and health is a truly global trend. **Multiseed** offers all bakers an excellent opportunity to satisfy them, and grow profitable sales.



*Artisan breads, new technology, marketing assistance.*

### Pane Maggia & Winemaker 1

Also available from most Bakels companies are two breads which originate in Switzerland and meet the consumer trend towards preferring artisanal style breads.

**Pane Maggia** is a sour dough bread utilising a long fermentation. By allowing the dough to rest overnight in the refrigerator the flavours and aromas, as well as the crust and crumb characteristics, are optimised. This produces a soft chewy crumb and rich crispy crust. The flavour and aroma are simply divine.

**Winemaker Bread Concentrate** produces a wholesome dark bread with sunflower, flax and sesame seeds. The seeds are lightly roasted during baking to give a wonderful nutty flavour and aroma. The bread has a very good shelf life, which makes it ideal for par baking or freezing.

### Advanced Improver Technology 2

Behind the consistency, taste, shelf life, appearance and ease of processing of breads lies a lot of hidden technology. Bakels always strives to innovate in the bread improver market and to offer products that are using the latest technologies to be competitive, while maintaining high performance. This work will be led by British Bakels who, following the opening of the world class baking centre in the UK, are a centre of competence for bread ingredients. Working closely with ingredient suppliers and the product development staff in Bakels operating companies they will seek to apply ingredient innovations to new products.

In one of the first examples of this British and Irish Bakels have recently worked together to apply advanced bread improver technology to create a new generation of products which offer improved performance at a market leading price point.

The first product in this group has been introduced in Ireland as **Monopan** and the UK as **Lecitem 5000 Plus**. Both are 1-2% general purpose powdered improvers. They contain a synergistic blend of emulsifiers, soya flour and a new range of enzymes for use in all breads and morning goods. Better value does not compromise quality as the new improvers give enhanced dough stability, improved final volume, crumb texture and colour, even when used across a wide variety of European flours. The Bakels Group will use the knowledge

gained from this development to develop further improvers, based on the same technology

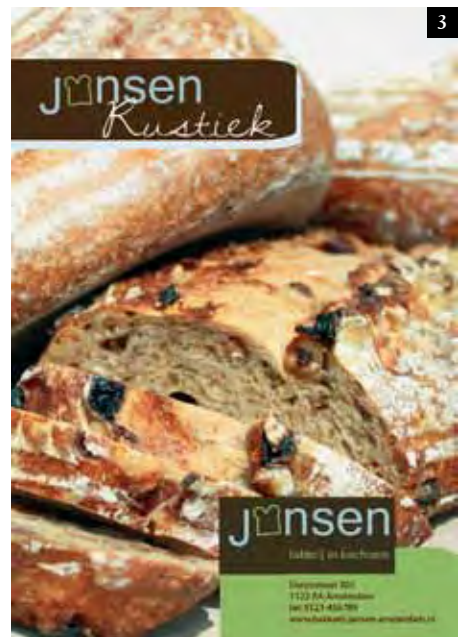
### 1 to 1 Marketing – a Profitable Partnership 3

As with the point of sale material which supports **Multiseed**, many Bakels companies produce marketing material to support the sales of bakery products produced from Bakels ingredients. A recent example has been introduced by Bakels Senior in the Netherlands.

In order to help their customers to increase sales Bakels Senior have developed a focussed 1 to 1 marketing concept. The idea behind this is that Bakels wants to, almost literally, be a value adding partner to its customers.

In many craft bakeries marketing is still an under developed subject. Bakels Senior offer a helping hand by providing a range of point of sale material and even bespoke application recipes for the individual baker. All this branded according to the bakers personal preferences, so creating his own private label, hence the term “1 to 1 marketing”.

Many successful examples prove the effectiveness of this approach. A profitable partnership indeed!



# Gluten Free

*A lifestyle choice of growing importance.*



## 1 Impressive Growth

Gluten free is a trend which continues to show impressive growth. Not only is this growth being driven by increasing diagnoses of coeliac disease, but also by consumers who believe it is beneficial for them to follow a gluten free diet. According to Coeliac UK, while 1% of the population have been positively diagnosed with coeliac disease the true number is probably 4 times as high. Yet from market research performed by Buzzback Market Research, only 10% of gluten free product purchasers have actually been diagnosed with coeliac disease, meaning that the true size of the gluten free product market is potentially 10 times that represented by coeliacs.

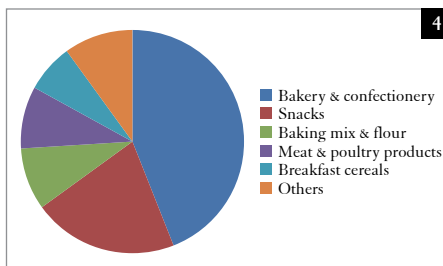
According to Mintel, 13% of all UK consumers bought into the gluten free category in 2014 compared to 8% in 2013, supporting research from Markets & Markets which shows that the global “free from” market is projected to continue its growth by 10.2% year on year for at least the next five years. Importantly for readers of our magazine, 55% of all gluten free consumption is driven by sales in the bakery product sector. So what is driving this impressive growth? Many gluten free consumers report that the main reasons for their purchase choices are a desire to live a “healthier lifestyle”, that gluten free products are “easier on the stomach” and that the products are “beneficial”. Undoubtedly, consumers report a perceived or real physiological benefit from consuming gluten free products. Celebrity endorsement of the diet (for example from Gwyneth Paltrow and



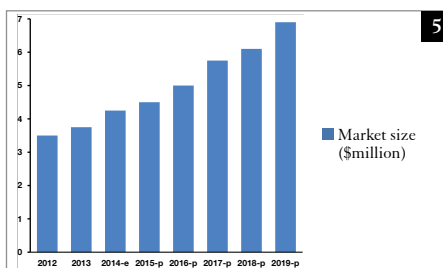
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Novak Djokovic) has brought mass appeal to the diet and increasing product choice, quality and availability have made the diet easier to follow.

Many bakers perceive this trend as a threat and question how they can provide products which meet the requirements of this market. Bakels have been working to provide solutions to both retailers and craft bakers, while also providing gluten free ingredient innovation to gluten free industrial bakers. Home baking consumer retail packs have been developed to allow retailers and craft bakers to offer a gluten free product, while gluten free bread improvers, sourdoughs and softeners have been developed to support innovation within industrial bakers.

## Gluten Free to Malta

Golden Harvest, the largest bakery in Malta, recently launched a range of locally produced gluten free bakery products incorporating Bakels ingredients. The baked products, which included bread rolls, bread buns, vanilla and chocolate muffins, were launched during a tasting event for members of the trade, held at Bakels Maltese agents, Attard & Co Food Ltd., premises.

Those in attendance included Mark Aquilina, chief executive of Golden Harvest Bakery, Prof. Luciano Mule Stagno, chairman of Attard & Co Food Ltd, and Paul Morrow, Bakels Group director for R&D and managing director of British Bakels.

Speaking during the launch Mr Aquilina said that “to produce gluten free products we have conducted various studies and also consulted local health authorities and associations. Furthermore we have invested heavily to ensure we have the proper facilities, including a hermetically sealed gluten free area, and also selected the best raw materials and packaging from gluten free approved suppliers”. Commenting on the launch of the gluten free range of products, Prof. Mule Stagno said that “Attard & Co, together with our long term partners Golden Harvest and Bakels, are proud to take a leading position in locally produced gluten free options, especially when considering the increasing reality of living gluten free.”

The **Gluten Free Mixes** manufactured by Bakels include **Artisan, White and Multiseed Breads, Muffin, Brownie and Pie Dough**.

1 Gluten free mixes sales packs

4 Gluten free products market share

5 Gluten free products market share analyses 2012-2019

# Universally Popular Red Velvet Cakes

*Unlike bread mixes there are few confectionery mixes which can be considered as global products. Red Velvet Cake Mix is one such product.*

Initially from North America, red velvet cakes are normally layer cakes with a range of red colours and styles of finishing. However, as the report below shows, the application of this mix is only limited by your imagination!

## South Africa 1

Due to the success of **Red Velvet Cake Mix**, with its striking visual appearance of cocoa and red colour, South Bakels have recently launched additions to the velvet range, consisting of blue, green and orange velvet cake mixes.

This range is best sold in cupcake size, which is a craze sweeping around the South African market, where it is most popular as a children's treat.

## Peru 2

To celebrate Peru's National Day, 28 July, the customers of Bakels Peru produce pastries in red and white, the colours of Peru's national flag. They have achieved this by using **Red Velvet Premix** and **Fond Suisse**.

Products to celebrate the National Day are: cupcakes, cookies and cakes.

## Australia

Alongside the traditional layer cake, Australian Bakels have introduced a **Red Velvet Donut Mix** and a **Red Velvet Sponge Mix**, both of which are very popular with consumers.



## New Zealand

**Red Velvet Cake Mix** is one of the fastest growing products supplied by NZ Bakels. From the first year sales in 2012 to 2014 annual sales have increased by 280%.

The early success as a cupcake then grew into this cake mix being used for a range of products throughout the baking industry: large red velvet cakes, red velvet cookies and of late bakeries have been seen making red velvet biscotti and cheesecakes.

Piggy backing on this trend is the growth of **Bakels Crème Cheese Icing**. From the launch in 2012 this line has grown by 320%.

A re-engineering process is underway at NZ Bakels R&D laboratory, and we should see the launch of a **Kiwi Pink Velvet** shortly.

## Philippines 3

Many Filipino commercial bakers have made red velvet cupcakes a staple in their pastry shops. With many variants and recipes produced all red velvet cupcakes have two things in common – moist red coloured chocolate cupcake and a delightful white frosting on top. The delectable cupcake has



made its way into many hearts and satisfied sweet tooth cravings.

A new variant are **Red Velvet Swirls**. The festive sight of red velvet swirls excites anyone who sets sight on it. Combining the goodness of a red velvet cupcake and its finger-licking frosting oozes out on every bite.

## Malaysia 4

**Red Velvet Cake Mix** from Bakels Malaysia is currently being sold in the local market and also successfully exported to many countries in the region, where it is used to produce pastries such as layer cakes, Swiss rolls and muffins. This mix is a favourite for applications where it can be contrasted with other lighter colours, such as cream or vanilla sponge cake. For this reason a large proportion is sold to the local trading houses for on selling to home bakers.

Accompanying this article are a selection of photographs to stimulate your imagination – get on board the band wagon that is **Red Velvet Cake**.



# Knowledge Sharing

*Staff development, cooperation with equipment manufacturers, strengthening Group cooperation and looking to the future – all examples of “Knowledge Sharing”.*

## International Bakels Experience by Pascal Hürlimann

1 2

Having just completed my master’s degree in life sciences, which I undertook following a bachelor’s degree in food technology, and the baker/confectioner Swiss vocational baccalaureate, reading an article about Bakels Worldwide back in May 2011 led me to apply for a job with Bakels. I was successful, and the company subsequently gave me the opportunity to work in England, New Zealand and Australia for the next three years, learning more about Bakels and its bread markets first hand.

The overseas posting has educated me in dealing with change, cultural awareness, people management and communication skills, and it showed me how Bakels cares about developing its own people.

Moving to the UK in 2012 was a real eye-opener. The UK bakery market is one of the most dynamic markets in the food industry – everything is faster, bigger, more direct and more competitive than in Switzerland. It is dominated by white (over 70% of total bread consumption) and wholemeal (over 20%) sliced bread. The assortment in Switzerland however is much more varied. 75p for an 800gr sliced bread in the UK indicates how price is a strong driver in that market, whereas breads with different grains or sourdoughs are a staple in Switzerland, and consumers are willing to pay more for the added value. Artisan and “healthy” breads are however now growing strongly in the UK.

Moving to New Zealand and then to Australia I found that the markets are highly influenced by the UK, Asia and, to a lesser extent, the USA. Both markets are also producing their own innovations, such as chia bread or banana bread. An interesting new fusion is coming from the Asian communities in New Zealand and Australia. A blend of Asian

buns with Bakels artisan products creates an exciting opportunity to tap into a new market.

Even though markets are different, all have one thing in common – a trend towards globalisation. Consumers are travelling more often and using social media which increases the speed of global communication. Products successfully launched in one market, such as **Bakels Artisan Concentrate** or **Multiseed**, are quickly adopted by other markets, driven by global consumer trends.

The transfer of technical know-how within Bakels allows our local companies to launch new products quicker and more successfully in their marketplace, with the support of technical Bakels employees in other markets.

The exchange of know-how and new product concepts helps Bakels to minimise duplication of effort, and creates an environment for our technical staff to communicate easily with each other, allowing local markets to adapt to global trends at an early stage – a trend in Europe today might be a trend in Asia tomorrow and vice versa.

## Joint Presentation

3

A programme of demonstrations on the latest technology in dough processing was hosted jointly by equipment manufacturers Rondo and Bakels, at British Bakels baking centre, during October 2014.

Staged over three days the demonstrations were attended by fifty visitors. Members of both companies’ technical teams together produced an extensive range of artisan bread and sweet dough products, incorporating Bakels ingredients, which included **Artisan Complete**, **Fermdor Germ**, **Multiseed** and **Bundo**, through Rondo’s “Artisan Crustinette” bread and “Polyline” pastry units.

Both Bakels and Rondo were delighted with the positive feedback received from their guests and plans are already in place to run similar demonstrations in the future.



1 Pascal Hürlimann at Hunua Range Regional Park, New Zealand.

2 The Australian Bakels sales team with Pascal Hürlimann (pictured at the right).





### Bakels Group Conference 1

A conference attended by the heads of all Bakels operating companies has been an annual event since 2008. The objective is to strengthen intercompany cooperation and know how transfer while, as the conferences are hosted by an operating company, gaining an insight into other markets and how companies are organised to serve them.

This year, reflecting major investment projects in both companies, the conference was jointly hosted by British Bakels in Bicester, United Kingdom, and Bakels Aromatic in Gothenburg, Sweden.

The first part of the conference was held in the UK where the 35 delegates got a chance to see in operation the new equipment reported in previous issues of Bakels Worldwide Review. They also saw many product innovations presented as an exhibition in the new baking centre.

Bakels Aromatic were proud to be given the opportunity to act as host of the second part of

the event. The visitors participated in a tour of the new manufacturing facilities and product demonstrations, focusing on the **Aromatic** range, remonces, non temps, truffles, **Bakbel** products and **Fermdor** sour dough applications.

### Inauguration 2

Having all company heads in the same place at the same time, Bakels Aromatic availed themselves of the opportunity to inaugurate in a more official way the new plant producing “alpha gels”, the famous **Colco** and **Jilk**.

As a summary we do believe that the whole assembly was a great success.

### Backvision by Bakels Nutribake 3

In September 2014 Bakels Nutribake staged the third “Backvision” conference, the previous events being staged in 1999 and 2006.

The objective of the conference was to bring together speakers with academic, business and innovation backgrounds to create a thought provoking event.

Armin Ulrich, chairman of the Bakels Group, and Paul Philipp Hug, whose family have run a bakery since 1877, presented the strategies behind the successful business’s they lead.

Prof. Dr Rudi F Vogel, of the university of Munich, presented the science of fermentation in the context of flavour, and Benno Eigenmann, managing director of Bakels Nutribake, described its application in the changing world of bakery products.

Looking to the future Dr Marco Guidali described how information technology could play an increasing role in the world of baking. Lic.oec. Roland Laux, owner of Unico-First AG, which describes itself as “an ideas factory for new products in the field of food, consumer goods and services”, gave examples of bakers around the world who were gaining business through innovation. His main recommendation was to be curious, to question established products (why not a savoury muffin?), or to improve these through the transfer of knowledge gained, for example, when travelling.



2 from left: Patrick Gloggner, CEO Bakels Group; Michael Ohlson, managing director Bakels Aromatic; Armin Ulrich, chairman Bakels Group.



3 from left: Benno Eigenmann, Armin Ulrich, Paul Philipp Hug, Roland Laux, Marco Guidali, Rudi F Vogel.

# Exhibitions

*An essential part of the marketing mix.*



1

## Kistamässan 2014

As in previous years Bakels Aromatic attended the tri-annual Swedish bakery and confectionery exhibition, held in Kista (Stockholm region) from 18 – 20 September 2014.

The exhibition was well attended with 10,000 visitors. This can be considered to be a significant figure for the local Scandinavian market.

Our main focus was naturally around the world leading sponge emulsifiers **Colco** and **Jilk**, together with the versatile and tasteful **Truffle** range and “**Remonces**” (pastry fillings) which are used to produce excellent cinnamon rolls.



1

## Cake Bake n Sweet Show

Held in Melbourne over 3 days in October 2014 this show was attended by 25,000 people. Doors were closed on the Saturday due to the overwhelming numbers.

Bakels stand and Bakels business partner's stands made Bakels and Pettinice the most visible product for the entire show. Show attendees sat in the Bakels Cake Decorating Theatre to watch professional cake decorators pass on skills and knowledge. Alternatively, they attended classes throughout the weekend where **Pettinice RTR** icing was the exclusive icing on hand.



1

## Bakels Nutribake at FBK 2015

The Swiss bakery and confectionery trade show is held bi-annually in Berne, Switzerland. It took place from 25-29 January 2015 and attracted 210 exhibitors and some 27,000 visitors.

1

This year our presentation included trendy ideas for pastries and raw materials: the application of spelt, barley and oat, an innovative margarine without palm oil and emulsifier for puff pastry, indulgent bread specialities, light and tender sponge mixes and premium fillings with up to 90% fruit content. We have received enthusiastic comments about our masterpieces.

This successful event has brought many promising customer contacts, the start-up for numerous new projects and sustainable business relations.

## Welcome to IBA 2015 in Munich

This international trade show is staged in Germany every three years. The Bakels Group proudly presents 111 years of bakery ingredients for the world of bakery and confectionery – traditional and up-to-date, internationally linked but locally present, innovative and indigenous, familiar and cosmopolitan.



Company heads and senior staff from most Bakels companies around the world

shall man our stand. These experts shall be pleased to share their extensive knowledge of a wide field of business topics with you.

Our application staff shall demonstrate the bestsellers of our bakery and confectionery lines. New trends and applications, and a range of freshly baked bread specialities, await you.

We look forward to welcoming our valued customers, old and new.



2



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# Challenges Ahead

*Below is a view from the UK on challenges ahead – what challenges will you face in your market?*

Greg Woodhead, British Bakels product development manager, was invited to the British Society of Baking annual general meeting in October 2014 to speak on the topic of the technical challenges ahead for bakers. This was a good opportunity to continue the company's strong historical links with the society, and also to promote dialogue within the bakery industry on some of the issues which we are all facing.

Greg began by commenting that a growing trend in the UK health debate is the government's use of "nudge" theory. The principal idea behind this is that government can take gentle but assertive steps which encourage industry and consumers to take measures to improve public health. The UK's action on salt reduction, whereby industry has been "nudged" into making progressive reductions in salt level, has yielded impressive results, against a backdrop where other countries have struggled to make headway. There is now discussion over whether the government will apply a similar approach to other nutrients, such as saturated fat and sugar.

Within the bakery industry, concern exists that bakery products are being unduly targeted and that these targets become increasingly more technically challenging to meet. It is important that product reformulation is seen as part of a wider approach to healthier eating within society, including education, healthier consumer diet choices and exercise. However, for Bakels, as an ingredient supplier, we should see this drive as an opportunity rather than a threat. Product reformulation influences manufacturers to look to new approaches and innovations to help them meet their needs – Bakels is well placed to support this work with our strong development and application teams.

Greg also explained the differing Certified Sustainable Palm Oil (CSPO) standards and spoke about the imminent impact of these standards on bakers. Many customers require that all products are manufactured using ingredients derived from at least mass balance palm oil. However customers still do not appreciate just how many ingredients are derived from palm oil and how these standards affect not only palm oil itself, but also emulsifiers and colours.

Greg then went on to discuss how there are future doubts over whether CSPO from Indonesia and Malaysia can ever be truly considered sustainable, given the long supply chains and difficulty of transparency and enforcement in these areas. New technologies are coming on stream to allow palm free products to be provided, and British Bakels is seeing increased interest in the approach.

Also discussed was the continued trend towards clean label products and new enzyme technology was promoted as having large advantages in helping bakers provide high quality clean label products. The introduction of protein engineered enzymes was mentioned as having the potential to reduce costs while improving product quality, and recent legislative rulings within the EU clarify the position that these are not considered GM. However, there are continued concerns over public acceptance of these enzymes.

Finally, the rise of the gluten free and allergen free market was presented as a challenge for traditional bakers. Ways for bakers to provide a product offering to these consumers, for example gluten free bread consumer packs, were discussed.





## 25 Years Bakels Namibia

*Congratulations to the Bakels Namibia Team!*



### The Story

South Bakels in South Africa have been supplying products to Namibia (formerly South West Africa) for the past 50 years. Products such as **Tincol**, **Ropal**, **Masterfat**, **Actiwhite**, **Rollex** and **Lecitex** are household names in the baking industry. Initially, Bakels Namibia was serviced from South Bakels in Cape Town, and all stock was delivered by rail direct to the customer.

In 1982, Walter Chadim, South Bakels' export manager, started to service Namibia from Johannesburg, and companies in Walvis Bay and Windhoek acted as agents for South Bakels. In 1989, 25 years ago, Bakels Namibia (Pty) Ltd was registered as a company in Windhoek, but still operated with agents who delivered stock to Bakels customers. After independence in 1990, South Bakels made the decision to manufacture a range of popular products in Windhoek under the guidance of Pasta Namibia.

In 2000, due to difficulties obtaining raw materials in Namibia, manufacturing was closed, and all products sold were imported again from South Africa. Bakels Namibia then rented a warehouse to store and distribute all of the products to their own customers. The company continued to grow their business and outgrew the warehouse they were renting. In 2011, the decision was taken to build a new, stand-alone warehouse and distribution centre in Prosperita, Windhoek which then opened in 2012.

We congratulate the present general manager, Gerhardt Kühnel, and his team, and we look forward to the next 25 years serving our customers in Namibia.

1 Bakels Namibia staff and premises.  
2 Some impressions from Namibia.

# Crumbs

*Here we report a few examples of the many activities undertaken by local Bakels companies and their staff.*

## French Flavour for Speciality Bread Winner

Kevin Sherlock's 42 years of experience as a baker has combined with the expertise of French Artisan bakers "PAUL" to win the 'Speciality Bread Product Award of the Year', sponsored by British Bakels, at the prestigious British Baker 2014 Baking Industry Awards held in London. The French company, "PAUL – Maison de Qualité", originated from a family of agricultural workers in the Artois region of northern France, when Charlemagne Mayot and his wife opened a small bakery near Lille 1889.

Now being run by the fifth generation of the family, PAUL opened its first bakery outside France, in Barcelona in 1985. Today it has branches in more than 25 countries with PAUL bakeries in London, Washington, Dubai, Tokyo, Singapore and Moscow.

The UK business has been especially successful with 30 outlets – the latest one to open was in the university city of Oxford in December 2014 – and some 400 employees. All breads are hand made by a team of 16 artisan bakers in a dedicated bakery situated in west London.

Award winner Kevin Sherlock is head of l'atelier (French for artisan craft workshop) at PAUL UK. He says the Pain Ancien Couronne, the winning bread, is a weekend loaf with a long history.

Kevin has spent a lifetime in the UK baking industry, starting out in the trade at the age of 15. He and Paul joined forces when the French business was looking for someone who understood the logistics of the UK baking industry and he wanted to work at the top end of the market.

1 Adds Kevin: "You could say that all our breads and products are speciality lines as they are all hand made through long fermentation. I am a firm believer that bakers should produce top quality lines and charge a premium price. This strategy has certainly been the key ingredient in our success."

## Annual Retirees' Christmas Lunch – Keeping in Touch

The Bakels New Zealand retirees annual Christmas lunch has become an important tradition that helps past employees stay connected with their Bakels family. In 2014 23 guests, covering many different previous roles, met at NZ Bakels to enjoy the 14th lunch and swap stories with past work mates, catching up on years gone by and the latest happenings at Bakels.

The annual Christmas lunch is a shining example of the Bakels spirit and how much its people mean to the business and the business means to the people.

## Reto Dietiker Wins Lucerne City Marathon

In October 2014 Reto Dietiker, from Bakels Nutribake, participated for the first time in a marathon, and he was the overall winner in a field of more than 9,500 runners. Reto has been working for Bakels Nutribake since 2012 as a food technologist. With equal dedication and endurance as during his hard training, he develops, plans and delivers projects for the company.

Congratulations to Reto – we are extremely proud to have a marathon winner among us.



1 Award winner Kevin Sherlock, pictured in the centre.

Photo: Andy Mettler/Swiss-Image



# Congratulations

*We take the opportunity to recognise some outstanding achievements and to welcome some new members of the Bakels team.*



## **1** Patrick Gloggner **1**

The Bakels Group is pleased to announce that the board of EMU AG promoted Patrick Gloggner to CEO as from January 1, 2015.

Patrick graduated in business administration in 1992 and as certified public accountant (CPA) in 1997, the latter while he was working in the auditing and consulting department at PWC.

Patrick joined EMU AG, the holding company of the Bakels Group, in 2001, as a financial controller, and was appointed CFO in 2007.

This was followed by the promotion to the ExCom in 2009, responsible for finance and administration. In this key function he has considerably contributed to the success and the constant growth of the Bakels Group. Patrick gives valuable continuity to the management, and he is ready to face the future challenges of the business as Group CEO.

Patrick is married to Karin, and they have two teenage children. He has a passion for sports and is practising skiing, tennis, squash and scuba-diving.

We congratulate Patrick to his promotion and wish him much success with his challenging new position.

We are pleased to recognise the long service of the following Bakels staff:

### **30 years**

Jimmy McGregor – stock controller, Australian Bakels.  
Lorraine Medlin – administration, Australian Bakels.

### **25 years**

Rhys Helliwell – wet products operative, NZ Bakels.



# Staff Appointments and Promotions



**1 James Millward**

A food scientist by education, James joined British Bakels in September 2014 as chief operating officer. He brings with him experience of production and trade, consumer sales and marketing, most recently as sales director, retail, and

commercial director, food service, of McCormick UK.

His initial task will be to lead the next phase of growth at British Bakels, utilising the combined expertise of the commercial, operations and technical teams.



**2 Jim Borland**

Jim has joined the British Bakels team in November 2014 as regional sales manager for the North of England and Scotland.

He has been in the baking industry for 24 years and he is already very well known to Bakels customers.



**3 Philipp Henry**

We welcome our new sales and technical manager for Bakels Fiji. Phil and his wife Andrea relocated from the South Island of New Zealand to Fiji in September 2014 to take over the role from Matthew Allan, who has been promoted to lead Bakels Indonesia.

Skilled and experienced are two words that describe Phil as following his apprenticeship in the well known Rangiora bakery he has been involved in retail sales, technical sales of bakery ingredients, bakery management of both craft and supermarket in store bakeries as well as group bakery operations at Foodstuffs, South Island.



**4 Anup Agnihotri**

Indo Bakels have recently appointed Anup Agnihotri as its general manager, with full responsibilities for the overall management and development of the company.

Following completion of his degree in earth science and physics

and post graduation in management, Anup entered the business world, quickly achieving senior sales management and more recently general management positions, the latter in a food ingredient business.

Anup's goals are to ensure Indo Bakels is the number one bakery ingredient supplier in India. Further to ensure Indo Bakels have a world class facility for all aspects of the business, and to provide an environment for employees where they are valued, respected and encouraged to contribute to the success of the organisation.



**5 Gaurang Bhasin**

Indo Bakels have further strengthened their team with the appointment of Gaurang Bhasin as sales manager.

After completing his commerce degree and obtaining a post graduation diploma in marketing, Gaurang has spent the past 14

years in local and international roles in the food and beverage industry.

By these two appointments Indo Bakels clearly demonstrates its commitment to serve the baking industry of India.



**6 Matthew Allan**

Bakels Indonesia proudly announces the appointment of Matthew Allan as its manager.

After an extensive career spanning 17 years in hotels and corporate hospitality as executive chef and various management positions, Matthew

joined New Zealand Bakels in 2007 as bakery advisor and key account manager. In 2011 he moved to Fiji as sales and technical manager. In June 2014 he took up his current position based in Jakarta, Indonesia.

He is currently building up a team of dedicated advisors and demonstrators. Matthew looks forward to further developing Bakels Indonesia into a nationally recognised symbol of excellence and reliability within the baking and patisserie industries.

# Our companies are only too pleased to help you find the perfect solution for your business.



## EUROPE

AB Bakels Aromatic/Sweden  
Bakbel Europe SA, Belgium  
Bakels International SA/England  
c/o British Bakels Ltd/England  
Bakels Nutribake AG/Switzerland  
Bakels Polska Spzoo/Poland  
Bakels Senior NV/Netherlands  
Bakels Switzerland Ltd/Switzerland  
Bakels Ukraine Ltd, Ukraine  
British Bakels Ltd/England  
Deutsche Bakels GmbH  
c/o Bakels Senior NV/Netherlands  
Finnbakels OY/Finland  
Irish Bakels Ltd/Ireland  
Rusky Bakels/Russia  
Aromatic Marketing GmbH/Germany  
Aromatic Kft/Hungary  
Aromatic Polska Spzoo/Poland

## AFRICA

Bakels East Africa Ltd/Kenya  
Bakels Namibia (Pty) Ltd/Namibia  
Bakels Zimbabwe (Pvt) Ltd/Zimbabwe  
South Bakels (Pty) Ltd/South Africa

## AUSTRALASIA & OCEANIA

Australian Bakels (Pty) Ltd/Australia  
Bakels Edible Oils (NZ) Ltd/New Zealand  
Bakels (Fiji) Ltd/Fiji Islands  
NZ Bakels Ltd/New Zealand

## ASIA

Bakels China Co Ltd/China  
Bakels Dalian Co Ltd/China  
Bakels Hongkong Ltd/Hong Kong  
Indo Bakels Pvt Ltd/India  
PT Bakels Indonesia/Indonesia  
Bakels (Malaysia) Sdn Bhd, Malaysia  
Bakels Philippines Inc/Philippines  
Bakels Singapore (Pte) Ltd/Singapore  
Bakels Thailand Co Ltd/Thailand

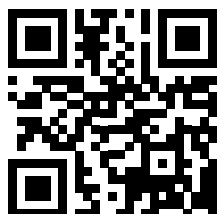
## AMERICAS

Bakels Argentina SA/Argentina  
Bakels Brazil Ltda/Brazil  
Bakels Chile SA/Chile  
Bakels Ecuador SA/Ecuador  
Bakels Peru SAC/Peru  
Aromatic Inc/USA

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