

# BAKELS WORLDWIDE REVIEW



No 170 2020

## **Focus**

Bread – “the Staff of Life”.

## **Bakels innovations**

Following consumer trends + products.

## **Geographical Focus**

Australia and New Zealand.

A top-down photograph of a wooden surface. In the center, three slices of dark, seeded bread are stacked. To the left, a small bowl contains sunflower seeds, with several more scattered on the wood. To the right, a bowl of black chia seeds is visible. At the top and bottom right, there are piles of small, light-colored grains, likely quinoa or amaranth. The lighting is soft and natural, highlighting the textures of the bread and seeds.

## SUPERFOOD VOM BESTEN

Mischung mit pflanzlicher Proteinquelle dank Sonnenblumenkernen, Quinoa, Chia und Amaranth. «ProVita 60» für Brot, Brötchen, Sandwiches oder belegte Brote (Smörrebröd & Canapés).

Depicted here is the “ProVita 60” campaign from Bakels Nutribake.

# Editorial

*Dear Reader*

*It would not be possible to write this message without referring to the impact of Covid-19.*

*But first we would like to express our sincere wishes that all our readers, their families and colleagues have remained, and still remain, safe and well.*



During the period of movement restrictions food processing has been classified as an essential service. We, and our customers, have been permitted, indeed encouraged, to continue to produce essential bakery products. The ability to do so may have been constrained by staff, raw material or transport availability but everyone in the supply chain, at some personal risk, have continued to maintain product availability as best they can.

Staff continuing to work in food production have been referred to as “hidden heroes”, without whose efforts normal life would have been even more severely badly affected.

Sales of standard bread, a staple part of the diet in many countries, have remained strong.

Sandwiches are the original convenience food. First produced in England in the mid-18th century, for the 4th Earl of Sandwich so that he could eat without having to stop playing cards, sandwiches remain a great way to promote the sale of bread – including breads with health benefits such as Low GI Multiseed. On Page 4 you will find a website link to some suggestions to base tasty snacks on Low GI Multiseed bread.

Not every sector of the bakery market has performed as well as bread sales. In many cases confectionery lines could not be produced because of staff shortages or lack of demand as eating out of home in restaurants, fast food outlets or hotels stopped. We trust demand for these products will return quickly when the restrictions are lifted so we have included reports of growing market trend, for example for vegan products.

Bakels have always taken a long-term approach to business. We continue with product development and investment in our ability to service our customers. Covid-19 will pass. When it does Bakels staff will be ready to support our customers in any way we can.

Meanwhile, thank you for continuing to choose Bakels products.

Armin Ulrich  
Chairman

## Focus

**Bread – “the Staff of Life”** 4–6

**Bakels innovations following consumer trends + products** 7–8

**Other trend matching innovations** 9–10

## Baking centres & service offered

**Acquisition** 11

**Exhibitions** 11

## Geographical Focus

**Australian and New Zealand Market** 12–13

## Bakels insight

**Facilities** 14

## Bakels People

**Congratulations** 15

## Appointments & Promotions

## Masthead

Title image: Spelt & barley bread by Bakels Nutribake.

Bakels Worldwide Review No 170  
April 2020

Published by Bakels Nutribake AG  
Printed in Switzerland

# Bread – “the Staff of Life”

*As old as the pyramids, bread, in some form or another, remains a central part of the diet in many countries. Its value as a staple food with unlimited applications has been reinforced through Covid-19 related restrictions.*

## Focus on staples

1 2 3 4 5

Driven by the recent global Covid-19 challenge consumer buying behaviours have experienced a marked switch towards staple bread products, an essential purchase for most households.

Isolation has forced many to stockpile items, such as traditional sliced loaves, often frozen for longevity. The closure of Quick Service Restaurants has also increased the demand for bread for consumption in the home. To meet this increased demand many bakers produced only standard lines. Two questions remain to be answered:

- Will the demand for bread continue when normal life returns?
- Will consumers resume buying speciality breads when they become available?

Below are some bread suggestions which say the answer should be “yes”.

## Focus on self-care

Heightened interest from consumers to keep fit and well at home, in combination with a suggestion that what we eat may affect not just our physical health, but also our mental health and wellbeing, has increased the demand for nutritious foods as part of a balanced lifestyle. This could become an enduring trend, with a heightened appreciation for what is good for you. Bakers can play their part in delivering nutritious speciality breads, from which consumers can recreate at home sandwiches normally associated with out of home eating, all made with **Country Oven** speciality bread mixes. **Country Oven** bread mixes deliver breads which taste great, with nutritional claims which resonate with consumers.

## Focus on variety

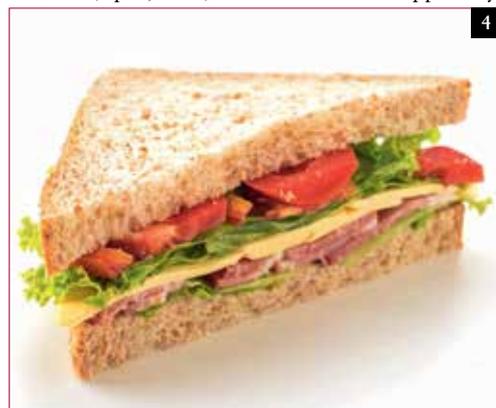
Take **Country Oven Mediterranean Bread Concentrate** for example; packed with herbs and spices to deliver mouth-watering taste and striking appearance, it can provide the staple bread loaf consumers seek comfort from, but deliver something above and beyond just a sandwich filling carrier.

**Multiseed Bread Concentrate**, available across the Bakels Group, provides sandwich serving ideas for consumers and recipes for bakers to produce a host of savoury goods such as scones and Hot Cross Buns. Visit [www.multiseedbread.co.uk](http://www.multiseedbread.co.uk) for inspiring ideas.

Data:

Mental Health Foundation

Nielsen (April, 2020) – Covid-19: UK shoppers try to stave off boredom



**Benefits of eating bread formally recognised in South Africa** 1

**How two slices of brown or wholewheat bread per day can make you healthier**

Bread is one of the most consumed foods in South Africa. The South African food-based dietary guidelines recommend starchy foods, such as brown and wholewheat bread, being part of most meals.

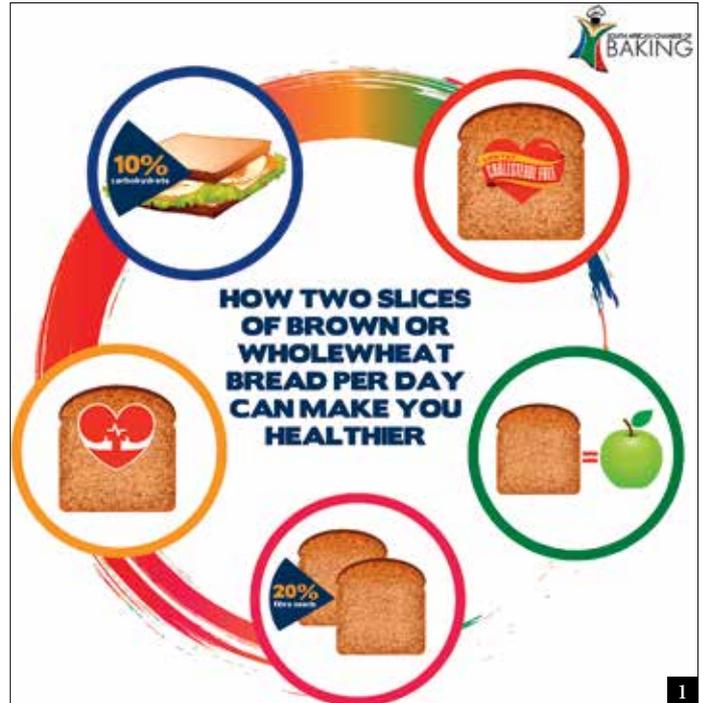
**The Health Benefits of Brown and Wholewheat Bread**

Starchy foods, such as bread are a source of carbohydrates. Carbohydrates are the body's first choice as a source of energy. The brain, nervous system and red blood cells exclusively use glucose (the breakdown product of carbohydrates) for energy, making some carbohydrates vital as part of our diet.

**A Focus on Fibre**

High fibre carbohydrates, such as wholewheat bread, help maintain a healthy gut, have cholesterol-lowering benefits and can be a positive influence on many disease patterns. Foods rich in fibre tend to be low in energy too, assisting with weight loss. Fibre-rich foods are naturally nutrient-rich, boosting our nutrient intake for an overall healthier diet.

Eating two slices of brown bread per day for breakfast, lunch, dinner, or as a quick and easy snack gives almost 20% of our daily fibre needs.



**SB Gold Bread Mix** 2 3

South Bakels supports this nutritional recommendation and has therefore launched the Gold bread Mix for industrial and craft bakeries! The benefits of the product are:

- stable and more tolerant in the baking process
- better performance with weak flour
- supports longer shelf life of finished goods

SB Gold bread Mix – the right choice for high quality, economic and long shelf life white or brown bread loaf.



**Spelt & Barley - The bread for connoisseurs** 4

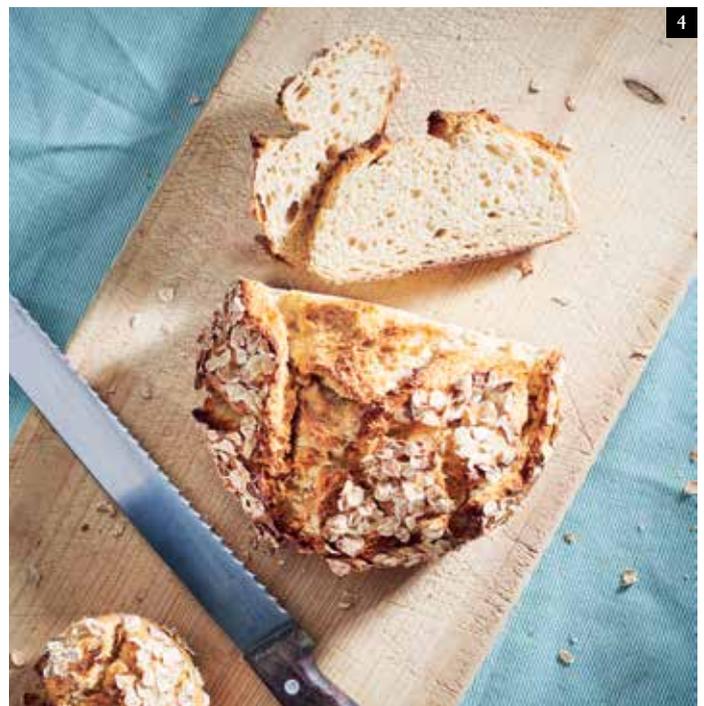
One of the food top trends for several years is the demand for ancient cereals.

This has resulted in an increased demand for spelt products. Consumers love the slightly nutty, tart and aromatic taste.

Bakels Nutribake offers a range of baking mixes containing spelt. A top seller from this range is the **spelt & barley** bread mix for the production of wheat-free and aromatic breads with excellent taste.

The wheat-free bread made from spelt & barley is particularly digestible and, with its optimal fatty acid profile and valuable proteins and minerals, contributes to a varied daily diet. Crispy barley flakes on the surface not only ensure an extraordinary enjoyment experience, but also make it an eye-catcher on the shelf.

This complete mix will assist the baker to save time, as only three ingredients have to be weighed up to create the same quality bread every single day. In some Northern European countries flour is treated with boiling water before processing into bread. This produces moist and tender bread and rolls with an extended shelf life.



## New launches in Russia 1

Using recently upgraded production equipment in its St Petersburg factory Russky Bakels has expanded the range of locally produced bakery ingredients which are suitable for both craft and industrial bakeries.

**Crusti** bread improver. **Crusti** is a high-quality improver with a wide range of applications where volume, structure and crustiness are important. **Crusti** product ensures improving the quality of the final product at optimum cost.

Already popular as an imported product Russky Bakels now manufactures **Pane Maggia Bianco** bread mix (photograph 1) in Saint-Petersburg.

**Pane Maggia Bianco** bread mix produces white bread with a fragrant crispy crust and tender open crumb. This bread mix follows the market trend and demand for rustic breads with great flavour and an open crumb.



## The rise of the milk bun 2 3 4

The past few years has seen the humble milk bun become the staple of the burger bun trend globally. With the burger trend here to stay, Quick Serve Restaurant customers are demanding extreme softness and melt in your mouth textures from their buns. Many QSR are drawing inspiration from Asian countries, for example Japan and want to recreate the softness and textures of the Japanese milk bun. Milk buns produced traditionally in Japan are made with a time consuming tangzhong roux method. This process is done by cooking part of the flour with the liquids over a stove or cooker and is a large part of what makes the bun so soft.

Australian Bakels, in collaboration with an industrial bun manufacturer, has successfully developed a cost-efficient milk bun to be sold into the QSR and supermarket channels. One of the challenging requests from the manufacturer was the product has to be clean label.

Using a combination of Bakels clean label bread improvers allowed us to achieve the desired result.



## Soon to come from Russky Bakels 5

Two bread mixes are ready to be launched later this year!

**Country Oven Oat and Barley Bread Concentrate** with malted wheat grains and malted wheat flakes. «Oat & Barley» bakery products have a low content of saturated fat and cholesterol. They are a good source of dietary fibre, beta-glucan, and the minerals, potassium and magnesium.

**Rye delight** is an original Russian bread mix with local ingredients. This bread mix provides nutritional value, rich taste and the appealing colour of rye bread.



# Bakels innovations following consumer trends + products

*It is not enough to be “innovative”. To be successful product innovations must align with consumer trends. One such trend is the growth of Veganism in many countries.*

## New vegan products 1

With ‘Veganism’ now achieving almost four times more interest than vegetarian and gluten free searches online Industries are listening and many are encouraging the lifestyle.

Decisions to adopt veganism are being driven, on one hand by its perceived healthier image, and on the other hand by animal welfare concerns, two reasons which suggest the ‘lifestyle’ is here to stay.

Vegan is the third fastest growing on-pack claim for food and drink launches globally in the last five years (behind weight & muscle gain and dairy-free).

In part contrast to other “free from” categories, veganism is emerging as a lifestyle, not just a diet. As well as adopting a vegan approach to what they eat, vegans are looking for alternatives in all aspects of their lives; so much so that the share of vegan launches within total food and drink, beauty and personal care launches has doubled to 6% of NPD\*.

This theme is backed up by 56% of the UK population now adopting vegan buying behaviours, with a growing 19% considering going totally vegan.

In a category suffering from a reputation for being unhealthy, cake goods can benefit from an injection of vegan options, thanks to its perceived healthier image, coupled with positive ethical credentials.

## Vegan Cake mixes 2 3

The vegan trend is growing rapidly in the South African market. Customers are looking for more options that are plant based due to lifestyle and ethical commitments. To adapt to this growing trend, South Bakels has launched a **Vegan Cake Mix** (photograph 2) and **Choc Vegan Cake Mix** (photograph 3) which are vegan suitable. These two products offer great taste and texture and can be used for cakes, loaves or muffins. Treat your Vegan customers with these versatile **Vegan Cake premixes** from South Bakels.

The Vegan trend continues to gather pace in the Australian market with more and more products being launched with either vegan or vegan-friendly claims. Following the development and release of **Vegan cake mix** Australian Bakels have developed a powdered Vegan Instant Crème to compliment this product. Now available to purchase it will be showcased at the upcoming 2020 Australian Bakels sales conference.

Continuing the vegan theme, trials of a developmental vegan pastry glaze are being conducted at a number of the Australian pie manufacturers who are in turn developing their own vegan products.

## Vegan Meringue 4

Building on the long-term success of **Actiwhite**, which produces top quality meringues in various shape and sizes, Bakels have launched a vegan equivalent to tap into consumers’ demand for sweet goods and desserts which do not contain animal products.

Requiring the addition of just water and sugar, the product reinforces Bakels focus on vegan products, satisfying a trend which is tipped for the long-run.

## Suitable for vegans range 5

The products in our ‘suitable for vegans’ range are manufactured without the addition of animal products to the recipe.

While the manufacturing facilities where our range is produced use animal-containing ingredients, we are committed to minimising cross-contamination. The passion and attention for detail used for the rest of our bakery ingredients is reflected in our range of vegan suitable products, allowing us to deliver on the assurance and quality.



### Multimix Vegan Cake Complete

1 2 3

British Bakels back this trend up with the introduction of **Multimix Vegan Cake Complete**, requiring only the addition of readily-available bakery ingredients; water and oil, thus allowing bakers to seamlessly introduce vegan cake goods to their bakeries.

Suitable for vegan and vegetarian diets, the robust and versatile mix carries all the benefits of the long-established **Multimix Cake Base**, giving bakers the tools to produce high-quality, great-tasting vegan cake products with good shelf life, to meet seasonal demand. Used in combination with **Bakels Fudgices** and non-dairy fillings from Bakbel, bakers can produce endless cake lines to entice vegan consumers.



1



2



3

### Vegan Caramel

4 5 6 7

Building two significant trends, Bakels have launched a **Vegan Caramel**, an extension of their already extensive range. The innovative product opens the door for bakers looking to fill a gap in their patisserie range. Taking on the application and texture qualities of the long-established **Millionaires Caramel**, Vegan Caramel overcomes the technical challenge making caramel suitable for vegans brings.



5



4



6

### Vegan Developments

While bakers are seeking specifically vegan ingredients to give them ideas for vegan finished goods, products which have versatile qualities must not take a back seat. This is why Bakels have optimised their fudgices, available in white, rich chocolate and toffee varieties, to qualify as vegan. Fudgices join many products in the Bakels range which, while they were not specifically developed as vegan, have been adjusted to qualify as vegan.

Products such as Brioche 10% Paste Concentrate produce great-tasting brioche products, but have the added benefit of being suitable for vegans, something which traditional brioche products do not fulfil.

Across all product categories, the British Bakels range of vegan suitable ingredients tops 100.

Data Source:  
Mintel – What's driving the unstoppable rise in vegan claims?  
August 2018.  
The Vegan Society.  
Google Trends.



7

# Other trend matching innovations

## Carrot Cake Mix 1

South Bakels has launched a new generation multi-purpose **Carrot Cake premix** which is wonderfully moist and perfectly spiced. The recipe calls for eggs, oil and grated carrots (pecan nuts optional) and can be used for cakes, loaves or muffins. Ice with a buttercream icing for your customers to enjoy.



## Granola Cluster Mix 2

This new product launched by Bakels New Zealand satisfies a number of key consumer trends – snacking, portability and nutrition as well as introducing a new profitable line of sales for Bakeries. It's also deliciously irresistible!

The clusters are very easy to make – just mix with butter or Morah Cake margarine and water, flatten on tray and bake. Bakeries can personalise by adding nuts, dried fruits and chocolate.



## «PurKorn» - bread, sandwiches, bread crackers 3

The new trendy mixture of Bakels Nutribake in Switzerland with many advantages: Natural source of protein thanks to many seeds and kernels, no wheat and yeast, no flour added but lots of flavour from **FERMDOR S organic** (spelt sour dough), easy to make and seasonally variable. With its innovative triangular shape, a real hit on the bread shelf!



## Les Fruits Mocktails 4 5

This new range of fruit preparations opens brand new possibilities to the pastry chef. They are made from the best fruits blended with innovative flavourings that remind the consumer of some of the most appreciated cocktails around the world: **Cosmopolitan** (photograph 4), **Spritz**, **Daiquiri strawberry**, **Piña colada**, **Mojito** (photograph 5) and **Peach-amarretto**. These fruit fillings are alcohol free and can therefore be used without concern. Just like the regular Bakels' **Les Fruits**, these items are suitable for many applications such as filling, topping and decoration. They are easy and ready-to-use, freeze, thaw and bake-stable.

## Gold Label Bakers Blend – an alternative to butter 6

Launched late 2019 by Bakels New Zealand into the retail grocery market, this product has been described by a major category buyer as the first real innovation in the home baking segment. With the increased price of butter, **Bakers Blend** offers an alternative at around half the price with good baked result which will help stimulate the home baking market.





### 1 Bakels Dairy Blend

Bakels **Dairy Blend** is a quality, cost effective butter alternative utilising premium New Zealand dairy ingredients blended with vegetable oils. With the characteristics, functionality and flavour profile of New Zealand butter, **Dairy Blend** is an excellent butter alternative for use in many bakery applications, including manufacture of cookies, biscuits, cakes, breads and buns.

**Dairy Blend** is currently available in both 10kg and 25kg cartons.

### 2 3 Convenience Full Mix Range

Due to decreasing numbers of staff and lack of skills in bakeries, South Bakels has decided to launch a “convenience” range of complete mixes. The first two products in the range have already been launched. They are: **Ouma Se Brood** (photograph 2) and **Mielie Bread** (photograph 3). **Ouma se Brood Full Mix** is a traditional South African dense, sweet bread (like the one your Ouma used to bake). The **Mielie Bread** is a traditional farm style bread containing maize grits.



### 4 Ruby Pink Choc Block

**Ruby Pink Choc Block** is a new addition to the South Bakels **Chockex** range. The **Ruby Pink Choc Block** is a berry flavoured compound chocolate which can be used for melting, scraping and dipping. The blocks are sold in a 5kg solid block, appropriate for all bakeries. The other variants in the **Chockex Choc Block** range are: **Dark**, **Milk** and **White**.

### 5 Diamond Glaze Flower

The **Diamond Glazes flower** range comprises ready-to-use cold glazes. However, they are different from standard **Diamond glaze** for many reasons. First of all, they are available in six varieties, each one associated with a brand new natural flavour inspired by nature and flowers. Also, they do not have an agar-agar based texture, allowing us to produce a bubble-free product with a smooth texture and an outstanding shine. But, like the regular **Diamond Glaze**, this new range has all the technical characteristics our customers need: easy and ready-to-use, flexible application, excellent setting, freeze and thaw stable. Available items: **Red HIBISCUS**, **Yellow JASMINE**, **Green MINT**, **Purple LAVENDER**, **Orange BLOSSOM** and **Pink ROSE** (photograph 5).



# Acquisition

## BAKELS HAS BOUGHT THE FLOUR INGREDIENTS BUSINESS, BÜHLER BANGSHENG FOOD INGREDIENTS (GUANGZHOU) CO. LTD (BGFI) IN CHINA, FROM THE BÜHLER GROUP

Headquartered in Switzerland, Bühler Group is a family-owned leading technology partner for various equipment and processing solutions in the global food market as well as in the non-food industries. About 65% of all industrial wheat mills worldwide are from Bühler, which gives it a very strong market position. Bühler had decided that, despite the considerable potential, the food ingredients business was not a strategic core business to them and hence decided to divest this business. Along with this acquisition comes a strong strategic alliance that Bakels and Bühler have agreed to enter.



Bakels Bangsheng Food Ingredients (Guangzhou) Co., Ltd (BGFI) under which name Bakels shall carry on this business, produces tailor-made ingredient solutions for the flour milling and baking industry. For Bakels flour ingredients have been a missing link in the portfolio, this acquisition will close that gap by taking over Bühler's well-positioned business in China, Indonesia and other markets in South East Asia as well as in East Africa. At the same time Bakels shall strengthen their position in China and other markets where BGFI is already active. We are convinced that this business can unleash its full potential on a global scale with Bakels as owner and Bühler as a strategic partner.

BGFI is based in the City of Guangzhou, China and is the market leader for flour correctors in China. The market share for steamed bun flour correctors in Guangzhou province is even as high as 80%. The new state-of-the-art production facility was opened in 2016 and is designed in accordance with the latest food safety standards. BGFI places great importance on product quality. Its modern facility and certified quality processes ensure quality standards are consistently achieved with maximised efficiency.

Bakels shall continue to run BGFI as a separate business to their existing Bakery Ingredients business based in Dalian.

# Exhibitions

*Participation in local trade shows continues to be an important activity for Bakels Companies.*

## Bakery China Autumn Exhibition

Bakels China took part in the "Bakery China" Autumn Exhibition staged in Shanghai between 30 October and 1 November 2019.

In a growing bakery market bakeries are always looking to Bakels China for products and concepts that put them a step ahead of their competitors. Exhibitions such as this one are a great platform to push new and successful products.



1 Bakels China exhibition stand.  
2 Indo Bakels exhibition team.  
3 Bakels Philippines exhibition team.

## Bakery BIZ 2019

The national trade fair for the bakery, patisserie and chocolate industries took place from 26-28 November 2019 in Mumbai, India, attracting 11,000 visitors. Three activities to support our customers were highlighted; joint product development, customised products and complete bakery solutions.



## A Celebration of all things Cake!

The international cake show, THE CAKE FIESTA MANILA, rolled out the carpet 15-17 November 2019 at the SMX Convention Center, Pasay City. The Bakels' booth display consisted of fondant cakes using **Bakels Gumpaste** and **Pettinice Ready to Roll Fondants (RTR)**, mini entremets and cakes with mirror-glazed finish using **Diamond Glaze** variants. The versatile cake products were showcased via live on-site demonstrations, highlighting a variety of **Pettina**, **Bakels** and **Apito cake premixes**, **Les Fruits** fruit fillings and Bakels dairy and non-dairy cake finishings, among others.



# Australian and New Zealand Market

*Continuing our regular series of articles casting the spotlight on different parts of the world, we now turn our attention to Australia and New Zealand.*

## Australia

The Australian market has been drawing inspiration from global market trends; with naturally fermented breads still a hot product in the bread category. Cake has seen the naked multi-layer cake dominate. Laminated goods, such as croissant and Danish, are very popular and in high demand.

The gap between low end bakery products and high end is widening with no middle ground. The consumer demand for high quality for low cost continues.

Australian Bakels are currently focused on the following trends that are driving the different bakery, patisserie and chocolate channels in Australia:

- Native flavours and ingredients
- Veganism
- Health and wellbeing
- Brand collaboration
- Snacking on the run
- Clean labels
- Re-inventing the classic
- Farm to table

## Pavlova

Is a meringue-based dessert named after the Russian ballerina Anna Pavlova. It is a meringue dessert with a crisp crust and soft, light inside, usually topped with fruit and whipped cream.

The dessert is believed to have been created in honour of the dancer either during or after one of her tours to Australia and New Zealand in the 1920s. The nationality of its creator has been a source of argument between the two nations for many years.

The dessert is a popular dish and an important part of the national cuisine in Australia. With its simple recipe of egg whites, sugar, acidic acid and corn starch it is frequently served during celebratory and holiday meals. It is a dessert most identified with the summer time and popularly eaten during that period including Christmas time; however, it is also eaten all year round in many Australian homes.

Australian Bakels has created a **Pettina Pavlova Mix** to make a simple desert even more simple and cost efficient.

## Lamington

Is an Australian cake made from squares of butter cake or sponge cake coated in an outer layer of chocolate sauce and rolled in desiccated coconut. The thin mixture is absorbed into the outside of the sponge cake and left to set, giving the cake a distinctive texture. A common variation has a layer of cream or strawberry jam between two lamington halves. Recently pastry chefs have been putting modern twists on the product with creative flavours and forms. It's believed that lamingtons were named after either Lord Lamington, who served as Governor of Queensland from 1896 to 1901 or his wife, Lady Lamington.

Bakels **multipurpose sponge mix** and **lamington dip** are widely used in Australia ranking in the top 10 products sold at Australian Bakels. A raspberry and a lime dip variant are also produced.

## Damper

Is a traditional Australian soda bread, historically prepared by swagmen, drovers, stockmen and other travellers. It consists of a wheat-flour-based dough, traditionally baked in the coals of a campfire or in a camp oven. Damper is an iconic Australian dish. The basic ingredients of damper are flour, water and sometimes milk. Bakels **baking powder** could be used for leavening. The modern-day baker now produces the bread in commercial ovens.

Australian Bakels have had great success replicating the traditional damper from the Bakels **scone mix**.



**New Zealand**



**The Meat Pie – A New Zealand Tradition**



Deeply ingrained in New Zealand history and culture the meat pie is a true national food.

Widely available from convenience stores, petrol stations and bakeries the meat pie remains the “on the go” meal enjoyed by many. It still follows the traditional concept of pie base pastry with a flaky pastry top. In the past, pie options were limited to a Mince Pie or a Steak Pie. Now there’s a huge range of pie options available to tempt you from the hugely popular Steak and Cheese to Vegetable and Butter Chicken.

The Bakels New Zealand Supreme Pie Awards have greatly influenced the quality of pies available throughout New Zealand – quality of the pastry and filling and also helped move pies away from just being a cheap stomach filler to also being a more premium gourmet option.

The Pie Awards have grown into New Zealand’s largest food contest attracting over 5.000 pies with publicity in excess of \$500.000 helping to stimulate interest and sales.

New in 2020 is the introduction of the traditional Sausage Roll to be show cased alongside its big cousin the pie.



**Gluten Free**



Gluten free has been part of Bakels New Zealand product offerings for more than 25 years.

Recent introductions include a retail pack for **Gluten Free Chocolate Cake** and **Gluten Free Banana Bread**. Both products appeal to Coeliac’s and consumers choosing to be gluten free. Gluten free is now considered mainstream and product performance needs to be comparable with the best corresponding non gluten free products.

The retail grocery market in New Zealand continues to support this category and Bakels New Zealand are looking to develop its offering accordingly.



# Facilities

*To ensure Bakels operating companies have the resource required to fully support our customers we must continually invest in our facilities. What follows are some examples of this.*

## Bakels raise capacity with new distribution centre 1

British Bakels are proud to announce investment in a new £10m distribution centre. The centre is located on the outskirts of Bicester, less than one mile from the manufacturing site. Its location provides easy access to the national road network and can serve customers throughout Great Britain. As the majority of Bakels products supplied to British customers manufactured in the UK the new facility gives Bakels the capacity and agility to competitively serve all market sectors for many years to come.



## New production line opening 2 3 4

Rusky Bakels has been producing a full range of high-tech, cost effective release agents, bread mixes, premixes, concentrates and baking powders for bakery and confectionery in their factory in St. Petersburg since 1999. This has allowed Bakels to become an active player in the Russian bakery market. Further development of our position will be based on local manufacture. To support this a new powder blending line was commissioned in September 2019. The new Bakels production line is equipped with modern equipment designed to give maximum flexibility with high efficiency and robust allergen control.

An important step towards being a local manufacturer producing to international standards was taken when, on 10 November 2019 Rusky Bakels successfully passed an external audit against the FSSC 22000 standard (Food Safety System Certification 22000).



## The Shanghai Baking Centre opens its doors 5

On 18 September 2019, the new Shanghai baking centre was officially opened by Group Chairman Armin Ulrich and General Manager of Bakels China, Greg Woodhead. Bakels' new Shanghai baking centre takes residence in a renovated pencil factory turned modern business park. The baking centre's primary focus is on training and the customer experience. Adjacent, visitors will find a cutting edge baking centre equipped with Miwe ovens, storage areas, an audio/visual system and room to train 20-30 bakers at one time.

The second floor features offices, a meeting room and access to a rooftop terrace. Aside from functionality, the baking centre's Pudong location and aesthetics makes a strong statement of both our ambition in China and our commitment to quality. Scan the QR code for a video tour.



- 1 British Bakels warehouse.
- 2 Rusky Bakels plant in St. Petersburg.
- 3 FSSC 22000 certificate.
- 4 Alexey Malakhov (Managing Director) and Ruslana Dovlatova (Quality Manager).
- 5 New baking centre Shanghai.

**IN MEMORIAM OF ALEXANDER (LEX) J. KEIR**

1932 – 2019



It is with sadness that we have to announce that Alexander J. Keir, or “Lex” as he was known by his colleagues, passed away in New Zealand at the age of 87.

Lex Keir commenced his career with Bakels in 1961, joining Bakels New Zealand as technical sales representative. In successive three-year periods he earned promotion to South Island sales manager and then to sales director. During all this time he branched out in the export field and was successfully involved, on the technical and sales side, in the development of Bakels businesses in Fiji, Singapore, Malaysia and the Philippines. Australian Bakels was Lex Keir’s next posting when he was appointed managing director in 1978. Australian Bakels prospered with his leadership.

When Bernard J. Bakels passed away in 1986 Lex became a member of the executive committee in charge of the technical matters of the Bakels Group. The complexity and dimension of this assignment were met with nine years of hard work and importantly, achievement. Lex Keir served as a member of the board of directors of EMU AG, the holding company of the Bakels Group of companies and as a trustee to the EMU Foundation over many years until he fully retired in 2011. This ended a 50 year journey with Bakels, which he had described as having been exciting and rewarding. Dedication to the baking industry, a solid knowledge

of bakery products, practices and markets and great support from his wife, Bernie Keir, and two daughters have made it possible for Lex to carry these achievements for the Group and the baking industry. Personally, and in the name of the Bakels Group, the editor of this article would like to thank Lex Keir for his hard work, many achievements and his great leadership.

Armin Ulrich, Chairman EMU AG

**Congratulations**

*We take pleasure to honour long service staff and pay tribute to our dedicated staff, without whom we could not serve our customers.*

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

**35 Years**

Gerhard Grobbelaar, managing director, South Bakels  
Trevor Abrahams, production supervisor Cape Town, South Bakels

**30 Years**

Rolando Gonzales, production (Fats), Australian Bakels  
Loeulp Ma, production (MFG), Australian Bakels  
Bill Basher, refinery operator, Bakels Edible Oils  
Daniel Miranda Carreño, plant operator, Bakels Chile  
Eduardo Velasquez Hurtado, head of production, Bakels Chile  
Nancy Thien Yew Lian, test baker, Bakels Malaysia

**25 Years**

Hamish McKay, refinery supervisor, Bakels Edible Oils  
Marion Gillespie, financial controller, Irish Bakels  
Tony Wichman, production operator, Bakels New Zealand

**Appointments & Promotions**



**1 Mike De Paoli**

Australian Bakels are pleased to announce the promotion of Mike De Paoli to the role of national sales manager, effective January 2020. This promotion has come as part of AB re-structure of the sales department. Mike has extensive senior management

experience prior to joining Bakels and we are confident his skills will make a very positive contribution to the business. We congratulate Mike on his promotion and wish him all the support and success in his new role.



**2 Violeta Mayer**

Bakels Chile are pleased to announce the appointment of Violeta Mayer as F&A manager. Violeta has a BA and PhD from the University of Liverpool and is also a chartered accountant from the ICAEW with a subsequent graduate qualification in Chilean

tax. Violeta has experience in financial audit and finance leadership. We wish Violeta all success in the future.



**3 Tebogo Ngcobo**

South Bakels is pleased to announce the appointment of Tebogo Ngcobo as national new product development manager effective 1 September 2019. Tebogo holds a Master’s Degree in technology focused in organic chemistry from the Cape Town University

of Technology. Tebogo is an experienced new product development manager with 19 years history of working in the food production industry. She is skilled in R&D, process optimisation, analytical chemistry, project management and team capability building. We wish Tebogo a long and successful career with South Bakels.



**4 Bruce Van Voorst**

South Bakels is pleased to announce the appointment of Bruce Van Voorst as area sales manager in Pietermaritzburg effective 1 November 2019. Bruce completed his formal education with a B/Tech degree in business management;

Chamber of Baking certificate in the theory of bread making and the Flour Millers trade at Sasko grain. Bruce has over 23 years’ experience in the FMCG industry, specifically in the sales/ baking environment where he fulfilled the role as regional sales and key account manager. We wish Bruce a long and successful career with South Bakels.

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



## EUROPE

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

## AFRICA

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 Bangsheng Food Ingredients 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 Brazil Ltda/Brazil  
Bakels Chile SA/Chile  
Bakels Ecuador SA/Ecuador  
Bakels Peru SAC/Peru  
Aromatic Inc/USA

## HEAD OFFICE

EMU AG / BAKEX AG  
6023 Rothenburg  
Switzerland  
Tel. +41 41 854 46 44  
emu@bakels.ch

[www.bakels.com](http://www.bakels.com)



[www.bakels.com](http://www.bakels.com)

 **BAKELS**

BAKERY INGREDIENTS SINCE 1904