

## ++ STARBUCKS: "WE ARE BAKERS TOO"

On 4th July 2012, the Starbucks Coffee Corp. from Seattle, USA, announced the agreement to acquire Bay Bread, LLC from San Francisco, USA, and its La Boulange bakery brand, for USD 100m (approx. EUR 79.6m) in cash. The sale is expected to close before 30th September 2012, which is the end of Starbucks' fourth quarter. Current Bay Bread owner, Pascal Rigo will become Senior Vice President and General Manager of La Boulange when the deal is finalized. La Boulange bakery operates 19 retail locations in the Bay Area and sells its products in several upscale restaurants, hotels, and specialty grocery stores in the region. The bakery is known for handcraft authentic French pastries and breads from fresh ingredients. Over time, Starbucks plans to make La Boulange products available in Starbucks company-operated retail stores in the US. In order to achieve this, Starbucks will look to make investments to broaden distribution capacity in select markets, while working closely with outside suppliers to create various La Boulange products for Starbucks stores nationwide. The company will continue to serve Bay Bread, LLC's wholesale bakery customers and will evaluate expanding distribution over time. Cliff Burrows, President Starbucks America, said, "We will leverage our scale and premium product expertise to transform a core part of our business while building La Boulange bakery into a national artisanal bakery brand. And we will do it with an unwavering commitment to maintaining the uniqueness, quality and level of care that Pascal is known for baking into each of his croissants, pastries, loaves, cookies and breads."

[www.starbucks.com](http://www.starbucks.com) +++

## ++ MULTIVAC COMPLETES BUILDING EXTENSION

The MULTIVAC Marking & Inspection GmbH & Co. KG Company, Enger, Germany, has completed the extension of its Enger site in North Rhine-Westphalia after a construction period of around two years. The building project comprised a new building with three

floors, the extension of the production hall and the renovation of the old building. The production and administration area of Multivac Marking & Inspection grew by around 2,000 m<sup>2</sup>. The new building was designed and constructed to state of the art standards with regards to ergonomics (with a steel reinforced concrete frame design and a highly insulated aluminium façade), interaction



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facility and energy efficiency. The new building is partially used for the offices of the Northern Sales Center of Multivac Germany. The Multivac Marking & Inspection departments of Control Technology Development, Design, Marketing and Product Management are also housed there. Multivac Marking & Inspection has also set up a showroom for machines. The presentation area has already been used for several customer events, including an in-house exhibition in collaboration with Multivac Denmark for customers from Denmark.

[www.multivac.com](http://www.multivac.com) +++

## ++ BREAD SALES FALLING IN THE NORTH AMERICAN CONTINENT

The Canadian baked goods market lost around 3% of its sales volume in the past three months and the situation is even worse in the USA, where the figure is minus 5%. This is why the financial market is currently keeping an eagle eye on Maple Leaf Foods Inc. to see whether through cost savings it can make up again for the losses in the baked goods market. Maple Leaf announced in May 2012 that the profits of the Group, which operates in the bakery and meat markets, had dropped in the first quarter from USD 10.5m (EUR 8.1m) to USD 800,000 (approx. EUR 620,000).

Baked goods sales in the first quarter fell by 1% to USD 370m (EUR 287m), and the baking division's operating profit compared to the same period in

the previous year dropped by 73% to USD 3.3m (approx. EUR 2.5m). In the fresh baked goods business part of this is attributable to the closure of two of the Group's bakeries in the Toronto area and the opening of a new production facility in Hamilton, Ontario. Sales in the fresh baked goods business fell by as much as 3%, whereas sales of frozen baked goods grew from USD 116.7 (EUR 90.6m) to USD 122.1m (EUR 94.7m).

[www.mapleleafbakery.com](http://www.mapleleafbakery.com) +++

## ++ FAST FOOD: SALT CONTENT DIFFERS FROM ONE COUNTRY TO ANOTHER

Researchers (Canadian Medical Association Journal, online) report differences, some considerable, between fast food products with the same name depending on the country in which they are sold. According to this report, Chicken McNuggets at McDonald's in England contain 0.6 g salt/100 g. McDonald's chicken nuggets in the USA contain 1.6 g of salt. However, at chains such as Pizza Hut, Kentucky Fried Chicken or Subway, the salt content of identical products fluctuated depending on the country. The salt contents of foods in Canada and the USA were consistently high. The scientists relied on the manufacturers' information in their study. +++

## ++ HARVEST TIME BAKERIES IS BANKRUPT

As reported in the Belgian newspaper Nieuwsblad, Harvest Time Bakeries, Lommel, has filed for insolvency. According to the newspaper, the two owners Erwin de Vos and Frank Visscher have invested a total of EUR 17m. Of this, three originated from the investment company LRM and one from the Flemish government. Speculation continues as to the reasons for the failure of the bakery, which is only two years old and specialized in small baked goods packed in modified atmospheres. A rumour is going around the Internet that major competitors systematically undercut Harvest Time's prices. A report on Harvest Time Bakeries can be found in the archive of [brot+backwaren](http://brot+backwaren) ([www.backwelt.de/suche-bw.html?q=Harvest+Time+Bakeries](http://www.backwelt.de/suche-bw.html?q=Harvest+Time+Bakeries)) or in issue 2-2011. +++

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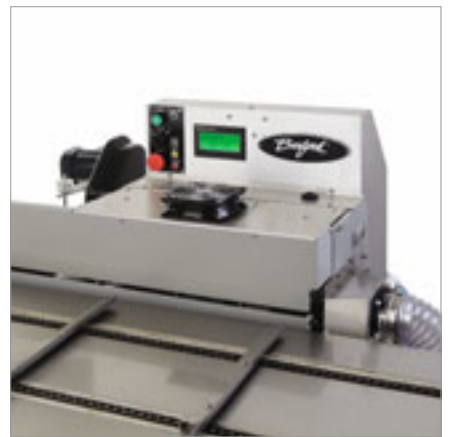
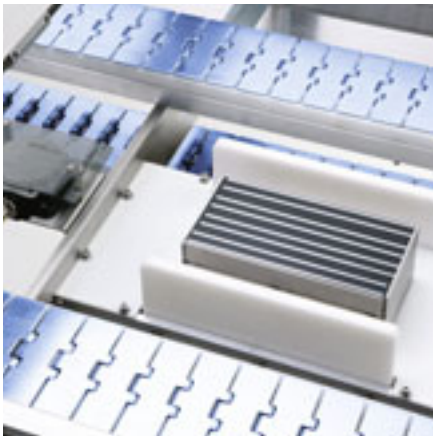
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