

Aiming at high quality

VERY HIGH QUALITY BAKED GOODS, THE CONSTANT INTRODUCTION OF NEW PRODUCTS, FRESHNESS, FLAVOUR AND SOURDOUGH – THE TURKISH BAKERY HEG GIDA HAS SECURED ITS PLACE IN ISTANBUL BY CONCENTRATING ON HIGH QUALITY BAKED PRODUCTS. THE BUSINESS IS NOW FOCUSING ON EXPANSION



++ figure 1

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Breads with a proportion of sourdough and rye are bought mainly by the Turkish middle classes

✚ Experts estimate that there are around 30,000 bakeries in Turkey today. The majority are local businesses with three to four staff and a product range of approx. ten types of baked goods. In addition to the artisan businesses there are also large commercial companies such as Migros from Switzerland and Carrefour from France operating in Turkey's big cities. They often bake their fresh products in a local company-owned bakery; the product range includes breads and fine baked goods. In addition there are other

industrial businesses and medium-sized bakeries. One of the market makers among the medium-sized bakeries in Istanbul is the HEG GIDA bakery.

The company supplies more than 150,000 baked products per week to various resellers, caterers, transport operators, coffee shops and the branches of Le Pain Quotidien. In addition there are its own five shops, so customers can obtain baked goods from the HEG GIDA Company at more than 100 points in the city.



++ figure 2

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More than 30 different types of bread leave the production plant in Istanbul



++ figure 3

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CEO Ismail Bütün (L.) and Managing Director Ertan Uysal



++ figure 4
The company's own five sales outlets are open from 07:00 until 24:00 hrs. In the morning customers can buy everything for breakfast there, and at midday there is pasta and other hot dishes. Bread, baklava and cakes are available all day

A total of 180 employees are involved in production at two locations. Mainly Turkish-style baked goods are manufactured by 85 staff approx. at a location 20 km outside the city gates. In Turkey these include a wheat loaf weighing 300 g which is eaten by consumers at various mealtimes throughout the day.

New building for top quality

In late 2010 Managing Director Ertan Uysal and CEO Ismail Bütün decided to construct a new building in an industrial zone near Istanbul Atatürk international airport. The reason behind this was that they wanted to produce nearer to the customer, thus guaranteeing the freshness of the baked goods. It would also reduce transport costs, which was followed by a logical alignment to the production of high quality baked goods. Bütün explains that, "The new building enabled us to increase the quality of our baked goods in our shops and with our other clients." The company focuses on high quality baked goods in its production operation. Thus only butter can be considered as the fat in the traditional baklava, and the bakery uses its own sourdoughs for European style breads.

45 employees are spread over an area of 4,000 m². The building has a total of five floors with the stores, goods ▶



++ figure 5
The bakery delivers 150,000 baked goods per week to resellers and to its own shops



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++ figure 6

++ figure 6
In addition to gateaux, baklava is a classic dessert



++ figure 7

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Baklava is offered with a wide variety of fillings, and is one of the traditional pastries throughout the entire Near East and Balkan Peninsula

distribution and refrigerated areas being on the ground floor. Sandwich production and packing take place on the first floor. Bread production is on the second floor, which also houses the two rack ovens, the multi-deck ovens and fermentation room for sourdough production together with the mixers. The bakery relies on plant from the IsernHäger GmbH & Co KG Company, Isernhagen, Germany. There are three plants in the bakery: one to produce AromaStücks (flavour scalds) (capacity 100 kg), one for wheat sourdough (capacity 300 kg) and one plant for bread fermentation (capacity 300 kg). These plants form the basis for more than 30 different types of bread. The breads are bought mainly by the rapidly growing middle class in Istanbul. CEO Bütün explains that, “These mostly young but well-educated people are often orientated in their diet to the Western European lifestyle, and Istanbul with its population of millions is just the place where demand is growing. This is because sourdough and multigrain bread are regarded as healthier than other breads.” In addition to wheat-accented breads with sourdough, customers also find baked goods with a proportion of rye on the shelves of the HEG GIDA sales outlets. For this the bakery prefers to use natural raw materials; the company was awarded a bio (organic) certificate in the spring of 2012.

Above the bread production unit is the workplace for the confectionery staff. Here, as well as making cakes, muffins, salads and pasta products, they create the baklava speciality. For this, the staff use wooden rolling pins to roll out a very thin wheat dough by hand. Sheets of dough are placed one on top of another repeatedly to form a layered pastry, and a wide variety of fillings containing almonds, pistachios or hazelnuts are inserted. The bakery’s product range includes around 40 kinds of baklava. In total the staff produce more than 300 different baked goods. The top floor of the production building also contains the office, other bakery premises and a training room.

Future investment

Today the bakery has its own fleet of 25 HGVs, and a haulage contractor delivers baked goods to customers when neces-

sary. The bakery’s annual sales are around EUR 5m. Of this turnover, its own shops contribute around 35 % and resellers generate approx. 65 %. The fact that the production unit and the company’s own shops also use plants from Europe was important to CEO Ismail Bütün in the alignment of the bakery and for the new building. According to Bütün, “Because we produce European-style baked goods, the in-store bake-ovens, for example, should also originate from Germany. After several journeys through Europe, during which the management team gathered information about a wide variety of concepts, the managers decided in favour of in-store ovens from the WIESHEU GmbH Company, Affalterbach, Germany. The bakery was convinced by the results of baking in the shops and by the customer service on site in Turkey.

To grow further in the future, the company intends to expand the sandwich production operation. At present the snacks they manufacture themselves in a blister pack have a shelf life of three months when chilled. By investing in a new plant in which the baked goods are packed under a protective atmosphere, the sensitive sandwiches should soon keep for ten days without the need to add preservatives to them. Another plan is to expand the biscuits/cookies business. These should shortly be baked on the spot in the shops, so customers can experience how baked goods are produced and finished.

In general, baking in front of the customers is a big topic. One of the bakery’s plans is the production of the dough pieces on the spot in a glass-panelled artisan production unit. Deliberations about this are still on-going, but Bütün can imagine 50 franchise bakeries with this concept in Istanbul. However, the premium range of baked goods is not the only area that is to be expanded further. Options being considered also range from expanding the offer of training sessions for bakers to the production of frozen baked goods for export to the Near East. The creation of a new third production facility with an area of 20,000 m² for this purpose is planned for the next two to three years. At the same time, HEG GIDA does not want to lose sight of its aim of producing high quality baked goods. +++



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