

New freedom

THE YEAST MARKET IN EUROPE IS CHANGING. NEW SUPPLIERS ARE EMERGING, FOR EXAMPLE, FROM THE FUSION OF DEUTSCHE HEFEWERKE (DHW) AND HEFE SCHWEIZ AG



++ figure 1
Fully automatic packaging line for traditional pressed yeast in Nuremberg

++ figure 2
Liquid yeast is delivered in a tank truck or an exchangeable container

++ figures 3+4
Baked goods made with organic yeast, organic bakery ingredients and the organic preferment Panatura

+ The company began with the production of yeast 155 years ago. It is the oldest, still active yeast production in Germany. Its history is vivid and includes acquisitions and takeovers. It was formerly founded as Bast AG in Nueremberg-Buch in Germany and became part of the Norddeutsche Hefeindustrie AG in the 1920s. A decade later it belonged to the Henkel group. The group became the second largest producer of baker's yeast with facilities all over Germany. In 1970, the DHW emerged from the fusion of Norddeutsche Hefeindustrie AG and Bast which was then sold to the Chemische Werke Hüls, Marl,

eleven years later. In 1994, the Australian corporate group Burns Philp acquired DHW with its production facilities in Buch, near Nueremberg and in Hamburg and passed it on in 2004 to AB Mauri, a division of Associated British Foods. Authorities forced them to give up the baker's yeast business of DHW in 2008 when they took a share in the largest German yeast producer. At that time the paths of the two companies in Buch and Hamburg also parted. The Hamburg branch, with its business focusing on autolysates and specialty yeasts, changed its name while the production facility in Nuremberg-Buch retained the name DHW and was acquired by Indawisa Holding AG which in the 1990s combined the largest part of the Swiss yeast business in the Hefe Schweiz AG.

DHW, with a staff of 75, produces about 32,000 tons baker's yeast each year which is mainly distributed in Germany. One third is sold as liquid yeast, one quarter as granulated yeast in bags and one third as so called pound yeast, a pressed yeast in moist blocks intended for craft bakeries. The rest is sold in small yeast cubes for household use. Liquid yeast has been part of the product range for 15 years and its share is rising constantly because



++ figure 2



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EXPOCENTRE



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++ figure 3

++ figure 4

more and more industrial bakeries are now installing the necessary storage and metering units.

The separation of DHW from the large corporate groups was associated with a new degree of freedom. Today the export business reaches down to Spain. The business with the standard yeast on the Iberian Peninsula is exciting and not only because of the higher yeast prices paid there compared to Germany. It is also exciting because of the specialty products such as Vital-Z, yeast mainly used for sweet dough, and Vital-Arom, a starter for wheat preferment based on wine yeast that improves the aroma formation in the baked good, ensuring a degree of acidity below 6 and producing significantly less carbon dioxide than common baker's yeast. Dough made with this yeast can cope with prolonged proofing times as was attested by the Institute for Cereal Processing IGV from Potsdam-Rehbrücke, Germany.

The product range of DHW also includes some products from Hefe Schweiz AG, among them organic yeast and the Panatura preferment for which DHW is also the international distributor. The Panatura preferments are ready-to-use wheat preferments made with a patented process. Their dosage is 1.5-2 baker's per cent compared to 20-30% commonly needed for achieving the same effect with conventional wheat preferments. According to DHW, the product, which is also available in organic quality, is suitable for use with all known dough handling and baking systems. It improves the aroma, the dough leavening and the freshness of the baked goods while providing for the absence of E numbers on the finished product. +++