

# Request for versatility

IN 1991, PEKARNA PEČJAK FROM SKOFLJICA, SLOVENIA, BECAME ONE OF THE FIRST FROZEN BAKED GOODS PRODUCERS. TODAY, THE DELIVERY REGION EXTENDS BEYOND THE NATIONAL BORDER



**++ figure 1**  
Sylvester Pečjak (left) with his father Stanislav and his wife Tanja Kopa, his mother Anica and his sister Majda Matjaz (from left to right)

**++ figure 2**  
Line for filled pastry pockets

**++ figure 3**  
Strudel dough

**++ figure 4**  
Small puff pastries supplied to airlines

**+** Slovenia is one of the smaller countries within the European Union. Trade-owned industrial bakeries as well as imported products from the two “large” neighboring countries, Austria and Italy are part of the daily routine. This means that domestic bakeries must not only provide famous domestic specialties but also versatility and flexibility. Sylvester Pečjak of Skofljica meets these requirements. He operates a modern production facility in the neighboring town of Trzin where 100 of his 250 employees work.

“We are too large for the Slovenian market

but still too small for the European one”, reports Pečjak. This is about to change. The export share is still small being only 10% of the total sales volume of 18m Euros, but it is on the increase. Frequently, trucks with frozen baked goods leave the factory on their way to Switzerland, Germany, Sweden, the Czech Republic, Slovakia and of course bordering Croatia.

Within Slovenia, 44% of Pečjak’s products are distributed directly or via wholesaler through the HORECA channel (hotel, restaurant, and caterer). 39% are supplied to bake-off stations



++ figure 2



in the food retail trade and 17% to its own 15 sales outlets (12 shops and 3 restaurants). Pečjak estimates that his own market share in the frozen baked goods segment is approximately 50%.

The product range is broad. Biscuits and cookies as well as rolls and pastry products for schools and canteens are produced at the Skofljika facility while Trzin specializes in

frozen baked goods, potato products such as dumplings and gnocchi, frozen pancakes, pasta and strudel dough; all products are intended for the chiller cabinet at the food retailers.

The production facility in Trzin was built in 1994. It houses a line for the production of thin dough and another line for the processing of thin dough, one multi-line and a croissant line by Fritsch, a twin pancake line and two pasta lines used to produce durum pasta and potato products in the ratio 70:30. In total, 100 tons of dried pasta and 400 tons of frozen products are dispatched each month from the high-rise storage area belonging to the production facility. +++

++ figure 3



++ figure 4



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