

Anuga – also a fair for the bakery trade

THE LEADING GLOBAL FOOD FAIR ANUGA 2009 TOOK PLACE IN COLOGNE IMMEDIATELY AFTER IBA. ACCORDING TO THE ORGANIZERS, IT WAS ALSO VERY SUCCESSFUL



“Anuga clearly demonstrated its leading role as a central trade hub and information platform for the international food industry. The outstanding quality of the trade fair resulted in a great atmosphere and excellent business”, confirmed Gerald Böse, Chief Executive Officer of Koelnmesse GmbH. According to the final report, approximately 153,500 trade visitors from more than 180 countries attended the fair.

This year, the producers of baked goods and here, in particular, the manufacturers of frozen baked goods were well represented despite the fact that some large groups such as Hiestand/Aryzta and Landmännern were missing. Even Australian bakers are now convinced that there is a market in Europe for their specialties, in particular, gluten-free baked goods. The range of suppliers, in particular in the frozen segment has become clearly more international. However, one side effect is that standard dough pieces such as croissants, baguettes, white rolls etc. are now available in a broad range of prices and qualities.

The upper end of the quality range is marked by products offered by Pain & Traditions from Luxembourg whose owner, Jean Kircher is also playing a leading role in the Slow Baking organization. Pain & Tradition specializes in traditional French bread and rolls while other colleagues from the Slow Baking sector were showing a range of smaller bread items for the catering sector. The members from the Slow Baking organization are committed to the application

Borgesius

The Dutch bakery group, Borgesius is one of the most dynamic enterprises on the Dutch market for baked goods. The family owned company operates six bakeries in the Netherlands and a trade company named Pantrade in Belgium. Borgesius is part of the Bake Five, a bakery organization of 17 independent industrial bakeries in the Netherlands. +++



Borgesius

of European raw materials and the systematic use of organically grown cereals. They also refrain, to the largest possible extent, from using chemical additives and accelerated production methods. The participating bakeries inform their customers about slow baking, baked goods and nutrition in a special magazine.

Besides the wealth of new products and product variation, two innovative concepts stood out:

The Dutch bakery group, Borgesius presented a concept for baking stations where there is no longer the need to use par-baked goods. The idea is based on pre-proofed (30%) frozen dough pieces which are then proofed to their final maturity in the in-store baking oven and baked. Prior to loading the dough pieces into the oven, they are thawed for 10-15 minutes and then, for example, finished by slashes or sprinkling with seeds. The products are baked with steam at temperatures from between 125 and 210 °C, depending on the product. Borgesius claims that there are several benefits. The Dutch company offers this concept to the trade, to bakeries, the catering sector and hotels so that the bread will be baked only once. The loaves stay much fresher compared to par-baked frozen dough pieces and because it is possible to finish and decorate the pieces individually, market differentiation is much easier. Added to that, the volume of the dough pieces is smaller than for par-baked goods thus requiring less storage space. Currently, there are two different bread weights available; dough pieces with a weight of 450 and 850 grams. The variations include several bread types made from traditional wheat dough with added olives, cheese or Mediterranean herbs, several types of

whole grain wheat bread, spelt bread and a multi-seed bread. The assortment of rolls shows a similar differentiation.

Borgesius also offers a comparable concept for products sold from the freezers in food retail stores. The frozen bread loaves for the final consumer are packed in a film bag and then placed in a cardboard box. The consumer then puts the bread including the bag into the cold oven and heats it up slowly. The bread requires one hour of baking until it is ready with the maximum temperature being 180 °C. The film stabilizes the moisture in the dough piece and ensures that the bread does not dry out during the one hour of baking time.

The second interesting concept for direct baking in store was presented by Grain d'or Gel from France. They supply unproofed frozen dough pieces which can be baked after thawing in the refrigerator within three days without losing or changing their shape or flavor. This way, baking stations can store their supply at temperatures above 0 °C and bake on demand, thus saving time and energy.

The dough pieces are sold under the brand name, "Resto Guette". The secret for achieving these properties is the use of special yeasts. +++

