

# American products made in Belgium

SAMUEL KUPCHIK'S BAKERY IN BELGIUM, WHICH ONLY PRODUCES AMERICAN STYLE BAKED GOODS, IS EXPERIENCING CONSTANT GROWTH



++ figure 1

++ figure 1  
One of the muffin lines

**+** Samuel Kupchik, General Manager of Alysse s.a. enjoys the United States. After several visits to North America, the business man decided to open an artisan bakery in Brussels which exclusively produces muffins, bagels and brownies. The demand for these specialties has continually increased and as a result bought the bakery to the limits of its capacity. As a result, in January 1999, Kupchik decided to build a new 10,000 sqm production facility in Seneffe, situated about 40 km south of Brussels.

Today, the company produces a broad range of American-style baked goods. Muffins, brownies and bagels can be ordered fresh or frozen, in bulk or pre-packed, under its own brand or under a private label. "Some of the most important retailers from Belgium and the rest of Europe are my customers," explains Samuel Kupchick. Other customers include food service companies and airlines.

## Production

17,000 muffins per hour are produced on

three lines. Four VMI universal mixers, which are automatically fed with the ingredients, are positioned at the start of the line. The vessels are then moved manually to one of the Comas lines where the batter is pumped into a dosing unit. After depositing, the muffins are transported to a Miwe tunnel oven. Smaller batches, such as mini muffins can also be baked in rack ovens by Hein. "The rack ovens are needed for a certain degree of flexibility," reports Samuel Kupchik, when discussing the combination.

The most advanced part of the production is reserved for bagels. "This is a soaring market in Europe. We are increasing our bagel production by 15% each year." Today, up to 5,000 bagels are produced every hour. Kupchik's goal is an hourly capacity of 7,000 pieces. The plant will soon also produce common, poppy seed, sesame seed and multi-grain bagels around the clock.

A key part of the production is a new thermo-oil tunnel oven by Miwe. This oven is a custom product which generates an extra amount

of steam. “The products are not cooked as in the U.S. as they would turn out to be too firm for the German market,” reports the General Manager. Therefore, Kupchik has found a compromise. He offers his bagels as frozen products only. About 60% of his entire product range is sold as fresh products. The remaining 40% are frozen goods. The frozen storage at Alysse can accommodate up to 1,000 pallets.

**Looking ahead**

“My business is profitable. Our export share is about 60%, with most of the products going

to Germany, closely followed by the Scandinavian countries, Spain and The Netherlands.” explains the General Manager. A total of 120 employees work alongside Samuel Kupchik, who is supported by his son Joseph Kupchick, who acts as site manager. The entrepreneur has further expansion plans for 2008. He will make further investments into the production. A new tunnel oven for the muffin lines and a spiral freezer are at the top of his list. The growing requirements from the retail trade are a special challenge to the business man. In particular, discount chains often demand mixed packs with several different products, many variations and a long shelf-life. Kupchik is responding to these challenges. He has already bought another site which is situated in close proximity to his production facility. An extension of the building has not yet been planned, but the company is still set for continuous growth. +++



++ figure 2

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++ figure 2  
 Samuel Kupchik, General Manager of Alysse s.a.

++ figure 3  
 Four mixers prepare the batter for the muffin lines



++ figure 3

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- + 20% Hydration
- floor or bowl resting time: up to 2 hours
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- yeast cut by half
- divided dough doesn't stick, reducing flouring need
- no dough trim

### **Exceptional eating pleasure**

- thin "short bite" crust
- wild open shiny inside structure
- rich inside texture
- outstanding flavour and easy bite

## **F**INANCIAL ADVANTAGES

### **Savings**

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- yeast cost drastically reduced

## **T**ECHNICAL ADVANTAGES

### **The TraDivider is a divider for hydrated dough with long bowl resting time**

- slow division by gravity without tearing, and without compressing the dough
- dividing without oil
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