

# Clear position

A TRADING HOUSE AND A DISTILLERY COMBINED TO FOUND A BAKERY A QUARTER OF A CENTURY AGO IN REITH IN THE ALPBACHTAL VALLEY NOT FAR FROM INNSBRUCK, AUSTRIA. THEIR AIM: TO SUPPLY EXQUISITE FROZEN BAKED GOODS TO THE TOP BUSINESSES IN THE ALPINE CATERING TRADE. THEY HAVE BEEN SUCCESSFUL AND HAVE REMAINED LOYAL TO THE ORIGINAL CONCEPT



++ figure 1



++ figure 2

++ figure 1  
The first booking and sheeting station of the Rademaker U-shaped lamination plant

++ figure 2  
Mag. Josef Erler, Managing Director of the Bonnevit Feinbäckerei GmbH Company

++ figure 3  
At the second booking/sheeting station the dough/fat ribbon is cut and layered instead of being folded

++ figure 4  
Rework from the straightened edges is dosed into the dough hopper

25 years ago, the Wedl ([www.wedl.com](http://www.wedl.com)) and Rochelt ([www.rochelt.com](http://www.rochelt.com)) families launched a business to manufacture frozen baked goods with one main purpose in mind: to solve a perennial problem for their clients. The regional caterers were and still are extremely dependent on seasonal trade. In winter, when there is snow on the ground and there are vacation or public holiday times, businesses are booked up to the rafters and goods are needed quickly and in abundance. However, if the snow is missing, demand falls rapidly. For three-, four- or five-star businesses this is not only a logistical problem, it is a quality problem as well. The response to this situation by the two founding partners was Bonnevit, a name that says it all: *bonne* = good and *vite* = quickly. As product developers they succeeded in employing the famous chef Eckart Witzigmann and the pâtissier Walter Glocker, who also managed Bonnevit for more than two decades. Glocker has now handed over the baton to Josef Erler, who manages production and the activities on the site, and Franz Walchshofer, who is responsible for marketing and distribution.

The product program focuses entirely on the needs of the catering trade: Danish pastries, desserts, strudels, snacks and seasonal products,

and a bread range that is now growing steadily. The core market is Austria, although a proportion of the goods also go via wholesalers to Germany and North Italy, and of course leading companies such as Kempinski in Moscow also order their apple strudel from Reith in the Alpbachtal valley.

There are 48 employees on the payroll, which may sound a large number in view of the total turnover of EUR 5.5m, but a characteristic feature of Bonnevit is the high level of work carried out by hand. Erler says, "Our claim is that we supply home-made quality products that are at the same time highly customised. That is reflected in the price, for example, a 30 g butter croissant costs 18 cents, which is distinctly more than the mass market products." Margarine is only available on request. Raw materials are a most important component of the company concept, and they should not only be of the highest quality but should also be from the region where possible, to keep the identity communicable.

The conspicuous feature of the Bonnevit range is the high proportion of small and very small products. There are not only the classic bread rolls and smaller morning goods, but also an even smaller variant that can still find



++ figure 3



++ figure 4

space on a plate alongside a soup bowl. Bonnevit also supplies fine baked goods, croissants and numerous cocktail pastries made of filled Danish pastry dough either in the form of unbaked dough pieces or pre-baked as well as raw strudel and fully baked and sliced items, bread rolls as dough pieces, and French bread sticks and baguettes, both green and pre-baked. There is less demand from top-class caterers for “thaw and serve”, according to Josef Erler. “Quality is top priority for star hotels and restaurants, and it is simply unobtainable without the baking process.” Only petit fours, desserts and mini-terrines leave Bonnevit’s premises in a frozen state, ready to serve.

There are very few machines in the production area, but those there are hand-picked. In addition to a classical bread roll plant from König, the main backbone of the operation is a U-shaped laminating plant made by Rademaker. It is fitted with what is known as a low-stress sheeter system (LSS System, rolling out with a low level of stress) consisting of two counter-rotating hexagonal rollers. It gently shapes the dough to a thickness of approx. 65–70 mm. After that the Quick Reductor rolls it through 12 rollers arranged in a circular fashion around a shaft to a minimum of 7 mm. At the output side of the Quick Reductor, the dough stress is checked by a movable roller (loop control) under which the dough runs. If there ▶

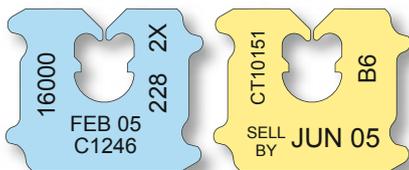
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### BAG CLOSING EQUIPMENT





**++ figure 5**  
Shaping at the end of the line is done manually, as with these quark kolatsches (a kind of Danish pastry with a sweet filling)



**++ figure 6**  
König bread roll plant for the breakfast roll range

is too much tension in the dough, it is pulled forwards. Thus the speed of the dough sheet is automatically self-regulating and consequently the dough remains relaxed. Next it moves forwards to the cross-pinner, a roller that moves over the dough at right angles to the transport direction and which controls the width before the fat is applied. The dough sheet is folded together over the sheet of fat and is laminated through two stations, the first of which folds and the second cuts and puts the layers one on top of the other; this ensures the resulting layering of dough and fat remains undamaged. Three finishers (calibration units) ensure that the dough is

rolled out gently and thus avoids the build-up of stress as the dough thickness is reduced. A universal table has space for all the tools that shape and fill the dough pieces. Where necessary, a bypass diverts to the Rademaker croissant plant, and here various sizes of filled and unfilled croissants are produced as required.

In addition to the numerous croissant and Danish pastry variants, Erler also uses the plant, which is designed for wet cleaning, to produce bread sticks and various baguettes – bypassing the fat input and laminating stations. They are used mainly to fill the famous Austrian “bread baskets” on the restaurant tables and for breakfast buffets.

Bonnevit focuses on top-class catering and also supplies its classical high-quality products in accordance with individual requirements. The market is predictable, but at Bonnevit it's not about producing as much as possible nor is there a compelling need for growth. +++



**++ figure 7**

© Bonnevit



**++ figure 8**

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**++ figure 7**  
Seasonal baked goods with a regional appeal

**++ figure 8**  
Wrapping the frozen fillings in the sheets of strudel pastry is also carried out by hand

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