

A glance at Gdańsk's bakeries

GDAŃSK, SITUATED ON THE BALTIC SEA IN NORTHERN POLAND, WAS ALREADY A RICH AND INFLUENTIAL CITY IN THE MIDDLE AGES. THIS MAKES IT AN ATTRACTIVE SHOWCASE FOR THE POLISH BAKED GOODS MARKET – HERE IS A SHORT TOUR THROUGH THE GDAŃSK BAKERIES



 To be continued
at our website:
www.bakingbiscuit.com

© Izm

+ With a population of approx. 460,000, the seaport of Gdańsk is Poland's sixth largest town. Rarely considered in isolation, it is instead so closely bound up with the neighboring towns of Gdynia and Sopot that they are described as the "Tri-City". This region's population in 2012 was about 740,000. According to information from Polish market experts, the following bakeries, each with its own sales chain, are among the most successful in the Tri-City:

- + Bagietka Bakery, Chojnice
- + Cymes Bakery, Pruszcz Gdański
- + Kiedrowscy Bakery, Kościerzyna
- + Pellowski Bakery, Gdańsk
- + Andrzej Szydłowski Bakery, Gdańsk
- + B&J Bakery, Jarzębiński
- + Mielnik Bakery, Straszyn
- + Raszczyk Bakery, Pasłęk

In addition there are bakeries supplying the retail in Gdańsk, e.g. the NORT Bakery in Szymankowo (see the relevant article starting on p. 38 in this issue), Konkol in Karwia, the Klasa Bakery in Potęgowo and the Unipiek Bakery in Kwidzyn. The above-mentioned Kiedrowscy, Cymes and Pellowski bakeries with their own branches are also well-known as suppliers to the food retail. There are also more than 100 smaller bakeries supplying bread to the city of Gdańsk and its surroundings. The annual bread consumption is currently estimated at less than 60 kg/person.

With regard to the baked goods market, Poland and thus also the city of Gdańsk is a typical Eastern European country, but one that had already become widely open to the West many years ago. Accordingly the prevailing prices of food, for example, are still as favorable as they are everywhere in Eastern Europe, and baked goods above all are very economical compared to the West. The main focus is still on white bread, for example the wheat mixed bread "chleb zwykły", and bread rolls. At the same time the strong Western influence of trends such as wholegrain/health and wellness has been clearly noticeable on the bread shelves over the past few decades. Thus about half the products on offer in

all the bakeries in Gdańsk that were surveyed consist of white wheat mixed breads and the other half of dark rye mixed or wholegrain breads. A similar situation also applies to bread rolls, although the typical Kaiser roll is still very dominant here. Many bakeries have a selection of breads for special dietary groups. For example, diabetic and soya breads or breads with a high proportion of grains (specially labelled) were not uncommon among the branches visited. All the bakeries had a large selection of confectioneries or at least (very sweet) fine baked goods. The proportion of gateaux, sheet cakes, small yeast pastries etc. often outweighed the rest.

Eight bakeries or bakeries & confectioneries in the Tri-City are presented in more specific detail below and in the in-depth information at our website www.bakingbiscuit.com: The **Piekarnia Bagietka** (Bagietka Bakery) has nearly 40 branches in northern Poland, three of them in the Tri-City. These are often located in the area in front of the checkouts, mostly at Netto. It was noticeable that a very large number of gateaux and cakes were displayed, whereas there were only two kinds of bread rolls and one white bread. Dark bread predominated, with approx. ten different varieties. Bread



© Izm

and bread rolls were only on the shelf on the back wall, but the confectioneries were located together with the snacks on the counter. The prices were in the normal to lower range, at

PLN 3.10 (approx. EUR 0.84) for a 400 g sunflower loaf, PLN 2.20 (approx. EUR 0.60) for a 500 g seeded wheat loaf known as "chleb oliwski" (named by Oliwa, a district in Gdansk), PLN 0.51 (approx. EUR 0.14) for a split roll and PLN 1.55 (approx. EUR 0.42) for a jam-filled donut. www.bagietka.pl

The **Piekarnia Cukiernia Cymes** bakery is sited in big chain stores. Three of the nine branches are in Tesco or Auchan, as is the bakery that was visited in the Auchan in Gdańsk-Migowo. Unfortunately it was not clear whether Cymes was located in Auchan's checkout area in the shopping center or in the Auchan itself, because both small shops sold their products anonymously. Whereas the area in front of the checkouts sold exclusively sweet baked goods such as donuts, sweet fritters and cakes, the bakery in the Auchan itself carried nearly ten kinds of bread and bread rolls to be taken on



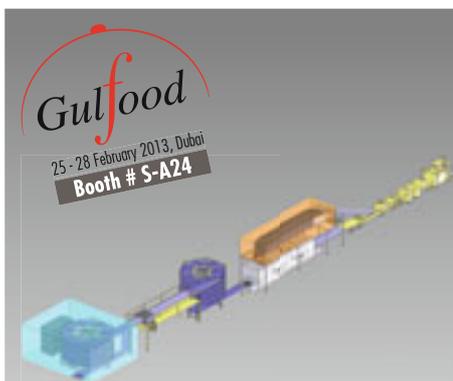
a self-service basis. Two sales staff stood behind the self-service counter and organized the restocking from the multi-deck oven. As expected, it was possible for favorable prices to be offered, for example, the Kaiser rolls at PLN 0.17 (approx. EUR 0.05) were unbeatable. www.cymes.com.pl

The **Piekarnia Kiedrowscy** (Kiedrowscy Bakery) is a bakery with six branches, two of them in Gdańsk. It also supplies the food retail and, for example, it advertises together with the discounters Netto and Biedronka and the Intermarché hypermarket on its home page. The location in Gdańsk-



Migowo had a single bread shelf in a small room, arranged like a self-service shelf. However, the products were not taken by self-service: a shop assistant stood behind the shelf front, took out the required baked goods and checked them out. The shelf contained a large selection of about ten white, mixed and dark breads together with ten different kinds of bread roll. There was also a selection of sweet baked goods such as donuts, small yeast pastries, sweet fritters and cakes as well as snacks, e.g. pizzas, hot dogs and baguettes. The room was kept simple, but in return the bakery scored through its cheap prices. For example, a white farmhouse loaf cost PLN 0.95 (approx. EUR 0.26) for 500 g and was thus the cheapest wheat bread in all the eight bakeries that were visited. The multiple offers were also unbeatable: Ten Kaiser rolls were offered at PLN 1.99 (approx. EUR 0.54). www.kiedrowscy.pl +++

ADVERTISEMENT



Pizza/Pita Line
From 900 Kg to 4.5 tons



Double Action Oven
40 to 160 sqm



Complete test production lines at your disposal



MECATHERM SA
F-67133 BAREMBACH - Tél. : +33 (0)3 88 47 43 43
info@mecatherm.fr - www.mecatherm.fr

THE **MECATHERM** GROUP

Manufacturer of ovens, machines and automatic production lines for industrial bakeries