

Power right from the beginning

METTE MUNK HAS AMBITIOUS GOALS – IN LESS THAN FIVE YEARS THE COMPANY WILL BECOME THE MARKET LEADER IN FROZEN DANISH PASTRY



✚ The chances of this are good because a new team with a lot of know-how and experience is available and committed to work.

Mette Munk is a dignified old lady. Its pedigree goes back to the monk's (Danish munk) mill founded in the Middle Ages in Odense, the ancient Viking harbor. The monks did not only mill the grain, they also produced bread. This was Mette Munk's operation up until the 1960s when the company as one of the first bakeries in Denmark invested in the market for frozen baked goods. Since then the company, which produces traditional Danish pastry for the b2b sector as well as packed round tarts for the retail trade has changed its ownership several times, with the Danisco Group being one of them. At the beginning of 2006, a Danish investment group acquired Mette Munk and they did the right thing by appointing a completely new management team with an established experience in the production of frozen dough pieces, in b2b

Mette Munk A/S

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activities and in the retail business. One person on the team is Claus Olsen, who before he joined Mette Munk, was Sales & Marketing Director at Munk's competitor Schulstad Frost. Olsen explains: "Located at the harbor, we have an excellent production and logistics environment. The new owners had defined their targets and provided the necessary investment funds. This way, we have everything we need to become an important global player in our market."

The concept is simple and clear: high quality products, low overhead costs. The organization is lean with the production taking place on lines. Currently, the existing Tromp line is being overhauled and automated. A new Rademaker line with an hourly capacity of approximately 1.5 kg/h is currently under construction with a daily product output of 8 t. By the end of 2007, the output should be up to at least 40 t/day. A number of employees still handle the raw material dosing and packaging of the finished goods, but this will all change soon. Automation is on the way and the number of staff members will correspondingly decrease.

Mette Munk is refraining from having its own sales force. The sales are handled on a multi-national level by brokers who must be the no 1 or 2 in their countries in order to work with Mette Munk. Currently the export share is 75% with plans to increase this share even more. The most important target markets are the US and UK, although continental Eu-



++ figure 1



++ figure 2



++ figure 3

rope is on top of the list compiled by Olsen and his colleagues. While the sale of tarts in retail shops is more specific for Denmark, development of the Danish pastry range is being highlighted, headed by the Maple Pecan Plait available in different sizes which is not sold under the Mette Munk brand but as a generic product which is common in the b2b sector.

Frozen dough pieces are, in general, supplied as pre-proofed products with the share of ready-baked products on the increase. "The authenticity of our products is the key to success," says Claus Olsen. "We take the best raw materials and produce premium quality. This makes us highly competitive compared to other Danish and international suppliers." The latest coup is a range of small, fine Danish pastries which are mainly intended for the food service sector. These Mette Munk products are available in selection-boxes.

The product development department has just expanded the dough piece range by introducing four more varieties: crunchy peanut, cherry choco, muscovado (brown syrup with vanilla sauce), and blueberry. All of them have the potential addiction qualities similar to the pecan nut pillow with maple syrup. The new varieties are available as Danish pastry dough pieces in standard sizes. In February 2007, new tools were added to the lines allowing the production of these four varieties in miniature size for the selections sector or the food service segment. +++

++ figure 1

Dough make-up at the existing line. It will be moved for the installation of the new Rademaker line

++ figure 2

Key product in the portfolio of Mette Munk is this filled Danish pastry with pecan nuts which is later topped with maple syrup

++ figure 3

The packaging is still done manually. In 2007, automation will replace manual labor

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