



*Aus Liebe zum Teig
Passion for Dough*



The start of a good day

What makes a good baker is revealed early in the day. At the breakfast table, to be exact. When your customers reach for your bread and your rolls, well, let's face it: you are a master of your trade... and very possibly a proud owner of a FRITSCH Special Bread Line. Our SBL's gently master even the soft dough of today's trendy pastry types, ranging from ciabatta and focaccia to white or seeded rolls and ovals. So let FRITSCH lend you a hand... a master

baker's hand. Make your bread and rolls completely free of separating oils, and in every conceivable shape and size. Punched, rolled or cut. Long or round. Coated or uncoated. With such quality and variety, it's no wonder that people reach across the table for your bread.

Ready to take part in the FRITSCH success story? Contact us for more information about our special bread programme.

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Let's go for it

Your feet are aching, your back is sore, your bag is far too heavy, the temperature is hot, there is too much noise, and there are too many people everywhere you want to be. People you want to talk to are not available when you want them or they keep you waiting for hours while they speak to others. Adding to that, hotel rooms are outrageously expensive and restaurants serve poor-quality meals at high prices. This is all irrelevant because we will meet again, in October, in Munich for iba, in Orlando for the next IBIE, and in Paris for the next Europain...

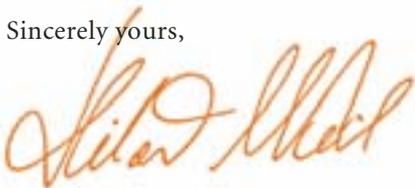
Do we have masochistic inclinations because we do all this time and time again? Of course not! But there is no place where so much detailed information can be gathered all at once other than at an exhibition. Here new trends can be recognized, new contacts established, offers and solutions compared and – to be honest – where else can you meet so many nice people and talk to them about technical issues?

Therefore, it will be well worthwhile coming to Munich this year. One of the trends that will be celebrated by all key companies is called “artisan” or the art of binding water in the dough for many hours, also to provide long proofing times, gentle make-up and still generate considerable hourly output rates. This trend started in Southern-Europe where despite the current concentration process which is being experienced within the baked goods industry there is nobody willing to sacrifice the traditional bread quality. It seems as if the manufacturers of traditional bread making equipment will seriously fight back against the manufacturers of dough band equipment who have intruded into their field. The reaction of the manufacturers of dough band equipment will be interesting to observe. The oven builders are following a similar course. All are approaching the traditional craft of baking again where products are initially baked at high temperatures for improved development of volume with subsequent heat reduction. They also make par-baked products; baked goods that are taken from the oven after crumb and crust have been stabilized by the high temperature. Incidentally, the term “par-baked” – or “pre-baked” as European bakers prefer to call these products – means baking to 90-95% completion. This reduces the final prep stage and makes it easier and more manageable for the unskilled baking staff in shops and restaurants.

Well, there will be a lot to see and to experience, and it will all be worthwhile despite the hassles we have to endure.

See you in Munich.

Sincerely yours,




++ Hildegard Keil, editor-in-chief
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are always appreciated:

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