

Cookies and more

COPPENRATH FEINGEBÄCK GMBH IS A GERMAN BAKING COMPANY WITH AN OUTPUT OF ABOUT 18,000 T BAKED GOODS PER YEAR



“Since 1962, we have been producing artisan cookies on an industrial scale,” explains Andreas Coppenrath (44). For him the company is still a family-owned enterprise and not an anonymous industrial company. Over 200 years it has evolved into a prosperous company, from a small country bakery. It is now the sixth generation of this family which manages the baked goods production. The Coppenrath family seems to have baking in their blood. Andreas Coppenrath’s uncle Alois Coppenrath is well known as the “king of ice cream cakes” in Germany with his Conditorei Coppenrath & Wiese GmbH & Co.

Export as a growth market

During peak times, up to 120 t of baked goods are shipped out on a daily basis. The Coppenrath Feingebäck Company delivers their products all over the world. “Our export share is about 28%,” reports the managing director. Specialist German cookies, tarts and baked goods are exported into 43 countries. According to Coppenrath, growth potential and the trend towards European-style baked goods can be seen in particular in South-America and Asia. The company – certified according to International Food Standard (IFS) and British Retail Consortium (BRC) – supplies its products to

food retail stores and sells them also under private label and serves other companies with semi-finished products such as chocolate chips and cookie pieces for further processing.

Niche products

In the past two years the company has grown at the two-digit range. “We are successful because we offer flexible niche products,” says Coppenrath. With about 120 recipes, its own product development department and excellent service, the company is capable of responding quickly to the customer’s requirements. “For me the differentiation from our competitor is key, in particular in the packaging design and the premium quality of raw materials and finished goods,” explains Andreas Coppenrath. No flavorings are used in the production which sets the products apart from cheaper goods which are available on the market.

Production and projects

The company relies on flexibility in the production process as well. The first stage of production is eight 40 ton outdoor silos for wheat flour and sugar. The ingredients are metered and weighed by equipment made by Reimelt GmbH, Röder-





mark, Germany. A total of nine Wendel mixers by Diosna Dierks & Söhne GmbH, Osnabrück, Germany, serve the production lines. The special shapes of the mixing tools, (Wendel) ensure that the chocolate chips or nuts in the dough are not crushed – this is the real advantage of this plant. “If you want to produce a Mercedes, you must have proper Mercedes plants” – This is the company’s philosophy and explains the high-quality equipment which has partly been designed by the company itself. Due to the two-shift operation, all equipment has to work reliably and be sturdy. Flexibility and quality are the most important features for mixers. Each of the mixers is equipped with mobile bowls which can produce and store a sufficient amount of dough for an uninterrupted production.

Two Diosna Premium Wendel Mixers WV A Automatic including PLC are the latest features of the production line. The maximum batch size is 400 kg dough. The stainless steel mixers are automatically loaded with solid and liquid raw materials. Two spiral-shaped mixing tools (Wendel) make sure that the dough is mixed very gently. After the mixing process, the automatic snap-on feature releases the bowl with the dough. The operator fastens the bowl to the Diosna bowl lifter/dumper and the dough is transported to the production line. Maintenance for the mixers is required every six months. During vacation close-down, the production stops and all necessary maintenance and repair work is carried out.

The managing director relies on equipment with identical design within the entire production. “Our ovens and shaping units are very similar. This allows a product change-over time of 15 minutes on average because many parts are easy to exchange and because my staff is familiar with the equipment,” says Coppenrath. The father of two is happy to see the seventh generation grow up and always invests as much in his company as possible so that there is still the chance to expand the production. Even though the largest growth potential will probably be abroad, the growth figures in Germany are also key for Andreas Coppenrath. +++

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