

Glockenbrot will start in Bavaria in 2010

AT THE BEGINNING OF NEXT YEAR, THE NEW GLOCKENBROT FACTORY IN BAVARIA WILL START OPERATION. THIS WILL RESULT IN A REORGANIZATION OF THE SUPPLIERS STRUCTURE IN SOUTHERN GERMANY



+ In early May, the topping out ceremony for the Bavarian production site of Glockenbrot took place in Bergkirchen near Munich. The ground breaking ceremony was last October; the production will start early next year with the production capacity already expected to be used to its full. Around the clock, six large bread lines and several smaller lines for small baked goods and fine bakery wares will then be operating in the facility. Customers to be supplied from Bergkirchen will include all REWE, Penny and Toom markets in Southern Germany which all belong to the REWE Group. Glockenbrot is a subsidiary of the international REWE Group trade company with headquarters in Cologne. Currently it has production sites in Frankfurt and Bergheim. The turnover amounts to more than 150m Euros. Currently 1,100 supermarkets and 250 of its own sales shops in all of Germany are supplied with products from these two locations. The new production facility in Bergkirchen will cost about 80m Euros. 400 people will work there. Technically, the facility is equipped with advanced technology provided by suppliers that have already proven reliable at the other locations. The baguette line comes from Mecatherm; the ciabatta line from Gouet. Benier and Miwe supply the line for the production of rustic shop bread while Kaak is building a toast bread line, a multi-click line and a line for panned bread. Already on site is Alfred Müller, designated production manager for the start up phase. He is making sure that the factories in Frankfurt and Bergkirchen will be parallel plants in every respect. The position of production manager for the time after the commissioning period has not yet been filled. Already appointed are Dr. Udo Martens as plant man-

ager and Dipl.-Ing. Gerhard Ruhland as technical manager. Both do not have to be relocated because they formerly worked for Müllerbrot in Neufahrn. This company will probably be the one suffering the most from the presence of Glockenbrot in Southern Germany. According to rumors, Müllerbrot owner, Klaus Ostendorf has declined an offer to sell his company to the REWE Group.

During the design phase, much attention was laid on an integrated energy concept. The new factory will get its heat via long distance lines from a power plant about 1 km away. Water for cooling will come from three wells and will return after use.

Guido Siebenmorgen, Manager Production at REWE Group Cologne, explained on the occasion of the topping out ceremony that the REWE Group was demonstrating its commitment to expanding its vertical competency with the erection of its ninth production facility. Earlier this year, Glockenbrot acquired the craft bakery, Rothermel with 72 sales outlets and a turnover of about 16m Euros. This bakery is located in Oestringen near Stuttgart. According to Siebenmorgen, the purchase of Rothermel was another building stone in the long term vertical strategy of the REWE Group which was established by the strategic purchasing department of the corporate group. At that time, Siebenmorgen reported, "With this acquisition, we are consistently expanding our position in the production field, and we will gain more baking shop competence for our REWE supermarkets." Bread and baked goods in Germany are a strong field for differentiation in which the group is about to expand its own production. +++