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Cold successes

Nothing has revolutionized the market for baked goods more than the opportunity to separate time of production and time of consumption by freezing the products. Worldwide, 75% of all baked goods are still consumed fresh, but the figure is shifting due to frozen products technology. While capacities in the market for fresh baked goods are being reviewed and streamlined, the frozen goods capacities are constantly expanding. This is very obvious in Europe where currently enormous frozen storage capacities for small bakery items, baguettes and breads with a piece weight of up to 300–400 g are being built. The lines currently under construction have hourly performances between 12,000 and 30,000 pieces and they will operate around the clock. This also is the beginning of a new phase in price competition and one may wonder which markets will absorb this avalanche of products in such a short time. However, it seems that the producers are very confident that the consumer will still and in even higher numbers change from the bakery outlets to the supermarkets for their bread purchase and that the out-of-home market will also grow with all its segments from food service to coffee shops and staff canteens. I have to admit that facts and trends point in this direction.

It is not only the market for bread and small bakery items that changes with the frozen goods technology's influence as Danish pastries are already the domain for frozen goods producers and most of the muffins, cookies and brownies that the consumers buy have already been previously frozen, even if most of the consumers do not know that.

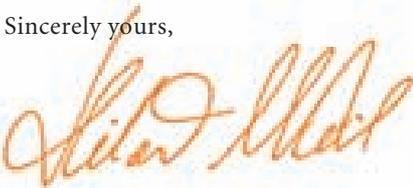
The trend towards frozen products does not even stop when it comes to the art of pastry making, take gateaux for example. In Germany, the taste of a gateau is already compared with the experiences of eating frozen gateaux, since hardly any consumer knows how a freshly made gateau really tastes. The United Kingdom with its vast product ranges is a paradise for fans of frozen gateaux. In Russia, a new economic sector is just being developed, the frozen gateaux industry.

Frozen baked goods do not just change the way of production, they also change the markets. In general, frozen products can be produced by the industry in a much better, more uniform and clearly cheaper way than any craft baker could do. Whether the products are also of a better quality is dependent on the respective investment in raw materials and processes. Frozen products – as any other product – can not have a better quality than the quality of the raw materials and the machines used to make the products. Frozen products are not just a frozen variant of a fresh product, they are their own species. They require appropriate raw materials, technology, equipment and last but not least specific quality assurance and control measures.

All this is available and constantly maturing. Finally, the frozen baked goods production has reached adulthood. Technology and equipment are dynamically evolving; the latest state-of-the-art designs will hopefully be presented in October in Munich.

Hoping to meet you there.

Sincerely yours,




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

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