

Dumplings for the Czech Republic

IN 1990, MILAN SVOBODA STARTED HIS OWN BUSINESS; HIS EMPLOYEES PRODUCED DUMPLINGS IN A SMALL GARAGE. TODAY THE ENTREPRENEUR CLAIMS TO HAVE THE LARGEST DUMPLING PRODUCTION IN THE CZECH REPUBLIC



© Svoboda

+ Dumplings are an important ingredient in Czech cuisine. The dough balls can be used as main or side dishes or in soups. They are also a favorite sweet dessert when filled with nougat or a fruit preparation. One of the largest dumpling producers in the Czech Republic is Milan Svoboda. The General Manager of Svoboda GmbH, headquartered in Blučina, Czech Republic, started his entrepreneurial work right after the breakdown of socialism in 1990. Firstly, he looked into the production of wine enriched with carbon dioxide and with a staff of 15 he pro-

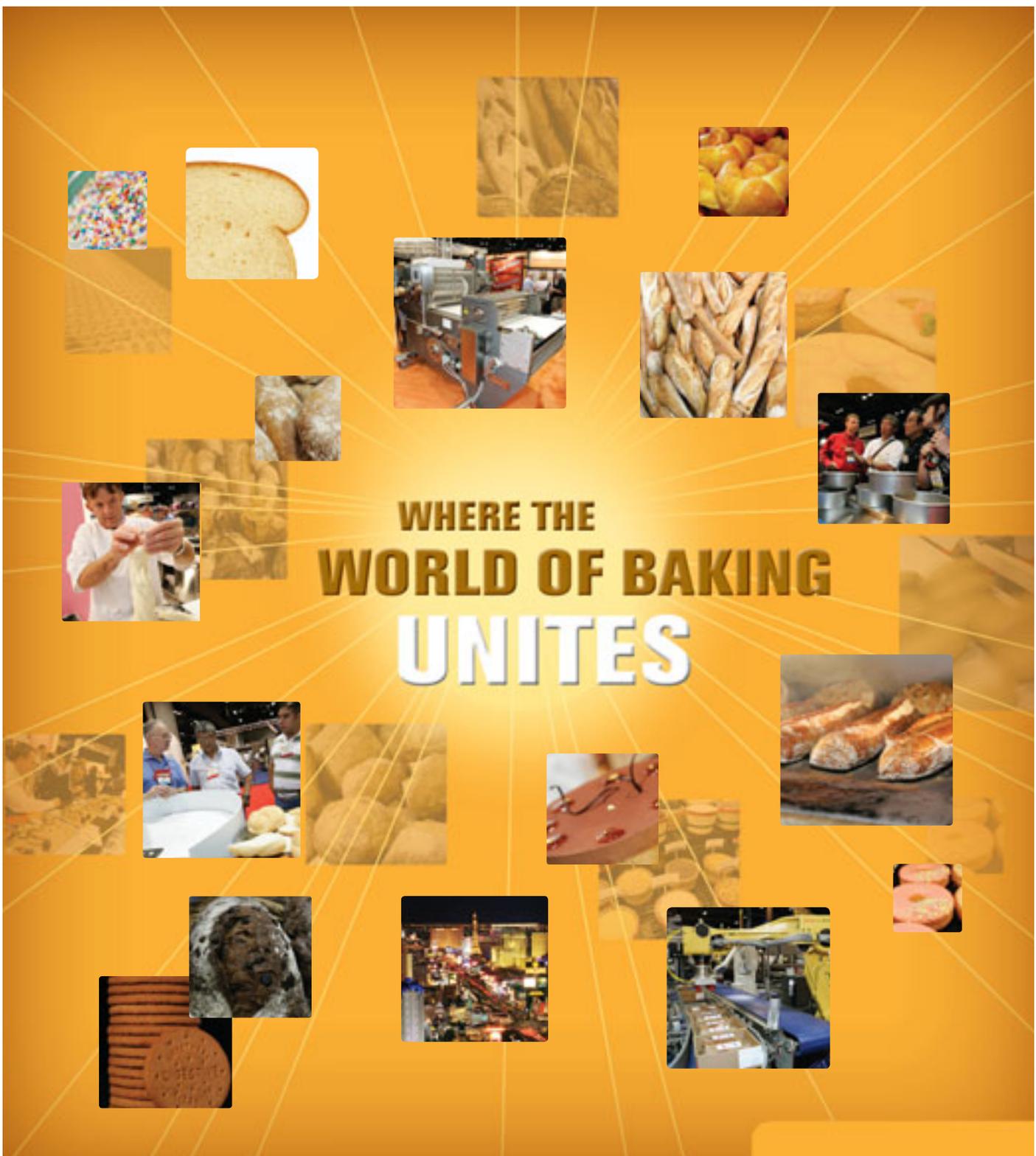
duced the so called “bubbly wine”. However, following a fault in production, Svoboda had to compensate one of his clients for damages and the enterprise went bankrupt in 1991. In 1993, Milan Svoboda started the production and distribution of a range of homemade dumplings for the food retail trade. The production started in a small garage. The business flourished and the production moved into a small house that had been rebuilt into a production facility. The requisite machines and equipment came from the liquidation trust of socialist companies. ▶



© Svoboda

Milan Svoboda

Milan Svoboda was born on 2 August, 1938 in Blučina. He started as a car mechanic and then attended the Agricultural College in Klobouky. In the 1970s, he studied law at the University of Prague. Today, he is an entrepreneur and operates the largest dumpling production company in the Czech Republic. +++



WHERE THE WORLD OF BAKING UNITES

THE MOST IMPORTANT BAKING EVENT OF THE YEAR.

The International Baking Industry Exposition (IBIE) is the largest, most comprehensive event of the year, attracting world-class companies from around the globe and across the grain-based food industry. Known internationally as the Baking ExpoSM, IBIE provides the full range of equipment, supply and ingredient solutions. Be here to connect with prospective business partners, increase world-wide market share and keep up with consumer trends that affect the global marketplace.



Join IBIE's International Buyer Program by contacting your local U.S. Embassy or Consulate or visit www.IBIE2010.com for international visitor information, travel tips and a Visa application.

INTERNATIONAL SPONSORS:



IBIE[®]
INTERNATIONAL BAKING
INDUSTRY EXPOSITION

SEPTEMBER 26-29, 2010
LAS VEGAS, NEVADA USA
LAS VEGAS CONVENTION CENTER





© Svoboda



© Svoboda

In 2002, the company invested 38m CZK (about 1.5m EUR) in a new production hall. With this expansion, the capacity grew by about 200%. In the same year, the company was certified according to ISO 9001 and ISO 14001. “Since 2003, our sales have always exceeded the 100m CZK mark (about 3.8m EUR),” explains the General Manager. A staff of 97 produces fresh dumplings, packed and chilled, with a shelf life of up to 10 days. The products are available in several categories: proofed products, potato products, fruit products and special products. “Even though our product range was well acknowledged on the domestic market, there was the strategic necessity to produce frozen meals with a shelf life of one year and longer alongside the fresh products,” explains Svoboda. As a result, the entrepreneur started a production line for frozen products in 2004. In 2008, the next investment was made – a continuous production line with a capacity of 3,000 dumplings per hour.

Continuous growth

“There is no comparable production line in the world,” Svoboda explains enthusiastically. The General Manager himself came up with the idea of a fully automatic dumpling make-up line. The line was built by Diosna and Werner and Pfleiderer. All steps are fully automatic – from dough division and heating chamber, where the dough rises, to the

steam bath, cooling and packaging stations. The increasing demand for dumplings could be finally met, in the second half of 2008, as a result of this line. However, with the demand still skyrocketing, the company would have had to have expanded the capacity of the existing raw materials storage and the cool storage facilities and so Svoboda decided on the building of a second, new production hall. All experience gained thus far was considered for this project. Construction started in May 2009 with the new hall being completed at the end of that year. With this “cold” production facility, the company has also extended its portfolio and frozen puff pastry, dough for Linzer tart, vanilla crescents and chilled pizza are produced on a Rondo line.

Today, the supermarkets AHOLD Czech Republic a.s., Plus – Discount s. r. o., SPAR Česká obchodní společnost s. r. o., TESCO Stores CZ a. s. and Maktro Cash & Carry ČR all offer the chilled dumplings. Added to that, the company also serves a number of restaurants, hotels, b+b’s, hospitals and small retailers in the Czech Republic. Among the Slovakian customers are the companies PRIMA ZDROJ holding, a.s and METRO Cash & Carry Slovakia s.r. o. The baked goods are delivered by the company’s own 46 small trucks via an external forwarder. Svoboda plans to offer his products beyond the Czech and Slovakian borders in the near future. +++



© Svoboda



© Svoboda



WP BAKERYGROUP



tammen.de

Cooling. Fast. Efficient. Aromatic.

Machines for the entire bakery process. Cooling for more flavour and with less energy consumption. Secure in the knowledge of attaining identical results again and again. Your dough in the best hands. wpbakerygroup.com



think process!

