



- ASTec lines:
- easy to clean
 - easy to maintain
 - easy to inspect



Our Lines – Your Safety



RONDO is aware of the importance of food safety. Therefore our ASTec lines comply with international hygiene standards. You benefit from our pioneering hygiene concept: For example, during your next audit, with programmed hygiene protocols and documentation of the steps of the cleaning process. www.rondo-online.com

Disquiet in Europe's baking markets

What's going on in good old Europe? The baking industry in almost all countries has been gripped by a disquiet that is by no means attributable solely to the economic crisis of the past few years. More companies are being sold than ever before, both in the baking industry and in the supplier industry.

It's hardly due to the end consumers, since bread is still being eaten. The gentle decline has been visible constantly for decades, and there have been no dramatic changes in the recent past either. And different types are being eaten. The French no longer eat exclusively baguettes, they also eat English toast bread, Scandinavian crispbread and German brown rye bread. Maybe the place where consumers eat baked goods is also changing. It's no longer necessarily the domestic dining table around which the whole family eats meals together, instead it's the baguetteria, the coffee shop, the bakery or simply "on the go".

No, consumers are not the cause of the unrest in the market. On the one hand it's the producers, who are starting to manufacture on an industrial scale product qualities previously regarded as "artisan" and thus expensive in large quantities and therefore at costs on the same level as present-day mass-produced goods. The other players who are driving this development are the supermarket chains, who are entering the market for fresh, unpacked baked goods on a massive scale and want to have precisely these high-quality mass-produced products because through them they are able to very quickly and convincingly distinguish themselves favorably from the real small artisans and take over the market.

The ones who are suffering due to this development are those medium-sized businesses who previously earned their money by supplying the retail to a limited extent with high-quality artisan goods and were thus also able to ask a good price for them. If artisan products become mass-produced goods, the top dog will be the one who can also manufacture in large volumes and will then oust the medium-sized specialists. However, these medium-sized businesses are also the core business for the upstream suppliers. They own capacities which they use for only a few hours each day, whereas large-scale businesses utilize their capacities 24/7, and in relation to investments have a better position of strength towards suppliers who are smaller than they are themselves. Medium-sized companies spend money on precursor products from the baking improver industry. The larger an industrial baker, the more it is worthwhile for him, instead of buying precursor products, to buy himself only those active ingredients that they contain. This is the point where one stage in the added value chain is just starting to notice its own demise.

It's not surprising that this is causing many to think about quitting, and there's a large amount of capital in the market that would be very happy to share in the profits from these large structural changes. It will be interesting to see who really does achieve this aim.

Yours sincerely,



++ Hildegard Keil, Editor-in-Chief
Your comments or suggestions are always appreciated:

phone: +49 40 380 94 82
email: keil@foodmultimedia.de



CSB-System
INTERNATIONAL

The business IT solution
for your entire enterprise



Success is a
matter of system

VISIT US!



Hall 7
Booth C050-D051
5-9 October 2013
in Cologne, Germany



Hall 1
Booth J48
19-22 October 2013
in Stuttgart, Germany

Faster.
More reliable.
More productive.

Across the globe, successful bread and bakery companies choose the CSB-System. Increase your competitiveness with our turnkey IT solutions.

Your benefits:

- Optimally pre-defined processes
- Integration of all industry requirements
- Fast ROI through short implementation times

Scan the QR code
for more information!



CSB-System AG
An Fürthenrode 9-15, 52511 Geilenkirchen
info@csb-system.com
www.csb.com