

# Swiss products abroad

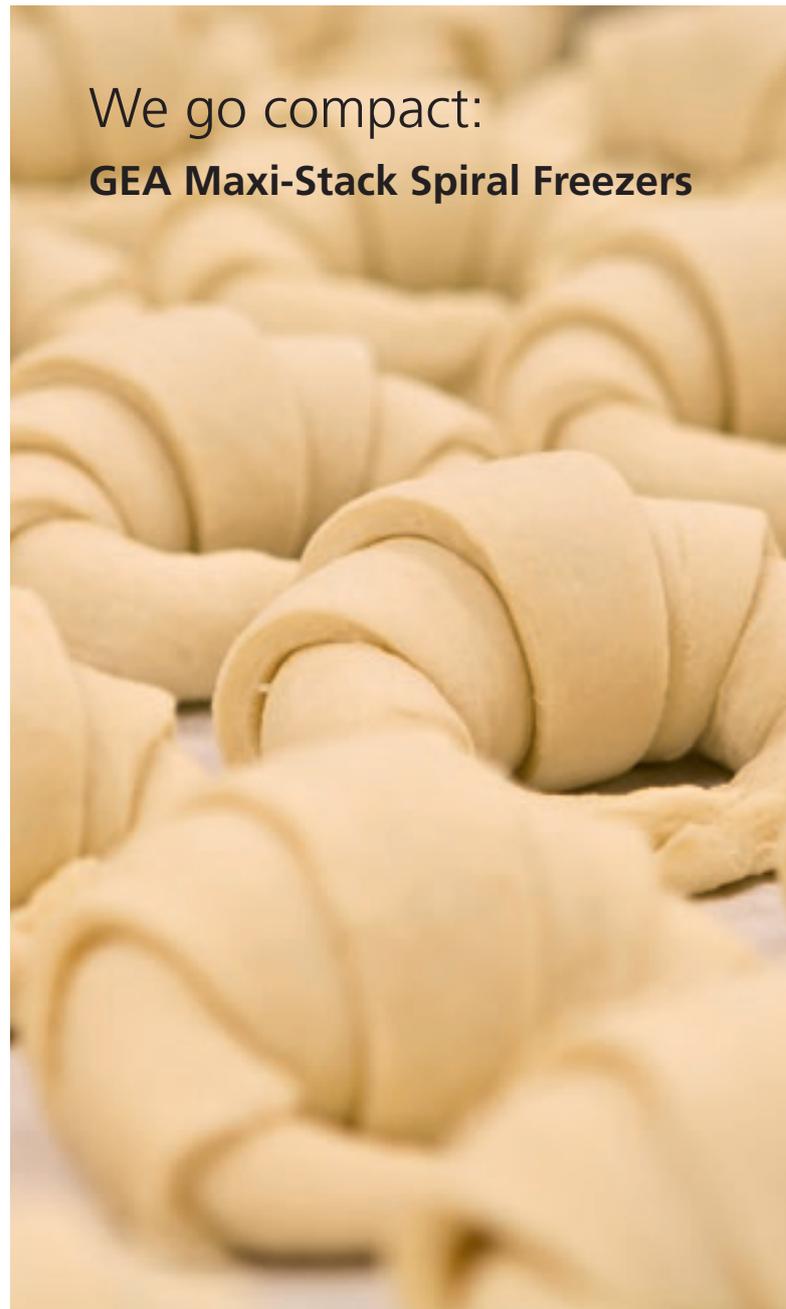
SWISS PRODUCERS TRY TO ESTABLISH THE “SWISS QUALITY” AGAIN

**+** Anyone who has been in the industry for some time will recall that the Hiestand brand belonging to Hiestand Holding AG, Lupfig in the canton of Aargau, was once synonymous with quality because the founder Alfred (“Fredy”) Hiestand presented it and himself as a Swiss brand: believable, high-value and with reliable quality.

Hiestand has now become a general store with products of various origins and qualities, whose parent company is traded on the Zurich stock exchange. No one associates Swiss quality with it any more. Jowa AG, Volketswil, the bakery subsidiary of the big Swiss retail business empire MGB, the Migros Genossenschaftsbund, Zurich, is trying to win the place that has become free. Last year it tested the German market by presenting its branded range of gluten-free frozen products, Huttwiler glutenfree, at the trade fair Internorga: a sensation in terms of quality, and usable in a bakery because they are offered in bake-proof bags that can be baked off in any oven without the products being contaminated with gluten, and also in a range of products that leaves hardly anything more to be desired.

This “vanguard” is now being followed by the “cavalry”. Jowa itself, together with its German distribution partner *delice & friends GMBH*, Bensheim, who call themselves in the subtitle “Swiss food service”, is presenting bread, small pastries and small baked goods, pastas, patisserie and snacks “in best Swiss quality” at the Internorga, as the announcement promises. Not only is the product range wide, the target group is as well. With a stand in the traditional bakery hall 6, the Swiss targeted not only the local craft but also franchise chains, coffee shop operators etc. It is clear from a second stand in Hall 1 that in future the Swiss will also put in an appearance at other “theatres of war”. They are coming not only with baked goods but also with an entire store concept, specifically matched to the needs of bakery shops. In addition to the product range, bakery shop operators can choose from a building kit the kind of technology, product presentation and service they want to order. The product range comprises savory grilled focaccias ready topped in various flavors, as well as a “rascal stick with bacon” and sandwiches. The hot snacks can be heated up ready to eat within 60 sec in an Atollspeed from the Austrian machine builder Kolb. Incidentally, according to the Atollspeed GmbH, Meiningen, Vorarlberg, Austria, the idiosyncratic name Atollspeed conceals not a frenzied riff but “a hybrid oven that combines hot air, impact heat and microwaves”. +++

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