

Set to expand

FRENCH BAKERY COMPANY NEUHAUSER EXPANDS INTO MOSCOW, LE CROBAG SUBSIDIARY TESTS NEW FORMAT IN GERMANY AND WORLDWIDE SALES ARE BOOMING



✚ It will take place in October. The first Le Crobag shop will open in Moscow in the brand new terminal 3 of the international airport, Scheremetjewo. Exclusive partner is the Russian Trianon group which is already the exclusive distributor for Neuhauser's baked goods in several supermarkets such as Metro, Auchan, and Seven Continents in the Russian capital. Laurent Bour, export director at Neuhauser explains: "The sales figures for Moscow are fabulous. The consumers love French specialties and they appreciate the quality of our products which are proofed and baked on site."

These are perfect requirements for a successful start of the quick service chain, which will begin in October as Le Crobag, a name already very successful in Germany. Three test shops will be opened in Moscow prior to the final decision on how and whether this format will be further developed in Moscow and if in the medium-term a production facility should be built in Russia to serve this market. Currently, the entire product range sold in Moscow is being transported by trucks from France to Russia.



Le Crobag is a quick service chain which started in 1981, in Germany, and which has now expanded to more than 120 sales outlets. The small bakery shops are mainly located at railway stations. Their product range comprises of freshly baked baguettes with lots of toppings, croissants, pastries filled with apples, cinnamon rolls and beverages as well as the traditional French baguette for take-away. With this chain alone, Neuhauser generates sales of more than 50m Euro in Germany. In May 2007, Le Crobag expanded its operation by opening the first City Shop located in downtown Bremen, in Germany. According to the company's press release, the new "Food and Coffee Spot" – as the shop is called – offers lots of seating inside and outside. The product range is broader than in the quick service stations. Next to the standard products, they also offer quiches, salads, hot bagels with beef or poultry and original French Ficelles, thin 200 g baguette sticks with a crispy crust. The beverage range has also been extended to bistro level and now includes next to coffee and teas other specialties such as "Prosecco" sparkling wine and similar drinks. The French Neuhauser Group is considered to be the largest producer of frozen baked goods in the world. Last year's sales volume amounted to more than 260m Euro, based on prices ex works. However, this is not all of it. In addition to the 12 production units in France and one in Lisbon, Neuhauser also owns Culinor, the largest food service distributor ▶

Production units in France**Aubignan**

- + Raw bread and baguettes
- + Par-baked bread and baguettes

Belley

- + Raw bread and baguettes

Bréal sous Vitré

- + Milk rolls
- + Brioches and briochettes (round mini brioches)
- + Mini-Chinois

Folschviller

- + Raw bread and baguettes
- + Raw special bread
- + Par-baked bread and baguettes
- + Artisan stone baked bread

Forbach I

- + Tarts and savory products

Forbach II

- + Semi-finished range

Fürst

- + Unproofed croissants and pastries
- + Pre-proofed croissants and pastries
- + Par-baked bread and baguettes
- + Milk rolls
- + Brioches and briochettes (round mini brioches)
- + Chinois cake

Maubeuge

- + Raw special bread
- + Artisan stone baked bread
- + Raw brioche
- + Artisan stone baked brioche

Nancy

- + Artisan stone baked bread

St. Quentin

- + Raw bread and baguettes

Strasbourg

- + Raw croissants and pastries
- + Pre-proofed croissants and pastries
- + Par-baked bread and baguettes
- + Brioches

Troyes

- + Raw croissants and pastries

Production units outside France**Lisbon**

- + Par-baked bread and baguette
- + Pastel de Nata +++

VULGANUS

S P I R A L S

Clearly the best choice

ARCTICLINE

- for rapid cooling or freezing
- up to 14 days of continuous production

TROPICLINE

- for controlled proofing
- revolutionary humidifying technology

CLEANLINE

- for clean air cooling with extreme hygiene
- extremely long shelf life for products without preservatives

SOFTLINE

- for natural cooling
- cost-effective, space-saving solution

STERILINE

- for improved hygiene
- reliable washing results throughout the spiral system



© Michael Hlle 2007



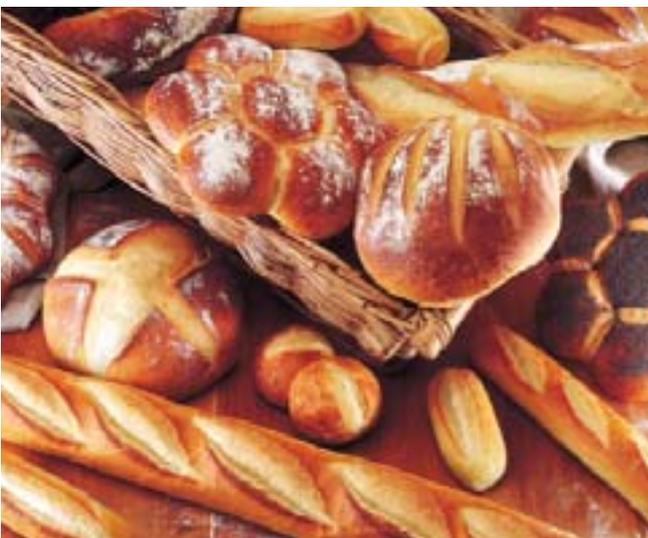
© Neuhauser

for baked goods in Norway, the Le Crobag chain in Germany and eight “Bread & Rolls” discount bakery shops, the distribution company Boulangerie de France in the Netherlands as well as the distributor BMI Ibérica in Spain.

On June 1, 2007, Neuhauser took over the brand and production facility “Delice de la Tour” in Maubeuge, producing products without additives. Sourdough and long proofing times, as well as baking in stone-plate ovens are the secrets behind the success of these products.

The success story of Neuhauser started in the 1970s with the “invention” of the frozen baguette. Since then, the product range has been continuously expanded. In the meantime, it comprises about 500 articles including format and weight variations. The products are divided into eight groups:

- + Unproofed dough pieces, predominantly baguettes and croissants
- + Pre-proofed frozen dough pieces
- + Par-baked frozen products
- + Artisan breads baked in stone-plate ovens
- + Raw fine bakery wares, so-called Viennese products
- + Par-baked savory snacks
- + Tarts and cakes, ready to eat
- + Retail packs – private brands for retail and food service companies



© Neuhauser



© Michael Hlle 2007

Two thirds of the company is owned by the Neuhauser family and one third by Grand Moulin de Strasbourg and it is constantly growing. Recently, a new line for individually wrapped mini-Chinois cakes was opened in Bréal sur Vitré and another line for stone-baked baguettes in Lisbon. In April 2008, another plant will start operation in Strasbourg, which will first produce high quality stone-baked baguettes and later another line for croissants will be added followed by a line for Viennese products. For this location alone, the investment will be more than 30m Euro. Two more production units in Western France are also being planned.

Bour: “Efficient production is the key to success in this fast-paced market. Therefore, by our calculation, a production line needs to be completely replaced after five years which allows us to always produce with the latest state-of-the-art technology”. This policy is made possible by the owners who are set on long-term development and do not look for short-term dividends. This approach is successful as the growth figures show. Predominantly in the international business, there are two-digit growth rates.

The products from Neuhauser are available on every continent. Neuhauser exports its products to 54 countries, worldwide. There is no end in sight to their expansion. +++

baking+biscuit international

f2m

Biscuits ++ Cakes ++ Cookies ++ Wafers ++ Snacks

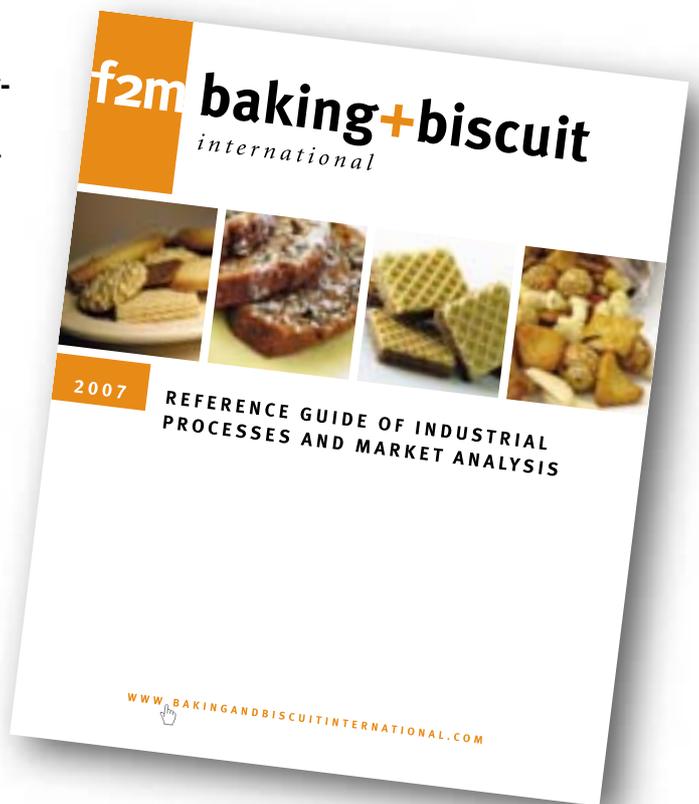
❖❖❖ **2007 Reference guide of industrial processes and market analysis**

This special edition of **baking+biscuit international** focuses on pastry and snacks in European markets. It covers everything from raw materials to production technology, from market analysis to case studies, providing in-depth information on the European manufacturers' scene.

Publication date:

September 20, 2007

Price: 30 Euro/copy + postage and handling



*This special edition is included in the subscription of **baking+biscuit international***

f2m food multimedia gmbh

Behnstr. 61 · 22767 Hamburg · Germany · Phone: +49 (0) 40 39 90 12 27

Fax: +49 (0) 40 39 90 12 29 · E-Mail: info@foodmultimedia.de

WWW.FOODMULTIMEDIA.DE

