

Where the retail bakes itself

THE FOOD RETAIL OWNS ITS OWN BAKERY ALL OVER EUROPE. THE FOLLOWING ARTICLE GIVES AN OVERVIEW ABOUT THE CURRENT OFFERS



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+ The food retail in Europe operates its own bakeries – that's not new. The most extensive and probably also the oldest example of this are the two Swiss retail groups, Migros (Migros-Genossenschafts-Bund, Zurich) with its bakery subsidiary JOWA AG, Volketswil, and the Coop Genossenschaft in Basel. They maintain a system consisting of large bakeries that supply markets in particular regions with fresh and to some extent frozen goods, and in-house bakeries that produce an additional product range on the spot at selected locations. Migros also operates a special site where gluten-free products are manufactured and go to resellers throughout Europe under the Hutwiler brand.

The retail group Mercadona S.A. in Tavernes Blanques, Spain, has for a number of years consistently operated a system to supply itself with the most important baked goods that are bought in Spain and are regarded by consumers as an indicator of the retail group's entire price level. Nine factories

distributed across the whole country manufacture bannons and baguettes. The BonArea retail chain (Grup Alimentari Guissona), which has a factory it calls its own in Guissona, is now also following a similar path.

Intermarché (ITM Alimentaire International) in Bondoufle, France, is the only large French retail group that maintains its own bakeries. Most of the factories involve green or pre-baked breads and baguettes, partly baked on stone, and also viennoiserie. However, Intermarché also manufactures toast bread and zwieback itself, which makes it almost a complete self-supplier. On the other hand the British retail giant Wm Morrison Supermarkets plc in Bradford largely limits its in-house production to toast and other bread varieties.

The two Dutch retail groups Hoogvliet BV, Alphen aan den Rijn, and Vomar Voordeelmarkt, Alkmaar, both of which maintain a bakery of their own, both limit themselves to main products on the fresh baked goods shelf such as particular

breads and bread rolls, which are supplied to the markets several times a day.

The Austrian retail group M-Preis GmbH in Völs belongs to the Mölk family, which also operates a successful Bistro chain called BAGUETTE Bistro-Betriebs GmbH. Its own bakery in Völks supplies fresh baked goods to both marketing routes. Norway's two biggest retail groups, NorgesGruppen ASA, Oslo, and the Reitangruppen AS, Trondheim, also supply their discount markets and supermarkets, kiosks, convenience shops, filling stations and restaurants with fresh and frozen baked goods from their own production units.

The involvement of the retail in Germany in its own baking operations varies. The latest entrant is the discounter group Lidl Stiftung & Co. KG, Neckarsulm, which has built a factory near Aachen intended mainly to supply frozen goods to the baking stations in its own stores. The head office already announced massive capacity expansions even before the first lines had delivered the first bread rolls. Rewe (REWE-Zentral-Aktiengesellschaft, Köln) and the Edeka Group (EDEKA ZENTRALE AG & Co. KG, Hamburg) also own their own bakeries. Rewe became involved with its former supplier Glockenbrot Bäckerei GmbH & Co.oHG, Frankfurt am Main, in the late 1980s. The main works in Frankfurt supplies to Rewe, toom and Penny markets in the Rhine-Main region, in Rhineland-Palatinate and in the Saarland. A second factory was built in Bergkirchen near Munich in 2010 and supplies its own markets in Bavaria and Baden-Württemberg. Edeka, Germany's biggest retail group, is at the same time a very versatile bakery business. More precisely, there are several regional wholesale companies which as a rule welcomed their own production operations by taking over artisan bakeries and have to some extent expanded them to an industrial size. For example Edeka Minden-Hanover owns several production facilities that operate branches and check-out area shops under the Schäfer's

(Schäfer's Brot- und Kuchen-Spezialitäten GmbH, Porta Westfalica) and Thürmann brands. The wholesale company is currently making efforts to divest the branches to independent retailers and to retain only the production itself. The people in Minden also plan to expand their factory in Osterwedding near Magdeburg into a frozen goods factory that can supply the bake-off stations. Edeka Wholesale North operates a bakery in Hohenweststedt in the state of Schleswig-Holstein that operates branches under the name Dallmeyers Backhus GmbH in the check-out areas of Edeka markets. Edeka Southern Bavaria owns the industrial bakery Backstube Wünsche GmbH in Gaimersheim near Ingolstadt, which operates branches in Edeka markets. The bakery Büsch GmbH in Kamp-Lintfort belongs to Edeka Rhine-Ruhr and operates free and dependent branches in Edeka check-out areas. Finally, Edeka South-West has combined its involvement in the baking industry under the K&U bakeries (K&U Bäckerei GmbH) heading. The production operations K&U in Reutlingen, Schwarzwaldbrot in Neuenburg/Rhine and Bäckerbub in Mannheim belong to this.

In addition to these retail companies operating nationally, regional retail groups have now also acquired their own bakeries. For example Wasgau AG in Pirmasens, which is majority-owned by Rewe, supplies the counters in its markets from its own production facilities. The same is true for the tegut Group (tegut... gute Lebensmittel GmbH & Co. KG) in Fulda, although their markets now belong to Migros in Switzerland, whereas the Herzberger bakery (herzberger bäckerei GmbH, Fulda) has remained in the ownership of the Gutberlet Foundation. The food wholesaler Bartels & Langness (Bartels-Langness Handelsgesellschaft mbH & Co. KG) in Kiel took over the Steiskal chain store operator (Bäckerei Steiskal GmbH & Co. KG) in Kiel in 1996 and the chain store operator Dat Backhus (Dat Backhus Heinz Bräuer GmbH & Co. KG) in Hamburg in 2012.

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++ table 1: Retail companies in Europe that operate their own bakeries									
Company	Country	Marketing channels			Fresh	Frozen	Brands	Main product	Production sites
		Shelf	Own branches	Baking stations in market					
Bartels & Langness	Germany		Check-out zones and free branches		•		Dat Backhus, Steiskal	Bread, bread rolls, fine pastries, confectionery	Hamburg, Kiel
BonArea	Spain	•			•			Bread and baguettes	Guissona
Coop	Switzerland	•	In-house bakeries	•	•	•		Bread, bread rolls, fine pastries, confectionery	7 industrial bakeries, 30 in-house bakeries
Edeka	Germany		Check-out zone and free branches	•	•	•	Schäfer's, Thürmann, Meffert, Wünsche, K&U, Schwarzwaldbrot, Bäckerbub, Ecker, Dallmeyers Backhus, Büsch	Bread, bread rolls, fine pastries	Porta Westfalica, Lehrte, Osterweddingen, Teutschenthal, Berlin, Ingolstadt, Reutlingen, Neuenburg, Hohenweststedt
Hoogvliet	Netherlands	•			•			Bread and bread rolls	Alphen aan den Rijn
Intermarché	France	•		•	•	•		Bread, baguettes, viennoiserie, toast bread, briochettes, zwieback	Beuvry, Cléguérec, Barbezieux, LaVoulte-sur-Rhone, Joué-lès-Tours, Faissole
Lidl	Germany			•		•	Bonback		Übach-Palenberg
M-Preis	Austria	•	Free branches	•	•		Therese MÖlk, Baguette-Bistro	Bread, bread rolls, fine pastries, confectionery	Völs
Merca-dona	Spain	•		•				Barras, baguettes	Barcelona, 2x Valencia, Alicante, Malaga, Seville, Madrid, Grenada, Leon
Migros	Switzerland	•	In-house bakeries	•	•	•	Jowa	Bread, bread rolls, fine pastries, confectionery	8 industrial bakeries, 90 house bakeries, 1 express bakery, 1 in-house confectioners, 1 plant to produce gluten-free goods
Morrison	Great Britain	•			•		Morrison	Toast, bread	2 sites in the outer conurbation area of London
Norges-Gruppen	Norway	•		•	•		Bakers	Bread, bread rolls, fine pastry	11 production sites
Rema (Reitan Group)	Norway	•	Kiosks, convenience stores and filling stations in the Reitan Group	•	•	•	Mesterbakeren	Bread, bread rolls, fine pastry	8 industrial bakeries
Rewe	Germany		Check-out zone + free branches		•		Glockenbrot	Bread, bread rolls, fine pastry	Frankfurt, Bergkirchen
tegut	Germany		Baking stations in tegut markets				Herzberger	Bread, bread rolls, fine pastry, confectionery	Fulda
Vomar	Netherlands	•			•			Bread and bread rolls	Alkmaar
Wasgau	Germany		Counters in Wasgau markets					Bread, bread rolls, fine pastry, confectionery	Pirmasens

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