

# BAKELS WORLDWIDE REVIEW

No 171 2020

## Geographical Focus

European Market - healthy products.

## Focus

Pettinice.

## Consumer trends + products

Trends driven by Covid-19.

*Trend alert from  
Bakels Sweden*

**INSPIRE & CREATE SUCCESS,  
SEE OUR INSTA-FRIENDLY  
DOUGHNUTS DE LUXE  
RECIPE FOLDER.**



Depicted here is the “Doughnuts De Luxe”  
recipe series from Bakels Sweden.

 **BAKELS**

BAKERY INGREDIENTS SINCE 1904

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# Editorial

*Dear Reader*

*Covid-19 is still affecting daily life, presenting a mix of problems and opportunities. But this has always been the case in business. In this edition of Bakels Worldwide Review we will focus on opportunities!*



In pages 8-9 we set out ten changes in consumer behaviour arising from Covid-19 and associated restrictions. These changes will require bakers to adapt, for example selling less unwrapped product and producing lines with a longer shelf life. But they also provide opportunities for new products and new ways to reach the end consumer.

To reflect the market situation, and consumer behaviour, when BWR 170 was published we concentrated on opportunities presented by healthy, tasty bread products. Market research

continues to report that Covid-19 has increased consumer interest in eating healthily. We report this in more detail in the feature on the European market (pages 4-6). From this you will see there are many ways we can help our customers to benefit from the increased interest in eating healthily.

Unfortunately, it is also a fact that many consumers are suffering financially and will have less money to spend on everyday essentials, including food. Bread is not known as the “staff of life” without good reason – it is one of the best value and nutritious foods available. Bread’s endless variety also adds interest to daily meals. Now is the time to promote the benefits of bread!

Despite these testing times business goes on and business growth relies on a constant supply of new products. We therefore have devoted pages 10-11 to featuring some products we believe meet current consumer trends. If any are of interest please contact your local Bakels company who will be pleased to assist, remotely if a face to face discussion is not possible.

Finally, we pride ourselves with being a “long term player”. Therefore, we are pleased to report some of the investments, in particular new baking centres, which we are making to better serve our customer, wherever they may be. These investments will continue despite the current challenges. As always in these testing times, we wish all our readers and their families the best of health in the days ahead.

Armin Ulrich  
Chairman

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## Masthead

Title image: Cake with Pettinice  
by Bakels Sweden.

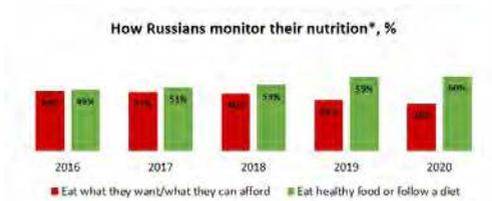
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# European Market - healthy products

Continuing our series of regional articles here we focus on Europe, and in particular health trends.

The trend of eating more healthily is increasing in Russia. (GKF research, 2019 / VCIOM,06.2020).



Consumer preferences in Russia are gradually changing: consumers are increasingly interested in products with high added value, such as baguettes, speciality breads with various additives (bran, flax seeds, oat, etc.), while the demand for traditional bread is decreasing.

With **Multiseed bread** already a top selling in Russia, and in response to the increased consumer interest in healthy products, Russky Bakels has expanded their speciality breads line, adding **Oat & Barley** and **Rye delight**.

**Rye delight** for rye bread production (photograph 2) provides all the benefits of rye: vitamins, amino acids and minerals. The composition of the mixture includes a high content of rye flour, rye flakes, fermented rye malt. This mixture provides simplicity and ease of use, allowing “straight dough” preparation, eliminating the need to prepare sour dough.

**Oat and Barley** mix produces a healthy bread with a low content of saturated fat and cholesterol. It is a unique combination of oat and barley, providing a good source of dietary fibre, beta-glucan, and the minerals, potassium and magnesium (photograph 1).

Not only is the product composition important for consumers today, but production processes are also considered. Russky Bakels offers release-agents and divider oils corresponding the healthy trend.

**Dovidol** divider oil provides effective lubrication of divider blades without the use of mineral oils. Dovidol is recommended by world’s leading manufacturers of dough divider equipment.

## Chleb dar ziaren

Another proposal from Bakels Polska is a bread concept named “Dar ziaren” (Gift of grains) which also contributes to the healthy lifestyle. The modern approach of the healthy lifestyle refers not only to the physical activity, but also to what we eat. The project “Chleb Dar Ziaren” fits the concept of healthy eating perfectly. The variety of nutrients contained in this bread is a key to health. The project owes its name to a carefully selected recipe, which includes ten ingredients of plant origin: apart from wheat and rye flour we can find in the mix, amaranth, quinoa, chia seeds, spelt, sunflower seeds, buckwheat, oats and linseed. This bread provides a large variety of nutrients that usually are supplied to our organism from many different sources. Beside the rich composition we need to mention also the unique flavour and taste, which is appreciated by the consumers.



### Chleb go sport

Bakels Polska proposed to the Polish market a marketing concept for bread called "Go Sport". As the name itself indicates, it is a type of bread that is intended to attract the attention of consumers who care about their health, pay attention to what they eat and are physically active. The project is based on a combination of a very well perceived whole Graham flour and Go Sport Mix - bread mix rich in pumpkin seeds, linseed, sunflower seeds, rye grains and oatmeal. The rich composition of the bread appeals to consumers aware of the medical science behind a healthy lifestyle and allows them to be followed in a practical way on a daily basis. The high content of dietary fibre, unsaturated fats, manganese, copper, selenium and at the same time a source of protein, omega 3 fatty acids, vitamins - B1, B3 and minerals - zinc, magnesium, potassium and iron, allows the bakers to use a variety of nutritional and health claims on the labels. It is obvious that bread "Go Sport", thanks to its properties, is an excellent choice for all consumers, not only those who actively exercise physical activity. We hope that bread "Go Sport" will be appreciated by sports coaches, nutritionists and doctors.

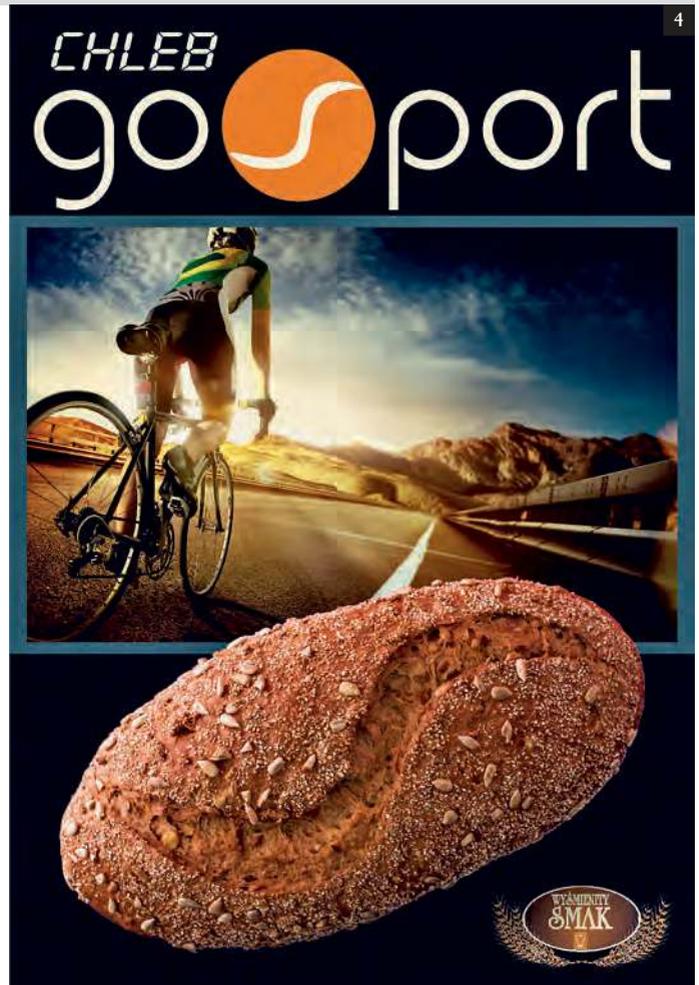
### Bakels Sweden responds to consumer demand for healthy indulgence

The consumer demand for healthier alternatives has increased significantly and will continue to do so in the future. However, the consumer also wishes to retain the taste of regular products. This is a challenge when developing healthy variants of traditional products. Therefore we proudly present **Non Temp Dark Chocolate Coating - No Added Sugar** - a versatile product with a smooth texture and rich taste of chocolate based on natural aromas. This product has the same qualities as our regular **Non Temp** products and can be used for a wide range of applications.

### Bakels Crustino Crunchy Bars

Crispy and crunchy, these are just two of the many good qualities of Bakels Nutribake creation, the **Crustino** crunchy bar. With this bar mix, the baker can produce a trendy pastry, which corresponds to modern eating habits, in a simple way. Whether for a snack or a picnic, the **Crustino** crunchy bar tastes good and contributes to the health and well-being of the consumer. Because in addition to fine seeds, nuts, flakes and cranberries, wheat germ also complements the **Crustino** crunchy bar. The fine flavouring (with vanilla and caramel) rounds off the taste of the high-quality crunchy bar.

Just mix **Crustino** Mix and **Florentine** Mix together - bake - cut - ready to go!



## Discover TTT – A natural process with cereals from Sweden to improve your bread

1 2

Today's consumers want products with a clean label more than ever before and expect the food and bakery manufacturer to deliver it. Consumers are even willing to pay a higher retail price for products made with ingredients they recognize and trust.

With our natural and innovative **TTT** products, made from pure wheat, rye, barley and oats, it is possible for you to prolong freshness, improve softness and extend the shelf life of your bread assortment, without adding any E-numbers.

Removing ingredients that strengthen, stabilise and preserve food creates a challenge to maintain food safety, long shelf life for your bread and other bread-enhancing qualities. With **TTT** you can ensure that the quality is retained with reduced additives. In fact, using our **TTT** products gives your bread assortment even more benefits that the consumer values highly.

### Why you should choose TTT

- The products are all of pure vegetable origin and free from GMO
- The cereals are heat-treated in a completely natural process, which considerably cuts down production time as no scalding of the grains is then required
- Gives multiple health benefits to your baked goods, such as high-fibre, natural vitamins and minerals
- Having a water binding capacity five times higher than conventional flour, these functional ingredients maintain bread's moisture and softness. The high water binding capacity also significantly increases the dough yield and therefore saves the baker money
- Provides reliable dough consistency throughout the baking process
- The range may be used in all kinds of bread production, including baguettes, rustic crusty bread, loaf bread, sour dough and even pizza
- Enhances the quality of thawed frozen products due to the fact that more water remains bound in the dough, giving the finished bread a higher quality and longer shelf life
- No enzymes are used
- Can replace milk in your recipe as oats contains more fats than other grains (Halfie M160)
- Thanks to the **TTT**-process, the kernels are soft and chewy and there is no risk of harming teeth

### About TTT

The **TTT**-process is a completely natural process for heat treatment of cereals, which does not apply any chemicals or other additives during the processing of the raw materials. The process parameters **TTT** represent the Swedish words for:

- Time (Tid)
- Temperature (Temperatur)
- Pressure (Tryck)

### «Crisp bread»

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Snacking is a consumer trend worldwide. With or without toppings - crispbread is perfect for a wide variety of moments of enjoyment. The international bestseller **Bakels Multiseed** is ideal for the production of crispbread and corresponds 100% to the consumer's desire for healthy snacks - optimised salt content, low glycaemic index, low carbohydrate value, long satiety and lots of taste. Ask your Bakels for the application recipe!



# Pettinice

*Pettinice, also known as “ready to roll fondant icing” or “sugar paste” has been a favourite of both professional and amateur cake decorators for many years. Versatile and easy to use the only limit to its application is the decorator’s imagination!*

Pettinice was initially introduced as a stabiliser in 1964 (BWR 46). From the beginning it was adapted for use on cakes as it could be sheeted and rolled directly on to the cakes providing a smooth finish ready for final decorating.

“Pettinice Ready to Roll Icing” was developed further to meet the trade demand for a reliable, consistent covering for wedding and special occasion cakes.

Pettinice - today named “Pettinice RTR”, has over the 50 years since its introduction become market leader and is available globally. It has transformed the cake decorating market, enabling both professionals and home bakers alike to produce celebration and novelty cakes quickly and easily, whilst retaining the high standards expected by the customer. Pettinice product knowledge, techniques and creative inspiration are communicated to the cake decorating community through the active website [www.pettinice.com](http://www.pettinice.com), associated social media channels and through the work of Pettinice ambassadors throughout the world.

**Global manufacturing - Pettinice is manufactured in and exported from:**

## New Zealand and Australia

The Pettinice range is made up of twelve colours. The traditional colours: Ivory, White, Chocolate and Almond have been joined by a full range of vibrant modern colours: Yellow, Orange, Green, Pink, Red, Purple, Blue and Black. A multi-pack is available in the most popular colours: Red, Blue, Yellow and Black. A multitude of different shades can be achieved from mixing colours - [www.pettinice.com](http://www.pettinice.com) features a colour chart with mixing ratios so customers can achieve their desired colour outcome. This work is promoted by the expertise of our Pettinice ambassadors who both conduct demonstration seminars and contribute to the dedicated Pettinice website referred to above.

## Sweden

Bakels Sweden’s Pettinice is sold throughout Europe and in many export markets. It is available in over twenty colours in a modern colour palette and creates an exquisite, smooth finish. The paste is extremely elastic, making it easy to work with. It can be used for covering cakes, cookies and cupcakes, as well as modelling and decoration. With the base colours the user can mix and create other exciting colour combinations, or an eye-catching marble look.

Pettinice RTR is ideal for both handcrafted and industrial production and is available to professional and consumers in most countries. Bakels Sweden recently renewed and improved their range of colours and at the same time also updated the packaging, to a modern and consumer-facing look.

## South Africa

South Bakels is the fourth company producing high quality Pettinice RTR to the Bakels international standard. South Bakels regularly hosts roadshows in South Africa with hundreds of Pettinice users attending. The highlight of such roadshows are product demonstrations by South Bakels Pettinice ambassadors: Lynne Glass and Nita Christl. The ambassadors demonstrate how to decorate 2D cakes using Pettinice from Bakels. The attendees learn to know not only how to use Pettinice but also other South Bakels products.



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The mentioned products are only an example of some available products in the Bakels Group. We recommend that you contact your local Bakels company for more details.

- 1 “Bird on wire” made from Pettinice, Bakels New Zealand.
- 2 “Kangaroo” made from Pettinice, Australian Bakels.
- 3 “Cockatoo” made from Pettinice, Australian Bakels.
- 4 Pettinice Premium Sugar Paste, Bakels Sweden.
- 5 New Pettinice packaging, Bakels New Zealand.
- 6 Pettinice Premium Sugar Paste, updated packaging, Bakels Sweden.

# Trends driven by Covid-19

*The outbreak of the novel Coronavirus has, and will continue to, reshape our global economy and consumer markets, leading to the biggest behavioural shift in a generation. Here we examine ten shifts in consumer behaviours and how these are affecting bakery as we face the 'new normal'.*

## 1 - Health is wealth

1 2 3

Coronavirus has had a monumental impact on our concern for health and wellbeing. It has supercharged our quest for foods which deliver nutritional benefits and contribute to our wellbeing. In a bid to take care of our health, clean label and natural ingredients remain priorities for many. Functional and fortified foods containing beta glucans, vitamins C, D, E, K and zinc, which are reported to support the human immune system, are set to make the wish list for consumers. Baked goods with nutritional benefits, such as fibre and protein will, more than ever, be central to consumer purchasing choices. The use of pre and probiotics will increase. Mental health awareness has grown in recent months. Good nutrition increasingly influences our daily choices, which also includes sleep routine, exercise, and familiar comforts which promote a healthy lifestyle.

## 2 – Hygiene is king

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A heightened awareness of hygiene means food businesses must provide assurance to consumers that food has been prepared in a hygienic environment and displayed in secure, tamper-evident packaging, driven by a fear of unwrapped products being handled. In addition, plant-based goods in some cases carry a higher perceived cleanliness, coupled with the well-documented environmental benefits they bring. Baked goods provide a hotbed of opportunity for manufacturers and bakery businesses to provide consumers with the wholesome and tasty foods they crave following recent events.

## 3 – Price sensitivity & value

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The financial uncertainty brought upon many households has amplified the nations sensitivity for value, raising the ultimate question: "What's in it for me?" Whether it is taste, promotion of in-home occasions, excellent shelf life reducing the need to visit shops, seasonal appeal, or nutritional credentials, stressing the value proposition of baked goods is more important than ever.

## 4 – Plant vs. meat

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Driven by an intensified care for ourselves and the environment, plant-based and vegan food is set to surge further, under the 'hygiene halo'. Making a plant-based choice perceived to both deliver better personal health and be good for the environment.

Many Bakels products which can be classed as vegan are now available.



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**5 – Eating at home**

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The lockdown caused an overnight switch from office to home based working. This required changes to the food being bought. The developing demand for healthy and convenient foods sees consumers seeking ready-to-bake or finish and ready-to-eat lunch and breakfast solutions. Healthy snacks as an alternative to “sinful snacking” are also in demand. (Snacking grew by 50% in the UK during lockdown.)



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**6 – Care for our planet**

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Restrictions on travel and a focus on local connections has led consumers to champion local food and ingredients. Food waste makes up around 10% of total global greenhouse gas emissions and coupled with the 43% of bread buyers willing to purchase bread products made with leftover bread goods, for example stale baguettes, presents opportunity for bakers to produce items such as crostini.

**7 – ‘Digilivery’**

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There has been a massive shift from shop visits to ordering online for home delivery. Bakeries adjusting their business model to one which takes their core product range online, making them available direct to consumer, are gaining market share. Aggregators such as Uber Eats, Deliveroo and Just Eat made it easy for consumers to get their favourite baked goods when lockdown began. The convenience factor for consumers and the widened reach for bakeries mean online deliveries is here for the long-term.



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**8 – Nostalgia**

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“Comfort eating” stemming from a desire for the familiar, or foods associated with pleasant memories, provides an opportunity to include “old favourites” in the range of bakery lines offered to the consumer. Classic products with a new twist strike a balance between old and new and snack versions of old favourites play into consumers shift towards home working.



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**9 – Updated routines**

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The renaissance of weekly or bulk grocery shopping has led consumers to seek longer shelf life products. This affects bakery lines - shelf life must be maximised, and packaging optimised to serve the return of weekly shoppers.

**10 – Bread of life**

Bread is one of the basic foods considered a household staple due to its versatility and economic source of daily nutrition. Especially now that this global crisis has led to limited spending power for many people bread became a more important part of daily diets.

Bread can also be produced in many formats, giving variety, but not at a high cost.

It is time to promote the benefits of “our daily bread”!



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# New products

*Introducing new products is an essential part of business development. Here we highlight some new products from around the Bakels world.*

## Bake stable fillings

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Native flavour combinations are back on trend in the Australian food industry. Australian Bakels has developed a range of bake stable fillings to meet this trend. The most successful of these fillings is a pear and Davidson plum flavoured product. While Davidson plums resemble European plums they are, in fact, not related. Davidson Plums are grown in the subtropical regions of northern New South Wales and southern Queensland and are a staple in “bush tucker” cuisine. For those who have never sampled Davidson plums, the flesh of the fruit is quite red in colour and it has an intensely sour flavour, hence the need to balance the formulation with the addition of pears. The filling can be used in a range of applications, such as fillings for tarts, added to scrolls or fillings for cakes or muffins.



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## Raspberry Millionaires Caramel PF

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Caramel ingredients have taken centre stage in patisseries across the world and are predicted to grow by 7% in 2021, with increasing presence in other food categories, such as ice cream and food-to-go. Having won the hearts of consumers, thanks to its mouth-watering flavour and indulgent appearance, there is opportunity for a premium twist on traditional caramel, to boost taste and flavour experiences.

Following the launch of the **True Caramel** range in 2017, Bakels have continued to innovate in the category, with the introduction in recent years of low water activity caramel for long shelf life applications and low sugar caramel for calorie conscious applications.

**Raspberry Millionaires Caramel PF** - Bakels are proud to present bakers a colourful variant of the baker's favourite **Millionaires Caramel**, with a new addition to the **True Caramel** family - **Raspberry Millionaires Caramel PF**. With the added benefit of being palm free, Raspberry Millionaires Caramel PF combines the eating and clean-cutting qualities of **Millionaires Caramel**, with a natural deep raspberry colour and delicious raspberry flavour.

As part of the **True Caramel** range, **Raspberry Millionaires Caramel PF** is produced through a traditional boil-up process, delivering the consistently superior texture and mouthfeel which consumers enjoy.

**Raspberry Millionaires Caramel PF** can be used in nostalgic applications, such as Millionaires Shortbread, as well as more recent creations, for example filled and topped cupcakes and doughnuts - all receiving a boost of colour to catch the eye of consumers hungry for innovation.



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## Gourmet line

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The traditional Bakels' fruit puree line (Gourmet) has been redesigned to improve both quality and convenience of use. Based on 75% fruit and now made only with natural colours and flavours, the **Gourmet line** is available in convenient 2kg pouches with a spout, allowing the user to open and close the bag as many times as necessary. Bakels' **Gourmet** purees are pasteurized and stored at ambient temperature, thereby free from all inconveniences linked to frozen puree, such as high transport costs, and the need to have freezers at customer's end and have to defrost the product before use. Mango, passion fruit, lemon, blueberry, raspberry and strawberry are all available. They can be used to give fruity taste and colour to mousses, ice creams, doughs and many more.



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### Hot Cross Buns 5 Raspberry & Chocolate, Chocolate Orange & Salted Caramel

As one of the most popular seasonal products, hot cross buns provide a useful category to introduce new flavour combinations which are popular in other bakery products.

Raspberry and Chocolate, Chocolate Orange and Salted Caramel Hot Cross Bun varieties draw on flavours popular in other segments and bring innovation to a traditional seasonal offering.



### Four Seeded Banana Bread 6

Based on the hugely successful **Banana Bread** this loaf is both delicious and nutritious and a great way to fuel your active day. Contains millet, pumpkin, sunflower and poppy seeds.



### Non Temp Chocolate Coating Blond 7 8

The **Non Temp Chocolate Coating** range from Bakels Sweden is a popular choice for confectioners around the world. **Non Temp Chocolate Coating**, unlike chocolate, does not contain cocoa butter which makes the product easy to use as it does not require tempering. The high quality of the product, together with the fact that it simplifies the baking process, and therefore shortens production time, makes it a real go-to-product. All **Non Temp Chocolate Coating** from Bakels Sweden is made from segregated palm oil and is free from hardened fat. The **Non Temp Chocolate Coating** range consists of different flavours and colours including white, milk, dark, pink. Now a new variety has been launched – **Non Temp Blond**. It has a nice taste of toffee and a delicate caramelised tone of browned butter. The colour of the product is an inviting warm beige and it can be used for all kinds of pastries.



### Instant Vanilla Cream Intense 9

"A vanilla cream as fine and creamy as freshly cooked." This is the demand of all users of instant "creme patisserie" powders used the production of "mille feuille", Danish pastries or fine diplomat patisserie. Bakels Nutribake has managed it. The instant vanilla cream **GRAZIELLA C Intense**, contains real "Madagascar" vanilla pulp. It is easily processed to produce a product tasting like freshly cooked. It also convinces with its golden yellow appealing colour. It can be used for all application; cold application in fine desserts and puddings or baked in fine Danish pastries or puff pastry rolls.

Simple production, maximum results!



# Facilities

*Here we take a look «behind the scenes» at investments being made to better serve our customers.*

## Opening the state of the art mixing plant in Switzerland 1

After a short rebuild phase of only three months, Bakels Nutribake was able to start-up the production of powder blended products using new Matcon tumble blending equipment. Now the Swiss market can count on increased flexibility for the local production of innovative baking mixes.



## Moscow baking centre opened 2 3

The opening of the first baking centre in St. Petersburg in 2015 was an important step in development of Bakels business in Russia. It helped Russky Bakels to be more responsive to individual client requests: creating new products for Russia considering both global experience and local preferences. Russky Bakels has now opened a baking centre in Moscow fitted out with the most up to date equipment. The aim is to be closer to, and preferred partners for, customers. The baking centre is an ideal way to collaborate with all clients, large and small. Using new facilities, Russky Bakels develops innovative individual solutions for customers; organises innovation days and workshops for partners. With these new facilities, customers are offered technical support, training, and the presentation of new concepts.



## New site & baking centre Aromatic Marketing GmbH 4 5

After 22 years at the old location, and the positive developments of recent years, the German sales office in Berlin moved to new spacious premises on 19 June 2020.

A large open plan office and separate meeting room, plus a small kitchenette, create a pleasant workplace. In addition, a newly equipped baking centre provides the ideal environment for developing recipes in cooperation with customers. New products, and application ideas can also be demonstrated. Up to 8 people can use two MIWE ovens (confectionery oven, deck bread oven) and a variety of mixers (dough kneader, planetary mixer). In addition, different possibilities for temporary storage can be used (proofing and retarder room, refrigerator, blast freezer). The evaluation of the different tests and recipes can be done in the adjacent conference room. Up to 12 people can take part in meetings and presentations in this room. The open and bright working rooms together with the baking centre and the conference room allow for continuous future growth.



**New baking centre Bakels Sweden**

6 7

The baking centre at Bakels Sweden is an innovative hub where new products and ideas are developed every day. The baking centre also provides an exclusive facility for customers to work in partnership with our team of application specialists and food technologists, which is an important element of customer service.

The baking centre consists of three fully equipped test bakeries and a laboratory for testing and developing products. The bakeries are equipped with deck ovens, rack ovens, different kinds of mixers, dough dividers and a TFT mixer for testing continuous production. The laboratory gives the opportunity to characterize product properties, both in terms of food safety and sensory properties. Several production lines and a lot of different products require a broad knowledge of processes, raw materials, and chemistry. This understanding creates several positive synergies when it comes to product development. Overall this makes Bakels Sweden equipped to solve all customers' challenges in baking.

A large meeting/conference room is connected to the bakery, providing a flexible set-up for demonstrations and training. The baking centre can accommodate up to 50 people and with the latest IT equipment video conferencing can be carried out in the most professional and modern manner.



**New Baking Centre for Bakels Hong Kong**

8 9 10

Providing world class baking centres, which can be used to present finished product concepts and provide application training, is a requirement if we are to discharge the objective set out in our Mission Statement.

“We are a technically based company whose mission is to help our customers sell (more) bakery products.”

Our baking centre in Hong Kong joins those already operating in Switzerland, Sweden, Germany, the UK, Malaysia, Thailand, China, Australia, and Ecuador.

New facilities in India, the Netherlands and Chile are already planned for 2021.

Although Covid-19 could have been a valid reason to delay building this new facility, as its full use will not be possible while restriction are in place, reflecting our long term approach it was decided to proceed as originally planned.

The new facility is fully equipped to be able to demonstrate all aspects of baking and potential products, bread, cake, and confectionery.

We are pleased that our confidence has paid off as customer visits are already taking place, although at a reduced level to comply with necessary Covid-19 precautions.

Initial customer reaction has been very positive. Bakels Hong Kong look forward to welcoming many more customers in 2021.



# Congratulations

*We take pleasure to honour long service staff and pay tribute to our dedicated staff, without whom we could not serve our customers.*

We are pleased to recognise the long service of the following Bakels staff:

## 45 Years

Said Karlsson, buildings & utilities, Bakels Sweden

## 40 Years

Peder Tønnes, production, Bakels Sweden

## 30 Years

Thian Yew Lian, quality team test baker, Bakels Malaysia

Anders Eksten, buildings, Bakels Sweden

Jörgen Högberg, warehouse, Bakels Sweden

Borislav Susnjar, area sales manager, Bakels Sweden

## 25 Years

Leanne Jones, export co-ordinator, Australian Bakels

Athish Singh, accountant, Bakels New Zealand

Mario Schnydrig, expert adviser - bakery, Bakels Nutribake

Rik van de Belt, account manager industry, Bakes Senior

Neil Long, production manager, British Bakels

Sharon Byrne, production administrator, British Bakels

Stefan Gruber, production, Bakels Sweden

Jan-Olof Sjöberg, product development, Bakels Sweden



## Everard Wijdeveld retirement

1 2

Bakels New Zealand sadly announces the retirement of Everard Wijdeveld from his position as technical advisor for plant bakeries, having reached the milestone of 35 and a half years' service! Everard's expertise and wealth of knowledge will be missed by our staff and customers alike. Whilst Everard retired on 20 May his official farewell function was delayed due to Covid-19 and was held at Bakels New Zealand on Thursday 9 July. Bakels New Zealand thanks Everard for his service and dedication throughout his tenure and wishes him all the very best for a happy and healthy retirement.



1 Everard Wijdeveld.  
2 Farewell group shot.

# Appointments & Promotions



**1 Steven Fulford**

British Bakels are pleased to announce the promotion of Steven Fulford to the role of commercial manager, effective April 2020. The promotion comes as part of a succession plan which sees Steven take over from sales director, Keith

Houliston prior to his retirement in 2021.

Steven has been part of the Bakels team for over 16 years and has experience in technical support and sales, with which we are confident he will make a positive impact in his new role. We congratulate Steven on his promotion and wish him all the support and success in his new position.



**2 Tham Gee Chong**

Bakels Malaysia is pleased to announce the promotion of Tham Gee Chong to the position of operations manager as of January 2020. Tham has been with Bakels Malaysia since 2003, holding the position of production and manufacturing

manager. Over the years, Tham has managed to build up the operations of the plant in Malaysia and was instrumental in commissioning the waste water treatment plant in 2018. Most recently Tham played a vital role in co-ordinating the build of the new warehouse site for Bakels Malaysia, which has come to completion in August 2020. We wish to congratulate Tham on this promotion and wish him great success in this new role.



**3 Jurgen Klosta**

South Bakels is pleased to announce the promotion of Jurgen Klosta to branch manager Bakels Namibia. He has been in the baking industry for over 24 years. Jurgen studied bread and confectionery making in Germany and

started his career at South Bakels as a technical demonstrator at the Johannesburg branch in 2002. He was then promoted to technical sales representative and then sales manager in 2008. Jurgen has been awarded numerous sales awards over the years in his different positions. We wish Jurgen all the best in his new position with Bakels.



**4 Janet Leong**

Bakels Malaysia is pleased to announce the promotion of Janet Leong to the position of managing director as of January 2020. Janet has been with Bakels Malaysia as general manager since January 2018. She joined Bakels with ten years

commercial experience, specifically in the baking ingredients and bakery channel. Prior to entering the B2B industry, Janet held various marketing roles in the consumer goods business. We wish to congratulate Janet on this promotion and wish her continued success in her role.



**5 Alexey Malakhov**

We are pleased to welcome Alexey Malakhov, who was appointed general manager of Russky Bakels in July 2019. Alexey is a graduate chemical engineer with a further qualification in economics and psychology. He has

spent over 26 years of his career in commercial and management roles in food ingredients trading and production, mostly in cocoa, chocolate, specialty fats and other ingredients for confectionery and bakery. His track record of management and development of food ingredient companies in Russia will be of great value to Russky Bakels. Alexey is married to Natalia and they have a daughter named Julia.



**6 Vikas Toshniwal**

Vikas Toshniwal joined Indo Bakels as general manager in November 2019. He brings two decades of B2B experience across diverse specialty industries, including for the last eight years enzyme production. Vikas was the global

business head for foods & industrial processing, enzymes division, where he utilized his strong technical background and commercial experience to lead the business development and expansion in various geographies – experience which will be put to good use in the future development of Bakels' position in the Indian bakery ingredients market.

# Our companies are only too pleased to help you find the perfect solution for your business.



## EUROPE

Bakbel Europe SA, Belgium  
Bakels Nutribake AG/Switzerland  
Bakels Polska Spzoo/Poland  
Bakels Senior NV/Netherlands  
Bakels Sweden AB/Sweden  
Bakels Switzerland Ltd/Switzerland  
Bakels Ukraine Ltd, Ukraine  
British Bakels Ltd/England  
Deutsche Bakels GmbH  
c/o Bakels Senior NV/Netherlands  
Finnbakels Oy Ab/Finland  
Irish Bakels Ltd/Ireland  
Russky Bakels/Russia  
Aromatic Marketing GmbH/Germany  
Aromatic Kft/Hungary  
Aromatic Polska Spzoo/Poland

## AFRICA

Bakels Namibia (Pty) Ltd/Namibia  
Bakels Zimbabwe (Pvt) Ltd/Zimbabwe  
South Bakels (Pty) Ltd/South Africa

## AUSTRALASIA & OCEANIA

Australian Bakels (Pty) Ltd/Australia  
Bakels Edible Oils (NZ) Ltd/New Zealand  
Bakels (Fiji) Ltd/Fiji Islands  
NZ Bakels Ltd/New Zealand

## ASIA

Bakels China Co Ltd/China  
Bakels Dalian Co Ltd/China  
Bakels Hongkong Ltd/Hong Kong  
Indo Bakels Pvt Ltd/India  
PT Bakels Indonesia/Indonesia  
Bakels (Malaysia) Sdn Bhd, Malaysia  
Bakels Philippines Inc/Philippines  
Bakels Singapore (Pte) Ltd/Singapore  
Bakels Thailand Co Ltd/Thailand

## AMERICAS

Bakels Brazil Ltda/Brazil  
Bakels Chile SA/Chile  
Bakels Ecuador SA/Ecuador  
Bakels Peru SAC/Peru  
Aromatic Inc/USA

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