

BAKELS WORLDWIDE REVIEW

No 174 2023

Bakels Insight

Trends impacting bakery in 2023
Health vs. indulgence

News from Bakels

New products around the Group
Home baking expansion
New Baking Centre opening



Editorial

Dear Reader

Lead.

Lauftext.



Patrick Gloggner
CEO

Bakels Insight 4–9

News from Bakels 11–14

Bakels People 15

Masthead

Title image: Premium Filling
by Australian Bakels.

Bakels Worldwide Review No 174
April 2023

Published by Bakels Nutribake AG
Printed in Switzerland

Trends impacting bakery in 2023

At Bakels, we develop convenient ingredients which align with both global and local consumer preferences. Led by insight, this process enables companies around the group to better serve local needs

Global Trends in Bakery 2023

As consumer behaviour continues to evolve in the baking industry through transformative recent years, Bakels global insights supported by Innova Market Insights give bakers the knowledge they need to grow their business.

The new consumer proposition – Living a balanced life

People are exploring possible ways to live and eat more healthily, balancing enjoyment with the necessities of daily life. With COVID still here, consumers of all ages are placing increased emphasis on feeling safe, well and guarding their resources. This means taking a greater interest in looking after their physical and mental health, as well as their homes and finances.

People are also taking a growing interest in the planet's health and wellbeing. At the same time, people are actively harnessing new technologies in all aspects of their lives. The quest for craftsmanship and authenticity has sparked 52% to seek fresh products, 31% looking for locally produced products, 30% open to products which boost physical health and 30% seeking environmentally friendly goods.

Elevating the everyday – Inspiring “feel good” moments



Stemming from our intensified focus on mental wellness, consumption of sweet goods has migrated from something invoking guilt, to an outlet to inspire a “feel good” moment and essential to a balanced lifestyle. There is opportunity to adjust portion sizes to maintain the level of indulgence consumers are craving, with research showing 1 in 2 choose smaller treats they can consume.

Upgraded experience – Nostalgia & new sensations collide



At Bakels, we track ingredient and flavour trends in bakery, and what's clearest of all is that variety is key and will remain through 2023, the reason that 34 per cent of category consumers consider increasing their cake, pastry and sweet goods consumption.

Younger generations are exploring fresh and innovative ingredients, while also exciting their memories of comfort foods with fresh new flavour experiences. What's old is new again!

Familiar flavours come top (47%) in Innova's research, followed by traditional and nostalgic flavours (37%). Comforting flavours are next (34%), then new, unique and different flavours (26%). Other flavours such as seasonal/limited edition and exotic flavour combinations also feature



Rethink value – Evolving priorities

As we settle into the new normal, there are changes in what we value and are prepared to spend our time and money on. Innova Market Insights identifies this as “redefining value” and highlights it as a key trend this year. The shifting economic context in recent months, as well as being conscious of the planet are all major factors in consumer choices, as people prioritise what matters to them and juggle safeguarding their health and wellbeing.

Although today's shoppers are increasingly exploring money-saving strategies, they still want to enjoy new experiences, so bakers will need to navigate the balance between delivering value while meeting consumer expectations, as for 1 in 2 consumers the cost and value for money have become important when making their food choices.



Tech-me – The power is transformational

Technology has transformed the entire consumer eating experience. From selection of food choices via QR codes or touch screens, to post-consumption expression via social media channels, there is a digital aspect at every step of the consumption process, which will only accelerate through 2023.

The integration of digital features is as important for manufacturers as bakers. Our digital buying behaviours as consumers overlaps to our working lives, so we expect quick and informative ways to gather information and source ingredients. It's clear that digital technology must be brought into the eating experience to remain relevant in the digital world.



Combatting food waste with Bakels

It is estimated that approximately 17% of food produced globally is wasted, according to the UN. Food loss and waste undermine the sustainability of our food systems and all the resources that were used to produce this food is wasted.

Our food systems cannot be resilient if they are not sustainable, hence the need to focus on solutions to reduce food loss and waste. Aligned with goal number 12 of the UN's sustainability goals, ensure sustainable consumption and production patterns, Bakels have a number of recipe solutions to contribute to this goal.

Student Slice

Hygienically perfect pastry cuttings or unsaleable products of cake, slices, biscuits, roulades filled or unfilled are collected and deep-frozen.

The baker then mixes together with sugar, ground nuts and other ingredients to form a mass. The mixture is baked on shortcrust pastry coated with jam. After cooling, cover with Bakels Chockex non-tempering chocolate and portion into slices. Recipe available from info@bakels.ch



Hot Cross Buns

A survey by Too Good to Go, the world's largest surplus food app, in 2021 estimated that over 10.5 m Hot Cross Buns would be wasted that Easter, with just 13% of Brits finding another use for this traditional favourite. While a lot of this is caused by household disposal, one of the new recipes in the campaign aimed to help tackle this unfortunate trend: Hot Cross Bread and Lemon Pudding. The recipe helps bakers make use of end-of-life Hot Cross Buns and transforms them into an alternative Easter line. By using 1–2 days old buns and incorporating Bakels RTU Lemon Cream Filling, a new and mouth-watering Easter line is created.



Go-bananas with South Bakels new Banana Bread Mix

Grandma is up against some serious competition with South Bakels' launch of a new signature South African Banana Bread

Grown in more than countries, it is widely believed there are more than 1000 types of bananas in the world. With this comes a lot of surplus bananas and what better way to reduce waste of this popular fruit than to produce banana bread.

Inspired by other banana bread mixes around the world, South Bakels has launched a new Banana Bread Mix, but with a South African adjustment. The addition of a hint of cinnamon and banana flavour to further enhance the overall flavour profile, the mix produces banana bread suited to the South African palette.

The mix conveniently produces moist banana bread with shelf life of between 5–7 days and only requires the addition of water, oil and bananas. Best results are achieved by using overripe bananas as they are sweeter, delivering a more assertive flavour to the baked bread.



Pantone® Colour of the Year 2023: Viva Magenta

This year, Pantone®, the colour experts, have made Viva Magenta 18-750 its colour of the year.

As “an unconventional shade for an unconventional time,” we explore what it means and how products from around the Bakels Group can compliment this 2023 theme.

The Pantone Colour of the Year selection process is a culmination of macro-level colour trends by the Pantone Colour Institute year-round and manifests in influential industries such as fashion, home interiors and more.

Pantone say Viva Magenta is “brave and fearless, and a pulsating colour whose exuberance promotes a joyous and optimistic celebration.” Rooted in nature descending from the red family and expressive of a new signal of strength, colour psychologists say it “screams sophistication, compassion, and mystery” and encourages experimentation and self-expression.

The meaning behind Viva Magenta

In our Global Trends in Bakery 2023 on our online Insights blog, we discussed “the new consumer proposition – living a balanced life” and the meaning behind Viva Magenta aligns with a similar sentiment. As we balance digital and physical lives, there is an underlying appreciation and awareness of the natural world and Viva Magenta nods towards our pull on natural colours as the importance of topics such as sustainability, climate change and land protection intensifies.

Fuelled too by a variety of lifestyle trends such as plant-based diets and deeper attention on physical and mental wellbeing as a result of the public health crises, Pantone observed this heightened appreciation and awareness of nature.

The shade of red expands our horizons of authenticity and stems from the mergence of richness, warmth and strength of natural matters with the rich, open outlook of the digital world.

Colour psychology of Viva Magenta

The red family are powerful colours that celebrate life. Pantone cite Viva Magenta as “a bright, crimson red, which balances boldness with a feeling of fun.” The acceleration of globalisation, sparked by increased tech adoption, has connected us closer with each other and speaks to our desire to take on new challenges and sample the unconventional.

This year’s colour of the year motivates us all to weather the various long-term events facing us and fuels us with both the power and grace we need to stride forward.



Red influence in bakery

Viva Magenta is welcomed into the red family and we take inspiration from its experimental shade, which is inclusive of all and bakery provides a hotbed of possibilities to showcase this palette.



Some people feel positively empowered by colour. Others find this by enjoying sweet bakery treats. Our products and recipes offer your customers both at once. As specialists in sweet bakery, we called upon various ingredients from around the Bakels Group to demonstrate their strong visual alignment to this colour family, providing inspiration to bakers around the world.

Cosmopolitan Doughnut

Bakbel Europe produce a wide range of fruit fillings in Belgium. This includes a range of robust RTU Mocktail fillings under the Les Fruits product brand. This deep red variety includes juicy cranberry pieces to align with Cosmopolitan theme.

Raspberry Caramel Slice

Raspberry Millionaires Caramel is free from palm oil, contains a natural flavouring and encompasses all the textural qualities of traditional Millionaires Caramel. This twist on traditional chimes with the unconventional theme inspired by Viva Magenta.



Cherry Popsicle Entremet

Suited to fine patisserie applications, Apito Strawberry Paste works well in combination with Neutral Gelo for these delicious Cherry Popsicle Entremets.



4

Ruby Almond Biscuit

Ruby Chockex is an alternative to regular chocolate, ideal for coating, dipping and more. Ruby Truffle is a silky smooth ready-to-use truffle suitable as a topping, filling and decoration. Both are made with the natural Ruby cocoa bean and deliver a vibrant colour punch to any sweet bakery product.



5

Double-Happiness Wedding Cake

Producing a first class finish to sweet patisserie products, Diamond Glitter Glaze is a high quality cold application glaze which is ready-to-use and suitable for a wide range of pastries and desserts with eye-catching visual appeal.



6

Red Velvet

We cannot discuss the beautiful red palette without referencing the American classic, Red Velvet. Red Velvet Cake Mix from Bakels Brazil produces an elegant deep red colour and a hint of chocolate flavour, suitable for original cake products and much more, as showcased by our colleagues in China with their Red Velvet Biscotti recipe in the image above.

Raspberry Lamington

Lamington originated in Queensland in Australia as early as the 1900s and has since inspired bakery assortments around the world. A popular variety is Raspberry Lamington, like that from South Bakels, made with the versatile Snowball Mix. Bakers across the world continue to push the boundaries of traditional, so other flavours continue to emerge to delight innovation-hungry consumers.



7



8

New Product launches

Introducing a selection of ingredients launched from around the Bakels Group.

Fudgy Brownie Mix

Instagram and other social platforms are awash with indulgent bakery products suitable for businesses with both shops and online distribution. Doughnuts was a great showcase of this through the pandemic period and another product which continues to grow in space is brownie.

A brand new Fudgy Brownie Mix has been introduced by British Bakels, a convenient mix to which water and vegetable oil is added for the production of mouth-watering American-style brownies.

The baked brownies have a rich and moist centre, with a delicious chewiness, coupled with an irresistible cracked top – Just how brownies should be!

The mix enables creative bakers to mix-and-match with various inclusions and toppings to transform their social media platforms and even deliver brownie variety boxes for consumers now accustomed to ordering indulgent treats online.



1

High Protein Caramel

Bakels continue to innovate in the caramel category and the latest addition to the assortment is High Protein Caramel. Suitable for on-the-go bar applications, the caramel is a superb binder for ingredients such as nuts, seeds and granola and helps manufacturers deliver high protein products for consumers seeking convenient nutrition and the one in four actively increasing their protein intake (1).

For the UK market, energy bars are forecasted for a 8.4% CAGR between 2021–26 (2), demonstrating the demand for convenient on-the-go products with functional nutritional claims.



2

Good. Better. Butter. New 10% Butter Bread

Here's an indulgent sweet bread from South Bakels that's been crafted with a rich and creamy butter taste.

Butter is a must-have in many favorite dishes, be it cookies, cakes, breads, and more. Quintessentially decadent, butter is important for superior flavour and texture.

Now, South Bakels brings that philosophy further to life with the creation of its 10% Butter Bread Mix. A nostalgic taste sensation which talks to consumers' gravitation to all things comforting and familiar, a popular trend following Covid-19.

This versatile bread mix can be made as a normal sandwich loaf, moreish cocktail rolls, or treats like nostalgic Bread & Butter pudding.

The mix delivers a rich bread with a great butter notes and aroma. It only requires the addition of flour, yeast and water.



3

New Gold Label Afghan Mix

The Afghan biscuit is a traditionally crispy oval-shaped sweet treat originating from New Zealand and found in many lunch boxes across the nation.

New Zealand Bakels have introduced an extension to their Gold Label consumer with a Chocolate Afghans Biscuit Mix. Requiring just the addition of butter, the mix is gluten free and tastes great in combination with Gold Label Chocolate Icing.



4

Data:

(1) Innova Health & Nutrition Survey 2021

(2) Global Data – The UK Bakery & Cereals: Market Assessment & Forecast to 2026

Explore the delicious range of tasty Truffles

Bakels Sweden has extensive experience in developing and manufacturing compound coatings and truffles. In this article, we are going to take a deep look into the Truffle range that Bakels offers, which can be used for both filling, topping and decoration.

Let's meet the Truffles!

The standard Dark Truffle, which also is a best-seller worldwide, has a rich taste of dark chocolate. The truffle exists in two different versions, one with a harder texture and one with a softer texture suitable for different needs and various climates.

In response to the increasing consumer demand for vegan options, Bakels Sweden recently developed a vegan version of the Dark Truffle that still has the rich taste of dark chocolate and an equally satisfying texture as our non-vegan options. The White Truffle, which has also become one of the standard products in the Truffle range and comes in two versions of texture, has a rich taste of vanilla and milk.

In addition to the classic Dark and White Truffle, Bakel's offers a wide range of other flavours that open creativity and make it possible to produce different types of products that attract and satisfy the end consumer. How about Orange Truffle with a fresh hint of orange, a sweet Caramel Truffle, the tasty Hazelnut Truffle, or the Croquant Truffle with crunchy bites of croquant? Lastly, our Ruby Truffle stands out from the rest with its unique pink colour and berry and sweet taste.

Tailoring truffles to fit customer's unique preferences and requirements

At Bakels, we understand that every business is unique and has its own specific needs and preferences. Our experts in NPD are used to working closely together with our customers to create tailor-made products for specific customer needs. Some customers may need a truffle that is sugar-free, contains natural flavouring, is made with or without palm oil, or have a specific texture to suit a production line. We also offer different kinds of packaging depending on the unique customer requirement. Our Truffles usually come in 6 kg pails, but we also offer larger packaging suitable for industrial use.

Bakels team of experts is dedicated to providing you with personalized assistance to ensure you find the perfect truffle for your needs.

Psst ... Did you know this?

- Bakels Truffles are a perfect fit for doughnuts. The smooth texture works perfectly in a dipping machine, and they leave a perfect non-sticky surface on the doughnut.
- All truffles contain segregated palm oil in accordance with Roundtable on Sustainable Palm Oil, RSPO (except Truffle Dark Vegan PF which of course is completely free from palm oil).



Veganuary 2023: New PRONTO Cake Vegan

January 2023 saw records broken for Veganuary sign-ups, with more than 700k registered participants officially signing up to the diet challenge for the month of January(1).

The international charity, which celebrated the 10th year of its global campaign this January and say that one person signed up every 2.4 seconds this year.

The exciting campaign's presence continues to grow worldwide, with Veganuary achieving 894 millions views on TikTok and over 300 million people engaging with its international social media channels this January. Veganuary, which has offices and implements campaigns worldwide, announced plans to expand to more than ten countries by 2027.

As a trend which continues to gather pace, expectation from consumers is as fierce as ever, with quality high on their list of needs.

Bakels Nutribake in Switzerland launched the new PRONTO Cake Vegan for Veganuary 2023. The complete vegan cake mix aligns with intensifying consumer demand for high quality vegan sweet bakery products and provides application convenience for vegan cake lines such as muffins, loaf cakes and more.



Christmas Cookie Dough

One of the biggest challenges bakeries face is skilled colleagues.

This makes it all the more important to provide Bakels customers with the best possible support in the production of quality bakery products, by way of reliable ingredients.

Bakels Nutribake in Switzerland has invested in new production equipment which are suitable for producing baking masses and doughs with different consistencies and compositions.

Christmas saw the creation of a range of Christmas cookie doughs. The doughs are ready to use: roll out, bake and you're done! The baker saves time and energy and the production of cookies is simple and efficient, meeting the highest quality standards.

Further cookie doughs and baking masses will follow in 2023 and assist bakers with simple production, with excellent results for festive creations.



PRONTO Dinkel Gipfel

Baking mix for Spelt pastries

Baked goods made from ancient grains have been a persistent trend for some time now, which includes use of one of the oldest, spelt.

The processing of pure spelt flour poses a challenge to the baker in terms of volume and stability of dough and finished pastry. Especially the production of airy, light pure spelt croissants has been a challenge so far.

The development team at Bakels Nutribake has developed a unique baking mix, which can be used in many ways. The production of airy spelt plaits, to fantastic spelt doughnuts – everything is possible. This includes for the production of airy, fine spelt butter croissants.



Let's get seasonal! – Turning Bakels ingredients into customer sales

Hop into Easter with Bakels

Seasonal products are growing in demand as consumers are increasingly influenced by seasonal/limited edition flavours. An average of 23% of consumers globally cite these flavours as influencing their food and beverage choice(1) and so provides opportunity for bakers to produce bakery products to appeal through the different seasons.

For the Easter 2023 season, British Bakels launched the *Hop into Easter* campaign, an end-to-end campaign which supports bakers create exciting new Easter-themed products, *decorate* their shops with free print-and-cut POS and *communicate* their offering with free social media templates. These tools help bakers short of time and those refining their ingredient supply, so the recipes contain many of the most popular year-round Bakels ingredients they already buy.

Sweet Bakery comes second only to desserts and ice cream (14%) in categories consumers are looking for seasonal/limited edition flavours globally, with 13% looking for these flavours when shopping the category(1).

Michael Schofield, Marketing Manager for British Bakels, says, “Shoppers have a lot on their plate these days, but Easter is the perfect occasion for bakers to lift their customers’ spirits with affordable sweet treats to share with family and friends, and this Easter is all about familiar flavours, comforting textures, and eye-catching creations. Our consistent message to our customers is that our end-to-end support will help turn our ingredients into your sales.”

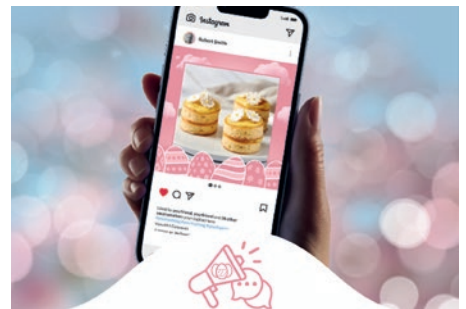
Data:
(1) Innova Flavour Survey 2022



Create



Decorate



Communicate



Example recipes



Supermarket collaboration in New Zealand

Collaboration with customers is a common theme across the Bakels Group. A festive example from 2022 is that of New Zealand Bakels: To promote Pettinice and their Gold Label Retail mixes heading into the Christmas season, New Zealand Bakels worked with major Supermarket group Woolworths to create a retail Christmas cake package for the home baker.

The Gold Label Rich Fruit Cake Mix was produced as an indent sale to be repeated every Christmas. The consumer promotion package consisted of a mailer, instore wobblers and end of aisle display.

New flavours added to Crème Cake lineup at British Bakels

Creating value-added ingredients is at the heart of what Bakels do and this aligns with the expansion of the range of Crème Cake Mixes at British Bakels

Caramel, Speculoos and Lemon join British Bakels' existing Plain and Chocolate Crème Cake Mixes, all high in quality and produce a wide range of great tasting, moist and tender cakes, muffins and more. Versatile and robust like Plain and Chocolate Crème Cake Mixes, they only require the addition of water, egg and vegetable oil for consistently superior results, great volume, and good shelf life.

The new mixes enable bakers to tap consumers' need for both nostalgia, indulgence, excitement and innovation, delivering comfort and reassurance while putting a creative twist on familiar tastes and formats.

The new Caramel Crème Cake Mix launch comes at a time when caramel is trending, jumping to third place behind milk chocolate and strawberry in Innova Market Insights' ranking of seasonal and limited-edition flavours. Caramel is a timeless favourite and has been a top 20 global sweet bakery flavour since 2017 with its popularity showing no signs of slowing down. The new mix compliments Bakels' extensive range of caramels that can help bakers to elevate their sweet product ranges.

The Speculoos Crème Cake Mix has a delicate, spicy flavour and joins the existing Speculoos Spread and Speculoos Crumbles pieces supplied by Bakbel, delivering the familiar, comforting, delicious taste of spiced shortcrust biscuit and so an excellent collection of speculoos themed products in the Bakels Group.

Lemon is a popular, core flavour that can be used across multiple seasons and is one of the leading flavours for limited edition NPD. New Lemon Crème Cake Mix gives bakers the freedom to be inventive. It works well both in trending flavour combinations, such as lemon and poppy seed or, for a nostalgic feel, lemon and blueberry.

"The time is right for our new Crème Cake Mixes," says Michael Schofield, Marketing Manager for British Bakels. "According to Innova's research(1), one in two consumers look for new flavours in the supermarket and also shows that more than one in four shoppers favour something new and different, with one in five preferring exotic flavour combinations.

"Familiar and comforting tastes also remain extremely popular with British consumers, especially in the current climate, as we face new challenges with cost of living, and turn to food as the little pick-me-ups, or everyday delights. With our new cake mixes, bakers can easily meet the needs of their existing clientele whilst also attracting new customers at the same time."

Data:
(1) Innova 2022 – Seasonal & Limited Edition Flavours



Premium Fillings launched in Australia

Australian Bakels have launched a range of 10 new premium fillings, following the installation of a new production line.

The high temperature boiling line enables the production of caramels, cremes, curds, fruit and fudge fillings, with endless opportunities to invent new flavours and deliver high quality traditional varieties too.

The product range includes: Dulce de Leche, Lemon, Raspberry and Passionfruit Curds, Vanilla, Lime and Chocolate Hazelnut flavoured

Crèmes, Wild Blueberry Filling 30%, Raspum Fillings, Chocolate Fudge Filling.

The exciting new range was made possible thanks to investment by the Bakels Group into the new production line, which opens the door for many more filling varieties to help customers delight the consumer of today.



Success Story / Market development

Success comes in many different ways across the Bakels Group, but we would like to share one of the latest which comes from our colleagues in South Africa.

Excel'lent bread results with Bakels Excel 600

Success didn't come to us. We went to it – with this hugely popular product developed with collaboration between South Bakels and British Bakels.

As all companies around the Group do, continuous improvement of product assortments aligned with the latest in ingredient technology is at the heart of product development.

It's always pleasing to celebrate the success of a new creation, and the development of Excel 600 is another example of this. The Improver includes the latest in enzyme technology to deliver enhanced softness over life in reduced mass bread and large pan bread.

Excel 600 is a robust ingredient and has grown over the past 24 months to become a staple in many plant bakeries in South Africa, where a variety of flours are used and whether softness over life has been in great demand.



Bakbel Europe invest in new line to roll-out new Ta-Da! branded products

Ta-Da! is a consumer-facing solution for showcasing the wide range of premium ingredients offered by the Bakels Group and the latest investment in this project comes at Bakbel Europe, Belgium.

Following the first introduction of the brand in the UK in late 2022, Bakbel Europe has invested in new manufacturing capability to supply local and export markets with a series of its premium wet products.

Unlike ready-made packaging such as plastic buckets or pre-formed bags, the flow pack machinery makes a bag on demand just before filling.



The main advantage is the flexibility: depending on the length and width of the bag, units from 250g and up to 8kg can be formed with the same raw material and machine. In addition to the filling line, Bakbel will commission a dedicated labelling line for both bags and carton sleeves.

The outcome is that Bakels can respond to local demands and provide products that fit the consumer market, with the required size, label and outer packaging.



Investment in Buildings, Infrastructure and Baking Centres

New Baking Centre opens in heart of Santiago

Bakels Chile opens its doors to a new Baking Centre in Santiago, the latest investment by the Bakels Group in an innovative customer-facing facility.

The latest Centre aligns with the look, feel and capabilities of previous Centres rolled out across the Bakels Group. Located in the heart of Santiago, the new facility unveiled at the Bakels Group Conference at the end of 2022, is just a 20-minute drive from the airport and looks forward to welcoming new and existing customers for product innovation and training days to foster relationships in Latin America, a growth area for the Group.

The new Centre is the latest investment by the Bakels Group in customer-facing facilities, which are suitable for a wide range of customers, including Craft, Artisanal and Industrial, built on the strategy of building deeper relationships with bakery businesses. From concept development, through to semi-industrial trials, it provides an ideal space to collaboratively launch consumer-led bakery products and has capacity for 24 people for practical and 60 for presentation sessions.

The Bakels Baking Centre model will continue to expand throughout the Group, with more set to open in the coming years and all built on our Mission to help customers sell more bakery products.



Exhibitions

Bakels back on track.

Gulfood, Dubai

Gulfood, Dubai, is the world's largest food exhibition, welcoming over 5,000 food and beverage companies, showcasing over 100,000 new products from more than 125 countries. The vast exhibition is segmented across 7 food and beverage sectors: beverage, dairy, fats and oils, pulses and grains, meat and poultry, power brands and world food.

This February, Bakbel Europe attended to demonstrate their wide range of ingredients, including fruit fillings, fine glazes, cream fillings, new 'Ta-Da!' small packaging solutions and more.



Expo Sweet, Ecuador

October 2022 saw Bakels Ecuador exhibit at the annual Expo Sweet show in Quito, Ecuador. Visitors to the fair included craft businesses, entrepreneurs, bakery and pastry students and the general public and a great opportunity to generate brand awareness for the Bakels.

Feature products at the show included the launch of DELIGHT cream, and low sugar products, aligned to the demand for healthier bakery products in the region.



Congratulations

We are pleased to recognise the long service of the following employees.

35 Years

Anne Davis, occupational health nurse practitioner, South Bakels

30 Years

Marcus Duncan, NZ Bakels

25 Years

Lee Green, national stock controller, NZ Bakels
 Ng Boon Heng, finance & admin manager, Bakels Malaysia
 Ntobeko Mjoli, forklift driver, South Bakels
 Max Ott, client advisor, Bakels Nutribake
 Leslie Richardson, British Bakels
 Reinette Stap, telesales admin clerk, South Bakels
 David Zdryko, British Bakels

20 Years

Mark Alistoun, branch manager, South Bakels
 Lim Hock Aun, bakery advisor, Bakels Malaysia
 Jaiko Bin Biong, production supervisor, Bakels Malaysia
 Kari Hurmalainen, warehouse, Finnbakels
 Jurgen Klosta, branch manager, South Bakels
 Tracy McBain, Palmerston north depot manager, NZ Bakels
 Martin Simpson, branch manager, South Bakels

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
Rusky Bakels/Russia
Aromatic Marketing GmbH/Germany
Aromatic Kft/Hungary
Aromatic Polska Spzoo/Poland

AFRICA

Bakels East Africa Ltd/Kenya
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 Bangsheng Food Ingredients Co Ltd/China
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

HEAD OFFICE

EMU AG / BAKEX AG
6023 Rothenburg
Switzerland
Tel. +41 41 854 46 44
emu@bakels.ch

www.bakels.com



Discover more online: www.bakels.com/insights

 **BAKELS**

BAKERY INGREDIENTS SINCE 1904