



# EUROPEAN **BAKER & BISCUIT**

Issue 5 (184) | Vol. 30 | 2022

● Supporting the international baking & biscuit industry

## Technology

Batch or Continuous, Mixers Control the Game

## Special Feature

Flexible Machines Give Leeway for Business Fluctuations

## Packaging

Bag Closures: Twist Like This

## Process

Frying: In Search of the Golden Donut

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## INGREDIENTS

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# The Industry Stands United

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Looking at the bigger picture, in-between events of such magnitude for the industry, professionals everywhere are eagerly awaiting the next opportunity to introduce their innovations.

*Tudor Vintiloiu*

The Baking Expo appropriately held in Fabulous Las Vegas has just wrapped the biggest and most spectacular industry gathering in recent years. The numbers speak for themselves: close to 20,000 professionals registered for the expo flooding the halls of the Las Vegas Convention Center, looking for the latest equipment, ingredient and supply solutions from more than 800 industry suppliers. While exhibitor personnel and non-exhibiting supplier guests fell just shy of pre-pandemic numbers, baker attendee participation was an astounding 25% ahead, further cementing the perception from exhibitors that high-quality bakers—with intent to buy—were walking the show floor. Shortly after, südback, was also a platform where the bakery and confectionery trades were able to discuss innovations and trends. 35,384 visitors came to Messe Stuttgart in October and ensured that the trade show attracted crowds similar to the previous edition in 2019. In five exhibition halls the 29th edition of the Trade Fair for the Bakery and Confectionery Trades again presented everything relating to baking – from working and operating technology, raw materials and merchandise through to shop fixtures and fittings.

This year, the baking industry will have one more opportunity to get together and discuss everything related to ingredients, supply chains, trends, tastes and formulations. In Paris, Fi & Hi Europe is set to attract exhibitors and attendees from over 135 countries around the world. The focus on sustainable food solutions from farm to fork, will give visitors the opportunity to learn about food waste, circular economy, regenerative agriculture and more.

Looking at the bigger picture, in-between events of such magnitude for the industry, professionals everywhere are eagerly awaiting the next opportunity to introduce their innovations. In the mean time every day is a work in progress in R&D labs and testing facilities everywhere, with steps to fulfill and exciting breakthroughs to record, which can build up to business-changing innovations.

Until next time, it was great meeting everyone and thank you! •



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## Lesaffre Opens An R&D Campus In France



Lesaffre inaugurated a new International Campus at the heart of 19 hectares of landscaped land in Marquette-lez-Lille, France.

The new buildings cover a total area of 23,000 m<sup>2</sup>, and 60% of this space is devoted to research and development. The Campus will serve as a showcase for the Group, where customers and visitors will be given the opportunity to understand and explore Lesaffre's cutting-edge know-how in the areas of research and innovation dedicated to fermentation.

"The inauguration of our Lesaffre Campus is a historic milestone in the Group's development," said Brice-Audren Riché, Chief Executive Officer of Lesaffre, at the inauguration. "This living space arose from a desire to express what we are: an innovative, eco-friendly and open-minded company that has strong local connections. It embodies the spirit of our Group, which has been working for 170 years to explore and develop the infinite potential of fermentation and microorganisms."



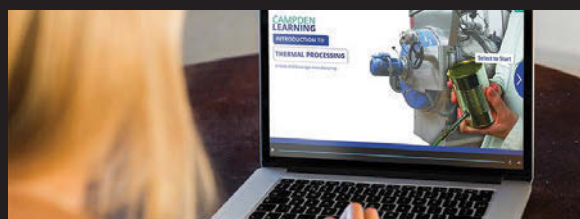
## Solina To Buy Saratoga Food Specialties

Solina, a leading European producer of savory ingredient solutions for the food industry, has signed an agreement to acquire Saratoga Food Specialties to continue its expansion in North America.

With operations in California, Illinois, and Nevada, and annual sales of USD280m, Saratoga supplies Quick Service Restaurants and food manufacturers with custom dry seasoning blends and liquid solutions such as sauces, dressings, and glazes. Upon closing, the Saratoga leadership team and its 500 employees will join Solina.

Acquiring Saratoga accelerates Solina's footprint into North America, notably by adding liquid solutions to its existing dry seasoning capabilities, doubling its number of facilities in the region, and providing the North American organization with significant expertise in B2B, foodservice and retail.

"With Saratoga joining Solina, we will create a leading one-stop-shop for ingredient solutions in North America," Anthony Francheterre, CEO of Solina, said.



## Campden BRI Launches On Demand E-Learning Platform

Campden BRI, a leading global training provider to the food and drink industry, launched its on demand e-learning platform, Campden Learning. The new platform brings together deep industry knowledge and expertise using dynamic digital tools to deliver an interactive and engaging training experience.

Campden Learning training manager, Jo Rathkey comments: "The nature of our sector means that businesses cannot afford to be left behind on information, knowledge and the latest thinking around a number of topics. We know the pressures the food and drink industry must manage and that time is often scarce as a consequence, so we designed Campden Learning to offer a practical solution to time-pressured employees who need to fit the demands of their profession around their learning. In addition, we know businesses require assurance that their employees are receiving the very best high-quality training available, with minimal downtime and optimal results to maximize their training budgets."



## Hillenbrand Announces Acquisition Of LINXIS Group

Hillenbrand, Inc. announced it has completed the acquisition of LINXIS Group from IBERIS INTERNATIONAL, an affiliate of IK Partners, and additional sellers, for a total enterprise value of approximately EUR572m plus cash acquired at closing.

"The completion of the LINXIS Group acquisition marks a clear step forward in the execution of our strategy to grow as a world-class industrial company and deliver long-term value to our shareholders," said Kim Ryan, President and CEO of Hillenbrand.

LINXIS Group has six market-leading brands – Bakon, Diosna, Shaffer, Shick Esteve, Unifiller, and VMI – that serve customers in over 100 countries. With a global manufacturing, sales and service footprint, LINXIS Group specializes in the design, manufacturing, and service of dosing, kneading, mixing, granulating, drying and coating technologies that are complementary to the equipment and solutions offered under Hillenbrand's Coperion brand. Hillenbrand expects LINXIS to generate revenue of approximately EUR300 million with mid-teen EBITDA margins in calendar year 2022.



# Kerry Launches Food Waste Estimator For Businesses And Consumers

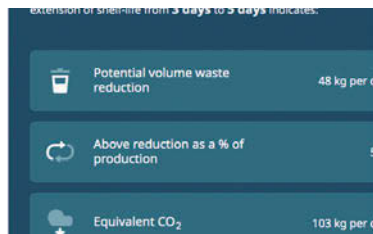
Let's calculate the waste reduction potential for a product you have in production today

What is your product type?  
Bread

What region do you operate in?  
Europe

How much of this product do you produce?  
1,000 kg per day

What is your product's current shelf life?



Kerry has launched a tool to raise awareness of food loss and waste, as it calls for collective action in tackling food security. Kerry's Food Waste Estimator allows consumers and manufacturers to quantify and understand the financial and environmental impact of reducing food waste either in the food chain or in the home.

Using just a few simple inputs, Kerry's estimator is designed to inform users about the impact that reducing food waste can have on our planet. It provides information on the number of additional people that

could be fed, as well as the amount of carbon dioxide and water that would be saved by making simple changes to reduce food waste.

In addition, the estimator enables food manufacturers to determine the impact they can have in reducing global food waste by using shelf-life extension technology across their portfolios. Research has shown that approximately 50% of consumer waste could be prevented via shelf-life extension technologies – a saving which would meaningfully reduce world hunger.



## Puratos UK Acquires Fruit Grower Fourayes

Puratos UK announced it has bought UK's biggest fruit grower and processor, Fourayes.

The move will allow Puratos to embed sustainability through the entire value chain, from sourcing of raw materials to usage of products by customers and consumers.

Fourayes' range of fruit fillings, industrial jams and mincemeat – all manufactured at its 100-acre orchard in Kent – will complement and enhance Puratos' existing local fillings capabilities in Simonswood, further expanding the offer of locally-produced ingredients to customers.

Julia Darvill, Managing Director at Puratos UK and Ireland, said: "We are delighted to welcome Fourayes into the Puratos family and are excited to continue its proud legacy; supporting British farming, providing farm-to-fork transparency, and demonstrating exemplary ESG practices. Our relationship with Fourayes first took root back in February, when we partnered up to launch a unique range of real fruit and vegetable pieces, and in the succeeding months our connection has grown even deeper."

## GoodMills Innovation Brings Entire Value Chain Under One Roof

From 1st October, the sales and application activities of Müller's Mühle Business Solution will be run by GoodMills Innovation in Hamburg. The sales, marketing and application technology activities for the legume flours of Müller's Mühle Business Solution will become part of the GoodMills Innovation portfolio. The range of legume flours complements the extensive, predominantly cereal-based offerings of GoodMills Innovation. The legume flours thus increase the growth and development potential of the plant-



based alternatives, snacks and bakery markets.

The aim of the merger is to further develop the plant-based proteins business and establish the product range in the European market as functional ingredients for plant-based alternatives, snacks and baked goods. Dr. Gregor Peter, Chairman & Managing Director GoodMills Innovation GmbH, said: "We will further expand the segment for innovative legume flours in close cooperation with Müller's Mühle. Both product lines also complement each other perfectly."

## New Corbion Solution To Cut Costs By Reducing Fats & Oils

Ingredient supplier Corbion created an enzyme-based solution, called Vantage 2060, that, the company says, helps bakers deliver consistently high-quality baked products while enabling formulation flexibility. The new offering makes it possible to reduce oils and hard fats by up to 60 percent, and reduce or eliminate mono- and diglycerides, thereby lowering bakers' exposure to volatile raw material pricing.

"Our customers deal with so many changing factors, but consumers still expect consistent, quality products that taste fresh and delicious," said Abby Ceule, Senior Director, Functional Systems at Corbion. "Vantage 2060 is a great example of that; it provides bakers the flexibility to produce baked goods without traditional emulsifier systems and still achieve consistent results in bread, bun and sweet good applications."

Vantage 2060 allows commercial bakers to cut hard fats, oils, and emulsifiers while still delivering important characteristics such as softness, fine crumb structure, loaf volume, stackability and sliceability.



## Fedima's Annual General Assembly Focuses On Resilience In The Supply Chain



Fedima, the Federation of European Manufacturers and Suppliers of Ingredients to the Bakery, Confectionary and Patisseries Industries, organized a panel with members from across the bakery ingredients sector to discuss resilience in the bakery supply chain. The panel discussion, moderated by EurActiv agri-food and health policy journalist Gerardo Fortuna, took place in the context of Fedima's Annual General Assembly (GA) in Antwerp, Belgium on 22 and 23 September 2022. The discussion focused on several

topics, including the crises facing the supply chain, sustainability, digitalisation, and data usage. Opening the session, Pieter Devuyt, News Analyst for European Food and Agriculture Policies at S&P Global, gave an overview of the main challenges for the industry, focusing on the impact of the war in Ukraine, the EU's policy responses, and the EU's continued push for more sustainability in food supply chains. He noted that "the challenges for the European bakery industry are unprecedented and are seriously testing the resilience of food supply chains".

## Syntegon Launches Innovative IDH Handling System For Cookies And Crackers

The Syntegon Independent Direct Handling system is based on a newly developed picker technology using linear motors. The flexible pick-and-place machine not only ensures particularly gentle product handling, but also offers a compact design along with high output and the option of loading different products both flat and on-edge – making it a highly efficient and flexible addition to Syntegon's pick-and-place portfolio.

The linear motor bar forms the heart of the new machine, as Philipp Kathan, Lead Engineer IDH at Syntegon, explains: "Thanks to the slow and smooth movements of the linear motor movers, the cookies and crackers are handled with minimal mechanical stress and vacuum application – preventing breakage or damage to the product surface and ensuring optimal production efficiency."

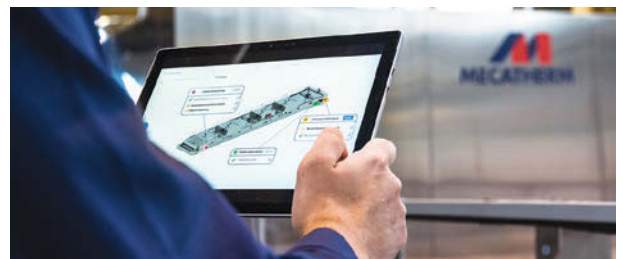
The IDH picks the cookies directly from the process belt to keep the transport distances between the oven and the packaged product as short as possible, thereby reducing abrasion. Not only does this result in less product waste: cleaning efforts are also minimized because less product residue accumulates in the system.



## Unifiller Unveils App And Bluetooth Device For Remote Control

Unifiller Systems Inc., a global leader in portioning equipment, introduced a new Total Care by Unifiller product that includes the app and Bluetooth-enabled device. The product is a simple plug-and-play unit that offers Unifiller customers long-term advantages at a minimal cost. Designed by Unifiller's R&D team, the Bluetooth device syncs with any Unifiller machine to transmit equipment usage information to a mobile phone, tablet, or desktop running the app. Customers can then upload, store, and track content on a Unifiller-specific framework. Sonia Bal, Director of Global Marketing at Unifiller Systems, says, "The app will revolutionize how Unifiller customers interact with their equipment. Its cloud connectivity, data tracking, easy recipe management, and predictive maintenance will minimize downtime and ensure machines are ready for crucial production times, such as the upcoming holiday season."

## MECATHERM Launches M-Care, A Predictive Maintenance Solution



MECATHERM, one of the world leaders in the design of automated production lines for industrial bakeries, presented M-Care at IBIE 2022. This new intuitive predictive maintenance application is designed for industrial bakeries using MECATHERM equipment. M-Care makes it possible to promptly detect anomalies on equipment and to guide operators and maintenance teams on the first level checks to be carried out. The aim is to prevent breakdowns and optimize the availability rate of production line equipment. Thanks to sensors installed on the equipment, the M-Care application makes it possible to monitor the working order of the machines and to send alerts to the operators when detecting drifts that could lead to breakdowns. The application also helps guide them in solving the problem, first with simple checks and then with the intervention of technical support from MECATHERM, when necessary.



## Taste, texture and health

At DSM in Food & Beverage we have solutions for a variety of flours to optimize processes and recipes so you can create delicious and unique baked goods with consistent results. Our extensive and innovative portfolio will help you stay on top of ever-changing market developments, while ensuring reliability. Together we can create tasty, nutritious, sustainable baked goods with qualities that your consumers will love.

Enjoy it all





# Julien Bonvallet:

## “There is Quite a Shift From New Product Development Towards Reformulation”

Fi Europe co-located with Hi Europe returns to France this year on December 6-8. For the first time, the leading ingredients exhibition will take place at Paris Expo Porte de Versailles – occupying four halls with more than 1,200 exhibitors, ranging from leading ingredients suppliers through to highly specialized newcomers. The in-person show will be framed and supported by an extensive online event, giving attendees countless opportunities and greater flexibility to source, connect and innovate – be it virtually, in-person or both. *European Baker and Biscuit* talked to Julien Bonvallet, Group Brand Director, Informa Markets, about this year's edition of the well-known ingredients event.

### Can you tell us what visitors can expect from this edition of FiE?

In terms of participation, we expect about 1200 exhibiting companies at the show and the attendance is forecasted to be over 20,000 food ingredients professionals and even though it's fair to say that events are still recovering from the pandemic's impact, we haven't seen a significant drop in terms of number of countries in attendance so we still expect a similar geographical representation as with previous editions.

This year we're back with the full content program so there will be various theaters on the show floor, a couple of those are new, and we have a very rich content program. Another novelty is that we've changed the venue this year and we will now be in a more central location in Paris. It's an investment from us as an organizer, but we recognize that the previous venue had its challenges in terms of networking opportunities and entertaining your teams or customers after show hours.

In terms of features at the event, visitors will find some of the very successful features we've always had like the New Product Zone,

but we will also have an Innovation Hub, Exhibitor Showcases, which we didn't have in the last edition because of restrictions, and we'll have, of course, some of the other programs that we run. The Startup Innovation Challenge has received a record number of entries this year. We've had over 70 entries, which is the highest number to date.

This year we will also run the Fi Innovation Awards which is something we've been doing for many years but we're seeing a good number of entries as well, so that suggests that despite everything happening within the industry, innovations are still being launched and that's an opportunity, of course, for the attendees to just discover trends that they can take advantage of for their new product developments.

### What are the main themes that you've set out to cover in this edition of the trade show?

Based on recent surveys, we've identified some recurring themes that we've incorporated into the content program - such as reformulation, regulatory frameworks, plant based, etc. These are themes that we've



been providing a lot of content on in the last few years. What we are putting a bit more emphasis on this year will be supply chain disruptions and opportunities.

We will also be holding a lunch-and-learn session, which is more of a round table format where leading industry experience and innovation will be mostly focused on the future - the innovations that will be disrupting the food industry in the longer term.

Another great networking opportunity will be the women's networking breakfast where, basically, we'll have a number of panel discussions focused on leadership, diversity and inclusion strategies, and how women are transforming the food industry.

We will also be launching a Sustainability Hub, which will consist of a theater where the sessions and content will focus exclusively on sustainability. We will cover topics such as food waste, circular economy, and regenerative agriculture. This year, all of our content will be free to attend.

The physical trade show will be supplemented by the online event - the content program will kick off the week before the show starts, will continue throughout the week in Paris and two weeks post show. Everything that we'll be presenting live will also live stream on the platform so attendees will be able to have access to all the content even if they are unable to attend in person.

This platform will be supporting the event and offering visitors new tools to connect before the show and initiate conversations and plan meetings before the event itself. All attendees will also be listed on the platform and exhibitors can engage with them, and this is something new that we were not able to offer in the past.

**Please reflect on the challenges the industry faces in regards to employment, price volatility and supply chain disruptions.**

We carried out a survey and we tried to identify what the current industry challenges are and how the professionals are mitigating those challenges and the results were unsurprising. Delays and disruptions in supply chains, and energy costs. But at the same time, data suggests that there's an opportunity for ingredient sellers within Europe because the rise in transport costs is overlapping with the demand for more local products. So a lot of the buyers have indicated that they were looking for more local suppliers because it solves two problems at

the same time. Another current strategy is to have alternative suppliers, not necessarily to replace existing suppliers but more of a backup to have in case of missed shipments and other shipping challenges.

Another trend we've observed is that a lot of the companies that we spoke to have actually taken steps towards refocusing on reformulation rather than new product development and, again, that's a response to some of their ingredients or material increases in price or just their availability being impacted. So once again this is an opportunity for exhibitors because they might be able to fulfill some of those needs and reformulation has always been a big part of R&D. There has been quite a shift from new product development towards reformulation and just in general a reduction of the investments across research and development, marketing and advertising. A lot of our customers, whether they are buyers or sellers, have indicated that they're also exploring new geographies.

**How has the COVID-19 pandemic influenced this edition of the trade show in terms of attendance, exhibitors, logistics, etc.?**

There hasn't been any major impact for this edition. Informa was quite quick at developing its own health and safety protocols when the pandemic broke out in 2020 so we got into partnerships with other organizers, with venues, with contractors, and developed a rather robust health and safety protocol which was obviously adapted to the local circumstances, and some of those measures have also been embedded into our processes now, and since we're in a much different place now than we were two years ago, there aren't really any disruptions expected in terms of how the event will take place.

In terms of exhibitors I think we'll all note that we have a lot less Chinese exhibitors because they are still having restrictions that make it very difficult for them to travel abroad but they also have a limited number of flights connecting them to the rest of the world, but we still have, I would say probably about 40 to 50 companies from China which is quite a fraction of what we used to have at past events.

With the event now being annual, and after bringing together Health Ingredients with Food Ingredients, the event is more focused on the health trend within the food industry. It made sense to bring those two events together and now we'll follow a rotation of





France and Germany on an annual basis. When we made that decision, it was also a response to buyers indicating that they have more frequent needs for connecting with suppliers and more frequent purchasing needs. The old Innovation Cycles have accelerated and new product launches on supermarket shelves have accelerated compared to what it was maybe 10-15 years ago.

#### How will the bakery ingredients sector be represented in terms of products and exhibitors?

Bakery is usually the largest sector represented at these events in terms of attendance so if we look at previous editions, usually Bakery and Dairy are the top two sectors in terms of visitors attending the event.

At the last edition in Paris we had 11 exhibitors that were exclusively dedicated to the bakery sector but, of course, there were hundreds of companies that serviced that sector such as suppliers of cereals and grains, flavors, colorants or premixes of all kinds. In terms of content programs specific to the bakery sector we have about six sessions that are particularly relevant. One will be about evolving trends in the snack market; another session will be on product reformulation trends in snacks, bakery and confectionery; we have a session where we discuss effective approaches to sugar reduction and product formulation; another session will focus on innovating for the health-conscious consumer and we'll also have an overview of all of the new innovations in the bakery and snacking categories; and finally we have a session dedicated to egg replacements. Of course, there will also be sessions dedicated to sustainability or plant-based products that will also be relevant to the sector but the ones I mentioned are specifically designed and created for those primarily interested and focused on bakery.

#### Who are the keynote speakers and what will they be discussing?

We have a fantastic selection of industry experts who will be speaking at the event; one of them is Dorothy Shaver, the Global Food Sustainability Director at Unilever - a session that will definitely be a 'must attend' and I have no doubt that it will be well received. We also have the former Head of Marketing at Red Bull Europe who will be giving a presentation around brands and branding. I'd like to highlight Christine Gould, Founder and CEO of Thought For Food, a particularly well-known figure within the sector, who will share views

on the food industry as a whole and how the trends are evolving. The full speaker lineup and content agenda are available to view on the event website.

#### What are the three aspects that would encourage visitors to attend this edition of FiE?

I think three aspects that would encourage visitors to attend this edition of FiE this year are not necessarily different from the previous editions. One of them is, of course, networking, the opportunity to do business and forge new partnerships and reconnect with the industry. It's probably fair to say that quite a lot of the community hasn't had the opportunity to meet each other in Europe since 2019.

Of course, innovation is always one of the reasons to visit FiE. Exhibitors usually release some of their innovations during the show and for everyone attending the event it's a great opportunity to see what's happening within the market in terms of trends and new solutions that become available to them.

As mentioned, we have a number of supporting features at the event, which add to the list of reasons to visit. We have a New Product Zone, which actually has been very successful. This year I think we'll have over 50 products presented there. The Fi Innovation Awards and the Startup Innovation Challenge are also worth mentioning. For the first time we'll have a Startup Pavilion with over 20 startups exhibiting there.

Another good reason is that Fi Europe will definitely be helping all of the industry professionals tackle their supply chain challenges, to find alternatives or new suppliers, whether they are looking to reformulate their products to either meet some of the new consumer trends or whether that's because they've suffered shortages of raw materials or ingredients. Like I said, some of those food and beverage manufacturers are looking to source ingredients locally both because of a consumer demand for this but also because of all the challenges they have been experiencing in terms of transportation costs.

#### Anything else for everyone to look forward to?

The most straightforward consideration is the new venue in central Paris and reconnecting with other industry professionals. I think that's what I certainly look forward to and I am sure that the same holds true for the entire community, too! •

# ➤ Online & In-Person

28 Nov - 8 Dec 2022  
From Anywhere  
Online

6 - 8 Dec 2022  
Paris, Expo Porte de Versailles  
France



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# Batch or Continuous, **Mixers Control the Game**



The global stand mixer industry was estimated at USD1.8bn in 2020, and is expected to reach USD2.9bn by 2030, growing at a CAGR of 4.7% from 2021 to 2030, according to a recently published a report by Allied Market Research.

**By Tudor Vintiloiu**

**T**he rise in interest for domestic baking and cooking, the advent of new commercial establishments such as restaurants, hotels, and cafes, and the ever growing number of features and functionalities included in the latest versions of these machines, are the main drivers of market progress. The surge in demand from developing countries, coupled with the surge in sustainability efforts and improvement in energy consumption are expected to open new opportunities for the market players in the future, despite the challenges such equipment presents - such as the limited availability of floor space in small bakeries, and difficulties in cleaning and maintenance.

### MORE CAPACITY, SAME SIZE

Backed by more than 100 years of experience in the foodservice industry, Hobart's planetary, spiral, and pizza mixers are available as countertop and floor mixers in capacities ranging from 5 quarts of batter to 220 pounds of dough.

Hobart mixers have a reputation for unparalleled strength, speed, and durability. According to the company, each product is tested under extreme conditions in the manufacturer's unique technical center to ensure it holds up to the company's high standards.

Hobart's Legacy+ range of mixers consists of machines designed to provide as much as 30% more mixing capacity in the same size bowl, depending on the application. This is achievable thanks to the Hobart-exclusive PLUS System, which combines three powerful technologies: VFDadvantage, maximum capacity overheat protection and a reinforced planetary shaft.

VFDadvantage variable frequency drive combines precise motor control with excellent power to help manufacturers gain consistent mixing and maximize their productivity. It also offers benefits such as motor protection to prevent overheating if the mixer capacity rating is exceeded. A stir speed incorporates ingredients slowly and completely, while Shift-on-the Fly™ allows the changing of speeds while in operation without the need to worry about consistency and efficiency.

On the HL800 (80 quart) and HL1400 (140 quart), a FastStop function stops the mixer's planetary rotation within three seconds.

VFDadvantage provides the power needed for the most demanding dough production and ensures consistent mixing to help kitchens

gain high levels of productivity and quality. The maximum-capacity overheat protection consists of extreme-duty wiring and connections. These manage more power so you can mix heavy ingredients without concern for downtime.

A reinforced planetary shaft system, combined with an all-gear-driven transmission, provides exceptional power to the bowl to increase mixer capacity - so you get more output.

In addition to the benefits of the PLUS System, these Hobart commercial mixers offer other features to help bakers gain quality results and stay productive. Four mixing speeds can take on nearly any mixing job and the Quick-Release™ agitators have a consistent ratio to the bowl to provide you with great mixing performance. They also are easy to remove and don't move up and down like bayonet-style agitators.

### BATCH MIXERS, AUTOMATED

During the IBIE trade show in Las Vegas, we also talked to Claire Auffrédou, Deputy Managing Director for VMI about the market demand and how their product lineup is catering to that demand. According to her, the preferences in the US are starting to converge with the European market - but the main difference is that the capacities required are higher in the US. "There are bigger bakeries in the US producing mostly soft breads, while in Europe we have more semi-industrial factories that are satisfying a growing demand for crusty breads. It's not all black or white and we have observed this trend also coming to the U.S gradually where we have registered a growing demand for batch mixing systems that allow the resting times needed for artisan bread." VMI's batch mixing technology, allows bakers to have resting fermentation times, while also being able to process high capacities. The equipment comes with separate tools for bread but is easily adaptable for cookie dough, muffin dough and other doughs that have a more liquid consistency.

According to the company, these mixers can also be integrated in a fully automated system with a shuttle bringing in the mixer bowls so that they can receive the ingredients, allow resting time for the dough, and then the shuttle can return the bowls to the cleaning station, making this a completely automatic system.

"We also launched a new planetary mixer, which is also for industrial capacities. It is a new design, which incorporates a lot of



Photo: Hobart



Photo: VMI



ergonomic functionalities that follow strict hygienic design principles. The Phebus mixer has recently received recognition at the Innovation Showcase at IBIE and it excels in the most complex preparations, including creams, sticky doughs, batters and specialty breads. Bakers can use the intuitive touchscreen interface to program up to 100 recipes for daily consistent and smooth production. The mixer has a bowl capacity of 200 liters and features an ergonomic and easy handling design, ensuring the safety and comfort of the staff. Hygienic stainless-steel design guarantees food safety.”

### CONTINUOUS MIXING

Continuous mixing offers a consistent, uniform dough stream on the production line at the same rate it is being used. The continuous mixing process eliminates the problems associated with batch cycles and produces a consistent product, continuously.

Continuous Mixing involves continuously metering ingredients directly into the mixing chamber and, as a result, generating a continuous stream of mixed product at the exit of the mixer. The mixing may be done in stages to ensure all ingredients are incorporated properly.

A mixer is only as reliable as the materials handling and metering systems that supply it. Exact Mixing is a Reading Bakery Systems (RBS) brand that specializes in fitting materials handling systems to Continuous Mixing Systems in order to make the entire system user friendly and reliable. Their mixers are designed using Loss-in-Weight technology – the most accurate feeding technology available, according to the company. All metering and mixing procedures are monitored and initiated by the control system so the operator is always able to confirm and modify as needed.

A complete Exact Mixing Continuous Mixing System includes the mixer, blender, materials handling and ingredients metering, as well as the control system that monitors and distributes product between them.

Exact Mixing’s Hydrobond Technology delivers instant, uniform hydration of a flour stream before it enters the mixer, without adding heat to the dough, and results in a shorter mixing time, with less energy required. “Rapid hydration is an advanced technology to make bakery doughs faster, with more uniform moisture distribution, and with less energy,” RBS’s specialists explain. Hydrobond Technology



Photo: RBS

mixes dough on a particle-to-particle basis. When used with a continuous mixer, it speeds up the continuous process allowing for the use of a shorter mixer, which means a smaller footprint as well as lower equipment costs, and lower energy costs. It can also be used with a pre-hydration system to mix particles of flour, minors and water directly into a brew holding tank.

The data RBS mixers can collect encompasses virtually all ingredient measurements, including instantaneous rate, temperature, and, in the case of liquids, viscosity. Gravimetric metering measures ingredient rates to within 0.5%. PID controls (Proportional–Integral–Derivative) handle the rate precisely and all data is saved and available to the operation at the HMI (Human-Machine Interface). With recipes stored in the mixer in advance, the operator only needs to know which recipe to select, what throughput is required, and the total amount of dough to be produced; everything else is controlled by the interface.

Continuous or by the batch, mixing is constantly perfected with increased control made possible by employing state-of-art, smart technology innovation.

The specialists agree that smart solutions will help to upgrade mixing equipment and processes. Production scheduling and flexible changeover will be easier, as well as data exchange, analysis, and process optimization - all as a direct result of the future implementation of smart solutions. •

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**White Paper: Higher Dough Capacities Multiply the Advantages of Continuous Mixing**



# In Search of **the Golden Donut**



Donuts come in many shapes: Berliner, ring, shell, heart, apple, and even twisted, and modern production lines can make them turn out just perfect at the other end of the system, like clockwork.

By Jo Ilie

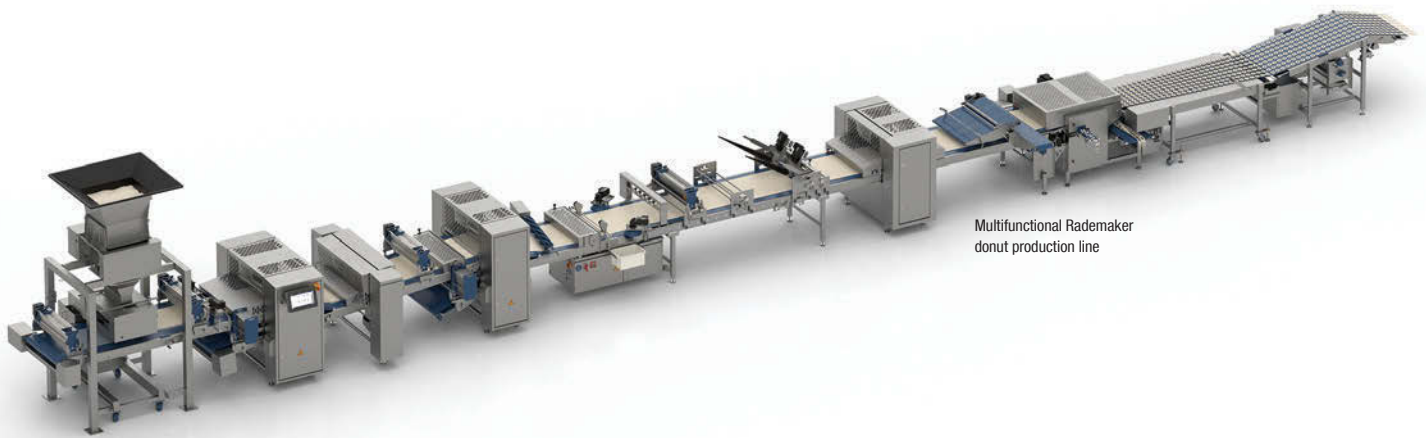
**W**e live in a new golden age of the donut as a record number of donut-based products hit the market in the past year. Their resurgence is credited to the rise of artisanal bakery - where yeast or sourdough leavened products speak for the bakers' skills and appeal to nostalgia for long lost times - but also to the impending recession. In dire economic times, people buy products that provide both energy and indulgence: donuts, bagels, chips, chocolate and fast foods. But this year's donuts are also a canvas for bakers' creativity, offering bold combinations of flavors and innovations in shape and fillings (like the newly introduced mustard donut available at French's in the US) and a starting point for other businesses (donut-inspired makeup collections at Ulta, and donut walking tours in major cities around the globe). This high rate of innovation is due also to the progress made in automation and production lines that allow for speedy testing and producing of a wide range of donuts. Rademaker, for example, offers different donut production solutions that allow for a high yield, depending on the customer's demand. More than that, they have high adaptability. "The make-up section is set up in modular

tools," says Ronald Hoiting, Marketing & Communications at Rademaker. "Most of the time these tools can be lifted when not in use. Sometimes we literally roll tools on and off the make-up section for easy and quick operation."

An added level of flexibility comes from the sheeting lines and make-up tables for the yeast raised processes. "The changeover set to produce a different size donut, such as a ring, shell, Long John, heart or apple shapes can simply be a cutter change in the rotary cutter or guillotine," explains Hoiting. And the default make-up of the production line sheeting lines can already handle a very broad range of dough types without any adaptations - Rademaker's sheeting lines are also known for their stress free dough handling.

Rademaker's production lines come in all types of settings, from semi-automatic up to fully automated. "The fully automated versions are often most requested," says Hoiting. "Due to the high degree of automation, they are more cost effective and provide a better return of investment." Beyond the actual donut production line, what is taking the solution to the next level is that it operates in combination with proofer and fryer. That means that the dough can be taken from the mixer, fed to the line and have the almost-finished product coming out the





Multifunctional Rademaker  
donut production line

other end. “In theory, the fryer is master of the system, the make-up line follows the master”, says the Rademaker expert. “Based on our experience of installed base, we adapted and tuned our software to run in perfect harmony with various upstream partners.” WP Kemper, a producer of frying modules, confirms that the most important aspect when buying a fryer for an industrial bakery is the fully automated process. “The WP Kemper fryers, at the larger end, are designed with a fully automated process in mind. Every aspect of the fryer, from infeed, conveying speed, oil level, oil top up, oil temperature, oil filtration, product turning and discharge are all controlled through the computer system,” they explain. Reliability, easy cleaning and energy efficiency are also musts for such equipment. The most challenging products or shapes are those that are difficult to transfer. “Producing a variety of shapes and sizes is fairly easy on the Make-Up Table, the challenge is transferring them successfully to the proofer baskets and into the fryer,” says the Rademaker expert. Equipment flexibility and turning of the products in order to maintain the shape are also among the challenges of the donut frying process, confirms WP Kemper. “Our equipment has been designed with a great amount of flexibility in mind. The fryer is speed adjustable to have flexibility in the frying times and capacity. In addition to this, the turning systems were developed using a cam pneumatic drive for the trays and a height adjustable ramp for the bars, to ensure that all products turn effectively, regardless of the size,” the experts add. Moline Machinery, which is specialized in frying systems for yeast-raised and cake

donuts, mentions the zoned temperature control, oil turnover, and continuous filtration among the challenges that require special consideration. Frying times vary for different types of donuts from 80-360 seconds. “This is a very wide range, so it is very important to know the product mix on the front side to accommodate a variety system,” Moline experts explain. After frying, fillings and toppings are generally done manually at the plant or store level. “The reason is that the variety required on this end of the process is very difficult to manage with automation,” says Hoiting. “The other challenge is many of these fillings get injected after the cooling process, and the donuts aren’t registered properly for automated solutions.” With sustainability in mind, as most makers of food and food-producing equipment nowadays, Rademaker looks now for solutions that reduce waste (e.g. rejects, scrap dough) to avoid the “disastrous” use of energy for products that end up in a landfill. They are also looking for ways to prolong the lifespan of the machine itself and build it with a focus on machine durability. “Finally, hygiene plays a role as well, cleaning is downtime which means in-efficiency, so it must be easy and fast to clean,” says Hoiting. “But it must be done with as little (hot) water as possible.” Recession or not, donuts have become so ubiquitous in our urban landscapes, they might just stay for longer this time, powered by the technology that makes them affordable and efficient to make, but also by the wild imagination of bakers. •



WP Kemper

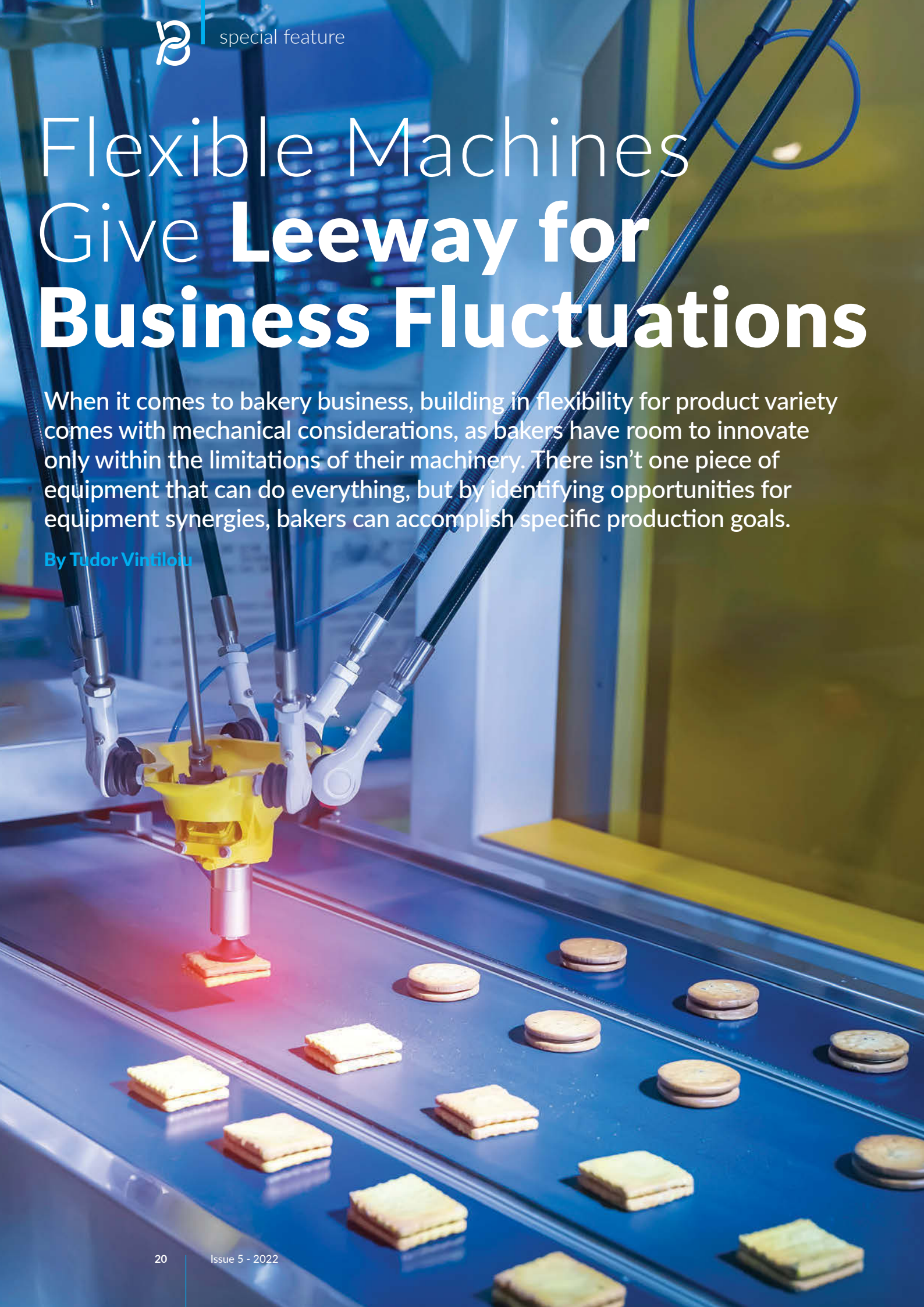




# Flexible Machines Give **Leeway** for **Business Fluctuations**

When it comes to bakery business, building in flexibility for product variety comes with mechanical considerations, as bakers have room to innovate only within the limitations of their machinery. There isn't one piece of equipment that can do everything, but by identifying opportunities for equipment synergies, bakers can accomplish specific production goals.

By Tudor Vintiloiu



**T**he modern bakery needs to be versatile to meet today's needs. And these range from the ever-changing demands of the consumer market as it bends to trends and fads to the need to have equipment that can produce more than one baked end product without too much change-over downtime. Ingredients, too, can offer the baker better flexibility as they evolve along with market needs. So, the goal, in many instances for the smaller bakery, is to have one line that can produce, for instance, bread, croissants, baguettes and rolls. This flexibility can also help reduce energy costs – the biggest single cost for most bakeries the world over. High energy cost items are the proofer, oven, cooler and associated steam boiler plant which can account for between 50-60% of the costs, with the oven using the most energy.

### **MULTI-MODE BAKING**

In an effort to reduce these costs, some bakers are turning to multi-mode or hybrid baking ovens which, in general, provide bakers with more flexibility in baking an assortment of different products by using different oven modes as well as proving additional adjustment capabilities in the bake time and overall oven profile.

Also, the introduction of data loggers and heat flux sensors have allowed the oven process to be documented in much more detail in terms of its operational performance and provide an avenue to support maintenance and troubleshooting activities to a level not possible the past.

Multi-mode baking is defined as using various oven modes to control the baking reactions that determine final finished product attributes through decoupling of conduction, convection, radiant and dielectric heat transfer modes. For example, microwave, direct-gas-fired and radiant heat mainly impact structure, thickness and texture. Microwave and convection have the greatest impact on moisture and weight. It also allows for color to be adjusted by radiant and direct-gas-fired heat. This approach to baking develops an understanding of the fundamental characteristics and interactions for baking reactions in terms of materials, process and product.

Further to this, it permits optimized process and oven designs through specific heat transfer data for scale-up from pilot plant to production.

These systems came about based on experience and significant research and

development and by understanding the fundamentals and characteristic heat transfer properties of the different modes.

Several bakers with a wide product range are combining the best baking methods by specifying a hybrid oven. DGF (direct gas fired), direct convection and indirect convection baking all have characteristics that are ideal for one part of the process but not necessarily all of it. Combining the benefits can create a unit that exactly matches a specific bakery need.

### **FLEXIBLE MEANS MODULAR**

For Auto-Bake Serpentine's customers, future proofing in today's dynamic market means introducing new product formats continuously. According to the company, their hybrid oven technologies coupled with flexible complete line automation enables customers the ability to quickly and affordably create trendy new products that feed the market's insatiable appetite for diversified premium products. "The agility and performance of the Auto-Bake baking system is second to none, which is why the largest producers in the world continue to trust our technology as the best investment to future-proof their bakery. [...] To put it simply, customers want innovative equipment that give them an advantage over their competition with flexibility to pivot quickly as market trends and demands change rapidly. Large capacity lines are not as desirable as they once were, today dynamic and flexible lines are much more important," says Scott McCally, Auto-Bake's President.

"We encourage our customers away from building a new custom line that is one dimensional. We want to offer a standard solution with the ability to create custom products through accessory additions that can come and go as demand peaks and wanes," he adds.

Just as today's larger food manufacturers need baking systems that offer greater flexibility to keep up with the expanding consumer palate, similarly, smaller manufacturers undergoing rapid growth need systems that can transform manual or semi-automated baking processes into large-scale industrial production.

### **LEAVING ROOM FOR INNOVATION**

The new Pita Chip System from Reading Bakery Systems (RBS) does both and more – it fully automates pita chip production and gives snack food manufacturers the ability to optimize operations and differentiate their baked snack product portfolio. With the RBS Pita Chip System, manufacturers can produce up to 1,000 kg of baked pita chips per hour, plus a wide range of baked multi-crisp





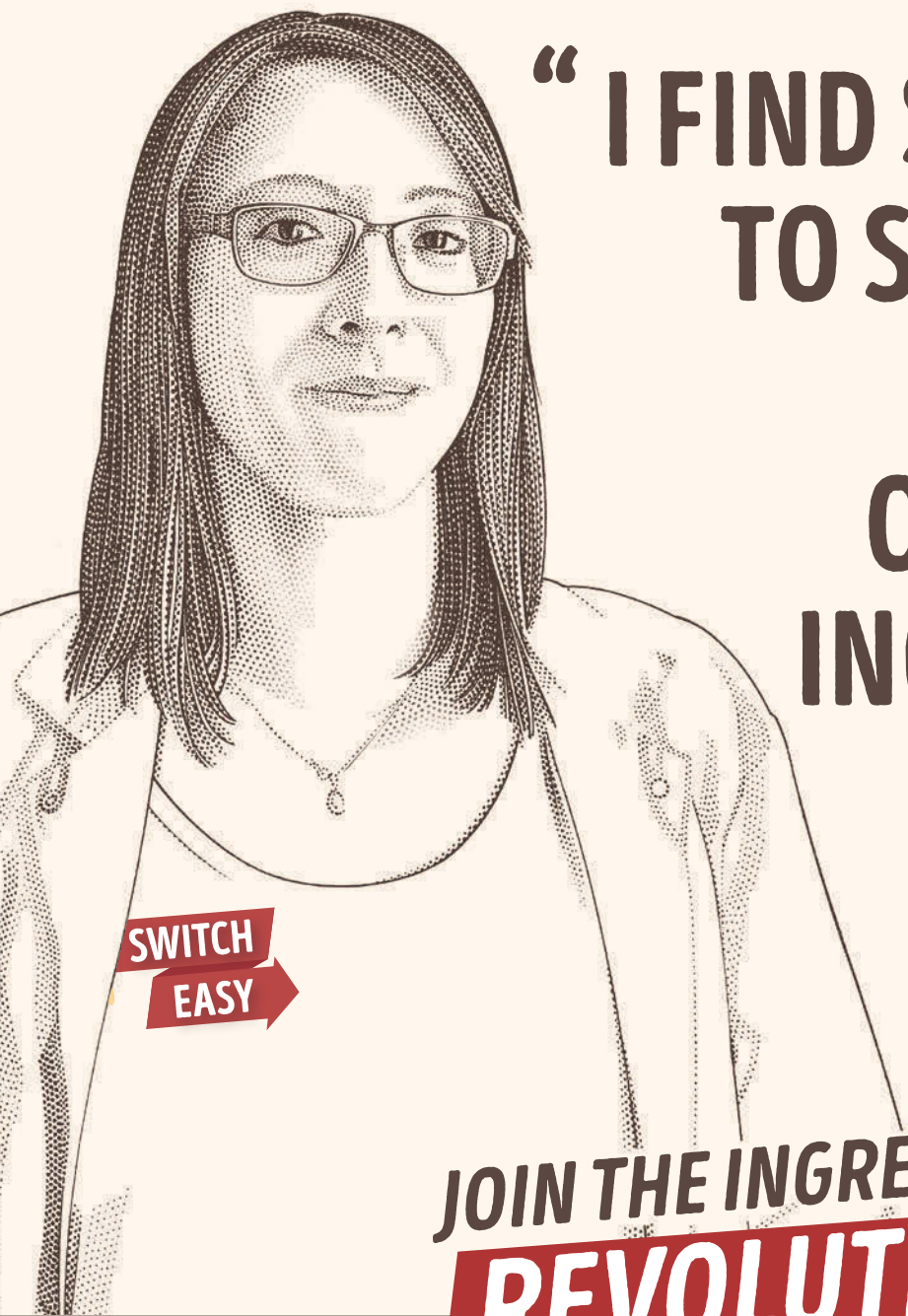
products on the same production line, with minimal changes and operator labor. Ultimately, the new RBS Pita Chip System is the company's newest solution to keep its customers in a position to capitalize on consumer trends and help them maximize their operations. As RBS senior vice president of sales and marketing, David Kuipers, summarizes, "Our new Pita Chip System builds on the successful technology of our Multi-Crisp System to give snack food makers a new level of production flexibility. We think it's a game-changer for manufacturers that want to innovate their snack portfolio."

#### ROBOTS & END-OF-LINE AUTOMATION

Today's food production is characterized by the need for high efficiency and quick return on investment. Fast changeover times for format parts and products make it possible to provide exactly the flexibility needed for varying products or for higher outputs. Automation and robotics significantly speed up production and make it more flexible at the same time. In packaging operations, robots reduce the need for operator invention and boost efficiency. In the food sector, for example, Syntegon's RPP platform offers unrivalled flexibility: the modular design makes it possible to scale up robotics operations cell by cell. With its new robotic pick-and-place platform (RPP), Syntegon offers a flexible solution for the food industry that fits into any production environment and can be configured for a broad range of applications – without

compromising on robustness. With today's market increasingly fast-moving, a wide variety of products in different formats and packaging have to be launched at ever-shorter intervals. For many manufacturing companies, the flexibility of their production is therefore becoming a key success factor. "Flexibility is also one of the most important features of the new robotic pick-and-place platform (RPP) from Syntegon. The RPP can be used for a broad range of applications: from delicate bakery products to crumbly cookies and bars in primary or secondary packaging, in small portion packs or in variety packs – RPP robots can automate the feeding, handling and loading of the products as needed," the company says.

This variety is possible thanks to the platform's modular design: the robotic cells' layout can be precisely adapted to food manufacturers' requirements. For instance, the length and width of the individual cells are scalable. In addition, the positions of the robots and the transport modules in the cell, as well as the positions and functions of the infeed and output modules, can be freely selected. Given this flexibility, manufacturers can either choose a fully automated line from the outset, or successively automate individual process steps. Even when faced with steeply increasing demand, manufacturers can trust in RPP: if needed, additional modules can be docked on existing lines. Predefined interfaces ensure seamless communication between robots and other components throughout the line, delivering stable processes. •



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# Baker's Little Helpers

Enzymes are like Santa's elves. You don't see them, but they work hard at making dough flexible, keep its hydration, turn out well with less sugar and fat, and even fight carcinogenic acrylamide. Yet, when their work is done, just as with the elves, they become invisible -- and allow for label friendly products across the board.

By Jo Ilie

**E**nzymes are fast and efficient and they require small quantities - in the range of 10-150 parts per million (ppm) - to get the needed results. Here are some of these hardworking stars to keep in mind when developing production processes.

## ACRYLAMIDE FIGHTERS

"Acrylamide is becoming a growing concern for a number of reasons," says Kees Veeke, Technical Service Manager Baking & Confectionery at DSM Food & Beverage. "Products that typically contain amounts of acrylamide, such as cookies and biscuits, are rising fast in popularity among consumers due to changing lifestyles." As people's eating habits have changed, they skip meals and eat out and they have redefined considerably what is a meal and what is a snack. Moreover, the market rose to the occasion to meet the needs of specific diets and offer more free-from, functional and premium products. "The snack market is booming as a result; the global biscuit market alone is now valued at USD106,233m, with an estimated CAGR of 4.97%," says Veeke. Acrylamide occurs naturally due to the Maillard reaction - during baking, grilling, frying, toasting, or roasting. The chemical has only been discovered in food in 2002 and it drew a lot of debate

about its potential harmful effects - it is a suspected carcinogen - and how manufacturers can reduce its occurrence in the production process.

"The introduction of the 2018 EU regulations on acrylamide levels in food helped redefine the baking sector," says the DSM specialist. "Guidelines state that cookies and biscuits should not contain acrylamide levels higher than 350 parts per billion (ppb) across the region. And now with new proposed EU legislation for 2023, the benchmark levels are set to change yet again - alongside the introduction of maximum acrylamide levels. With the rising regulatory pressure, combined with changing consumer preferences, manufacturers are on the lookout for solutions, such as enzymes, that ensure safety and compliance, while creating baked goods that taste great and stay fresh throughout their shelf life."

DSM's PreventASe asparaginase enzyme, for example, works by converting the free asparagine found in food into aspartic acid. Removing asparagine reduces the formation of acrylamide - helping to reduce levels in baked goods by up to 95%, depending on the application.

Kees Veeke,  
Technical Service  
Manager Baking  
& Confectionery  
at DSM Food &  
Beverage





The acrylamide levels vary drastically, especially in sweet snacks like cookies and biscuits, where different types of flour, sugar and leavening agent as well as water content. However, one help to bakers are the asparaginase enzymes, which are widely used across the baking industry, particularly in biscuits and cookies. DSM's PreventASe asparaginase enzyme, for example, works by converting the free asparagine found in food into aspartic acid. Removing asparagine reduces the formation of acrylamide – helping to reduce levels in baked goods by up to 95%, depending on the application. Biscuits and rotary molded cookies have typically been difficult to reduce acrylamide using enzyme solutions, due to the low-moisture content, but PreventASe has been found to be effective at overcoming these conditions. Asparaginase enzymes can be used to tackle acrylamide reduction in higher pH applications,

too. DSM developed its PreventASe XR solution for products like biscuits that contain chemical leavening agents or masa (corn that has undergone a lime treatment).

DSM expects pressure on manufacturers to reduce acrylamide levels in baked goods will likely increase in the coming years. Asparaginase enzymes present a viable option for manufacturers looking to align their products with the latest developments in health and nutrition – particularly for biscuits and cookies, which have typically been challenging applications.

#### **MACHINABILITY IMPROVERS & STALENESS DELAYERS**

Challenges appear at all stages of manufacturing. For example, a high-gluten dough can be hard to handle by machines. "Smooth processing flow is required," says Dr. Alexander Henrich, Application Development Director, AB



Since bakery enzymes are acting during the manufacturing process of bakery items and they are no longer performing their function in the final products, bakery enzymes are considered processing aids that do not require labeling on the final bakery item.

“

*Dr. Alexander Henrich,  
Application Development  
Director, AB Enzymes*

Enzymes. “With our bakery enzymes that support a good dough processing and handling like products from the group of xylanases, challenges like poor machinability can be addressed.”

Later down the process, enzymes can help with prolonging the bread’s shelf life. “A soft and smooth crumb is appreciated for the full shelf life of the bakery item,” says Henrich. “For this challenge our toolbox of maltogenic amylases offer solutions to reduce the retrogradation of starch and therefore the products do not stale fast.”

#### **LABEL FRIENDLY CHAMPIONS**

With more customers preoccupied with natural foods and avoiding ingredients that sound “chemical”, enzymes are the unexpected answer to offering label friendly products while benefiting from the full advantages of scientific discoveries. “Baking enzymes do play an important role in the development of label friendly products,” says the AB Enzymes director. “Many bakery enzymes can be used as an alternative to replace ingredients that would otherwise require E-number labeling e.g. emulsifiers. These can be substituted using processing aids like phospholipases which use flour intrinsic lipids for improving the emulsifying properties of these wheat lipids. And there are many more examples. Since bakery enzymes are acting during the manufacturing process of bakery items and they are no longer performing their function in the final products, bakery enzymes are considered processing aids that do not require labeling on the final bakery item. Thus supporting the development of label friendly products.”

#### **FAT AND SUGAR TAMERS**

“Lipases are used in bread and cake manufacture and can reduce the amount of fat required in a recipe,” says Gary Tucker, Head of Baking and Cereals Processing Department, Campden BRI. Like all enzymes, they require three factors to ensure that they work effectively: the presence of substrates for conversion to emulsifiers, suitable operating temperatures, and suitable pH conditions. The manufacturers need to test and adjust until they obtain the most efficient results. “Enzymes can be expensive ingredients so it makes sense to use the minimum quantity and make sure they work effectively,” explains Tucker.

Sugar load can also be mitigated with the help of enzymes. Sugar created enzymatically in situ has significant advantages over added sugar, and not just because it is label friendly. This is where amylase enzymes can be used. For example, says Tucker, in bread dough, a gradual formation of fermentable sugars helps the yeast work in a more controlled way. Slow generation of carbon dioxide prevents damage to the delicate network of gas cells created by gluten in the dough. “Too much sugar could result in excess carbon dioxide and over-inflation of gas cells, which could rupture. Amylases work slowly to maintain the balance of sugars for fermentation until the yeast is killed around 55°C. Sugar generation continues for a few minutes after this until the amylases themselves are deactivated by the oven heat. Small quantities of sugar left in the dough contribute to crust browning and provide some flavor.”

#### **HOW TO CHOOSE THE RIGHT HELPER**

“It all starts with the challenge that our customers are facing,” says Dr. Alexander Henrich from AB Enzymes. In order to select the right type of enzyme to use, one first has to understand the customer’s needs. AB Enzymes has a global team of technical experts who understand the processes and applications in the different world regions. “This helps us to ask the right questions and to understand the needs: how does the recipe look and what is the process used for the respective bakery item? All these pieces of information help our technical experts to select the right enzymes to use. And if the solution would require an enzyme that is not yet present in our wide portfolio of bakery enzymes it might trigger the development of a novel enzymatic solution.” •

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*Gary Tucker,  
Head of Baking and Cereals  
Processing Department,  
Campden BRI.*

Enzymes can be expensive ingredients so it makes sense to use the minimum quantity and make sure they work effectively.



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# POTATOBUSINESS

on social media



# Twist Like This

Tiny is the piece of plastic, metal or paper that closes the bread bag. For a long time, people didn't pay much attention to it beyond fulfilling its purpose, to close the bread bag, keep it fresh for longer and keep critters away. But when consumers and producers became more and more aware of waste and their own practices in managing it, the bag closer became a question mark. What to do when you're done with it?

By Jo Ilie

**T**he ongoing dialogue between consumers - may they be bread makers or end-consumers, the people to eat the bread - and producers of bag closing solutions is the biggest driver of change in the industry.

As Don Carrell, CEO of American producer Kwik Lok, says: "The key is the conversation. Because it's not the same for everybody. Everybody can have different goals, based on what country you're located in. The misconception with sustainability is that you check the box and you have this one product that fixes it. That's so far from the truth. The reality is that every country in the world and every region has nuances that are important. Is it recyclability? Is it compostability? Is it reusability? What are we going after? So not one material will check all those boxes."

Kwik Lok has been making bag locks since 1954. They are little tags that can be applied manually or by a sealing machine and, while at first they were made of plastic, now they come in a variety of materials and shapes, with inscriptions or color codes, and are available all around the world. That is why Kwik Lok's research and development process looks at the local regulations and the client's sustainability goals before coming up with solutions that fit. We Seal, a British company that has been providing 95% of the UK market with self-adhesive reusable tags for 30 years, is looking at the research and development process from a different view point. But, just as with Kwik Lok, it all begins with the end-consumer. In their case, the focus on sustainability lies on how to make

recycling easier for the consumer and more predictable for the recycling industry.

"Consumer attitude towards food packaging has changed enormously in recent years," says Richard Hobson, We Seal CEO. "People have flirted with the idea of compostable or biodegradable plastic bags, but then it became apparent that these can ultimately contaminate recycling streams if disposed of incorrectly. Paper bags - which are popular with consumers - just aren't strong enough on their own and can't keep products fresh for as long, leading to increased food waste. The plastic linings which make them more viable, ultimately complicate and in most cases prevent their recyclability."

So they focused on the bag, looked at how it's used and disposed of and made sealers that match that journey. "Fundamentally, polythene and polyethylene bags have come out on top because they're lightweight, effective in keeping the product fresh, and fully recyclable," says Hobson. "From our perspective, we wanted to offer a bag closure that is completely compatible with the bag, meaning that it can be recycled along with it. In this endeavor, metallic or rigid plastic closures just don't make sense, and so we've made it our business to provide a



Don Carrell, CEO,  
Kwik Lok

“

The reality is that every country in the world and every region has nuances that are important. Is it recyclability? Is it compostability? Is it reusability? What are we going after?



polypropylene bag closure that's compatible with different poly bags."

### SEALING MACHINES THAT GROW

Both companies also look at sustainability from the perspective of the other component in the sealing process: the machines they built to seal the bread bags without the need of human effort. In this case, sustainability takes the form of adaptability: how flexible the machines can be to decrease waste and unwanted spending.

We Seal offers its clients the option to receive a sealing machine and the consumables required, in exchange for a monthly fee based on a price per 1000 closures - so as to avoid the initial investment into expensive equipment. "This is a popular option for some businesses who would prefer to avoid the upfront cost," says Hobson.

Kwik Lok, with its extensive research and experience with different materials, is looking at machines as long-term investments that should be able to change with the times.

"Our goal is that our equipment can provide whatever your material is looking for with minor modifications," says Carrell. "You don't have to buy a new machine. We can adapt our machine to work with your materials. That is the big difference. What may be your solution now might not be the best solution in three years, when materials change. Keep your mind open on what might come next."

### IN THE AFTERMATH OF THE PANDEMIC, PREPARING FOR THE RECESSION

The pandemic affected the packaged bread market in different ways across the world. "In countries where packaged bread is seen as a luxury item, sales declined," says Hobson. "However, in nations where bread is the primary staple, sales increased as more time at home meant convenience was key for consumers." With the recession, though, the trend went further up: "Bread sales in the UK have increased dramatically." We Seal saw that people who were previously buying a more expensive artisan loaf are switching to cheaper alternatives. "Our key customers - the large



Photo: WeSeal

household name brands - are running flat out to keep up with demand, meaning that we are too," says Hobson. "Some bakeries have even ordered additional sealing machines and invested in new lines to handle the increased volume but are struggling to schedule the downtime to accommodate installation. In the short-term we expect this will continue, and as for the long-term, who knows! These are certainly unprecedented times."

### WHAT'S TO COME

We Seal's focus now, beyond supplying their clients with much needed recyclable seals, is to minimize the maintenance required on machines. "This is no mean feat considering that around 50 things happen simultaneously in a single second to apply each seal, and the machines often operate around the clock, day in, day out," says Hobson. "Wear and tear is inevitable when sealing millions of units every year, so we're concentrating on developing parts that are more durable and experimenting with different materials."

For Kwik Lok, with its international and diverse perspective on the market needs, one thing they look at is safety. "Some areas of the world are really interested in finding a solution to secure bread bags against tampering," says the CEO, and now the company is researching to answer that.

Both directions are proof of how much there's expected from their tiny powerful product. •

Richard Hobson,  
CEO, We Seal



From our perspective, we wanted to offer a bag closure that is completely compatible with the bag, meaning that it can be recycled along with it.



Photo: Kwik Lok



# Sweet Pastries Go Beyond Breakfast



The global market for sweet pastries (a category that includes products such as croissants and pain au chocolat) continues to expand, as the world recovers from the pandemic. With consumers becoming ever more demanding, bakers and manufacturers have been experimenting with new formats, shapes and flavors, while indulgence remains a key driver of purchasing behavior.

By Jonathan Thomas

**H**owever, the sector must contend with perceptions that sweet pastries have negative health associations, such as being high in calories or sugar. Demand for sweet pastries is also strongly influenced by the prevailing eating patterns, as well as the recovery of the eating out of home market.

## THE IMPORTANCE OF BREAKFAST

Breakfast is considered to represent the most important eating occasion for sweet pastries such as croissants, pain au chocolat, Danish pastries, etc. However, it is important to note that they are eaten at other times of the day as well – for example, they represent an attractive form of snack for some people, while they can also be consumed as a dessert. Prior to the pandemic, the way people throughout the developed world ate breakfast was undergoing huge changes. Many consumers – especially in the younger age groups – gravitated towards more flexible and portable forms of breakfast, especially if they had to commute to work or led especially time-pressured lifestyles. This led

to the emergence of trends such as ‘deskfasting’, i.e. workers eating breakfast at their desks on a regular basis. However, with the pandemic having dramatically increased the number of people working remotely for at least part of the time, it remains to be seen whether deskfasting regains its former pre-eminence in regions such as Western Europe and North America.

The pandemic and its effects upon daily lifestyles have had a major impact upon the breakfast habits of people within the world’s developed regions. In the US, for example, a study of more than 1,000 adults undertaken by the retailer Bob Evans found that 70% of consumers continued to eat breakfast most days, even though their daily routines had been altered. Consumption of certain foods such as bacon, sausages, pancakes and waffles, all increased during lockdown periods. The US also has a sizeable market for breakfast foods, given that around two-thirds of all consumers make it a high priority to eat first thing in the morning during a typical working week. Nevertheless, sweet pastries face stern competition as a breakfast option in the US market, where the most popular choices are cereals and eggs.





In the UK, the number of in-home breakfast occasions rose by 747 million in the year ending May 2021, mostly because people were staying inside for most of the time. No commuting to work or school meant that mornings became less rushed – for this reason, more consumers switched from quick and convenient products such as cereals to cooked foods, e.g. eggs and bacon. That said, a 2021 study into UK breakfast habits carried out by Lakeland Furniture revealed that cereal was the favorite choice, cited by 29% of respondents. This figure decreased to 22% for toast and 14% for porridge,

with pastries mentioned by less than 2% of consumers. In countries such as the UK and the US, therefore, sweet pastries appear to represent occasional items of indulgence for breakfast with most people, rather than a regular option. Sweet pastries represent a popular breakfast option in many Western European countries, with France one notable example. However, their popularity is considerably more limited in the Scandinavian countries, where many people are inclined to eschew sugary products first thing in the morning. In this part of Europe, items such as bread and



crispbread (often topped with cheese, eggs or vegetables) tend to carry more appeal as breakfast options.

It is also worth remembering that many people tend to skip breakfast altogether, which further inhibits potential growth within the market for sweet pastries. A study of more than 2,000 UK adults by Currys PC World in 2020 found that 20% of consumers admit to regularly skipping breakfast, a habit more ingrained amongst the younger age groups. Reasons given included a lack of time, as well as breakfast not fitting in with people's diets. That said, the same research found that 20% of people in the UK considered breakfast to represent the most important meal of the day.

A similar situation exists in the US. The Bob Evans research mentioned previously found that a large percentage of people skipped breakfast. Of those that did, 32% blamed a lack of time, while 29% claimed they never felt hungry enough first thing in the morning.

### THE FOOD-TO-GO MARKET

Another major driver of the sweet pastries sector is the performance of the food-to-go (FTG) market, which is significant in regions such as Western Europe and North America. Prior to the pandemic, more consumers were eating out on a more frequent basis, with breakfast occasions one of the main beneficiaries. However, this growth within the market came to an abrupt halt during the pandemic from 2020 onwards. Not only were foodservice establishments such as cafes, coffee shops and pubs closed, but also people were mostly working from home.

In the post-pandemic world, there are signs of recovery within the FTG market in the UK. In 2021, there were 7.4 billion out of home visits to FTG outlets, which compares with 11.4 billion two years earlier. In value terms, the market was worth GBP16.2bn in 2021, which equates to 76% of its pre-pandemic level. The fact that many of the sector's major operators have ambitious expansion plans suggests further recovery is likely, notwithstanding the recent political and economic turbulence affecting markets such as the UK. Greggs, for example, intends to increase its network from 2,100 outlets to 3,000 by opening 150 new sites per annum for the next few years. For companies such as Greggs, drive-through and out-of-town locations (e.g. in retail parks) are becoming increasingly profitable venues.

According to Lumina Intelligence, sweet

pastries represented the second most popular FTG product in the UK during the 12 weeks ending 30th January 2022, accounting for a 14% share. Elsewhere, separate data from Lantmännen Unibake indicates that pastries such as croissants are especially popular amongst younger consumers (i.e. those aged 16-24) when breakfasting out-of-home.

One widespread and popular tactic by FTG operators is to pair sweet pastries with a hot drink, usually coffee or tea. These deals are often perceived as offering value for money, as well as being convenient. According to data from Schulstad Bakery Solutions (which is owned by Lantmännen Unibake), 90% of consumers would be encouraged to purchase a sweet pastry item such as a croissant if it was paired with a drink as part of a promotion. Research from the same firm found that 66% of consumers regularly purchased sweet pastry and drink combinations at least once a week.

### MARKET & PRODUCT TRENDS

Consumption of sweet pastries such as croissants and pain au chocolat remains widespread throughout the world. These products have a rich and established heritage, meaning that many are sold at comparatively high prices by artisanal bakers and other similar establishments, although lower cost industrially produced varieties are also available via various retail channels. Although croissants are most frequently associated with France, their origins are often linked with bakers in Vienna. In the 17th century, the city's bakers designed a brioche in the shape of a crescent to celebrate Austria's victory over an invading Turkish army from the Ottoman Empire.





It is largely for this reason that products such as croissants, brioches, pain au chocolat, etc. are referred to as 'viennoiseries', which translates as Viennese pastries. Late in the 19th century, French bakers began to replace the brioche dough typically used in the production of croissants with the puff pastry familiar to today's consumers.

France has one of the world's largest markets for croissants, with consumer penetration estimated at 75%. This figure is even higher for households containing children, which indicates they are popular with families. Croissants represent the second most popular form of viennoiserie amongst the French population, trailing pain au chocolat but outranking pain au raisins. They are mostly purchased to eat around breakfast time, but also for consumption during the afternoon as a snack. In France and elsewhere, people are attracted to croissants for reasons such as their taste, their freshness and their crispy quality, coupled with the fact that they represent an affordable and indulgent treat.

As has been stated, the percentage of croissants sold in Western European markets such as France by artisanal or craft bakers has declined in recent decades. Many croissants are now manufactured using frozen dough, which greatly improves convenience for retail channels such as in-store bakeries (ISBs) and enables them to meet higher levels of demand. Recent estimates suggest that up to 80% of all sweet pastries sold in France were produced industrially, which has prompted fears over the long-term survival of smaller craft bakers.

Croissants are also popular outside Europe. According to data from Statista, more than 143 million US consumers bought into the category in 2021, equivalent to almost 44% of the total population. Between 2011 and 2021, the number of US consumers claiming to eat croissants increased by nearly 35%. Much of the rising popularity of sweet pastries such as croissants in the US can be attributed to the success of brands such as Sara Lee.

In New York, a new form of croissant is currently gaining in popularity, following its debut in April 2022. Known as the Supreme, this is a unique circular-shaped croissant filled with pastry crème and topped with ganache and crushed cookies, which made its debut at Lafayette Grand Café & Bakery. Much of its success has been due to its natural suitability for images shared on social media channels such as Instagram

and Tik Tok. Some sources feel this new croissant has the potential to revolutionize the market in the way the cronut (a hybrid bakery item combining a croissant with a doughnut) did a few years ago.

Another popular form of sweet pastry is the pain au chocolat. Although these are eaten widely throughout Europe and elsewhere (usually at breakfast, although they also represent suitable snacks), the term 'chocolatine' is preferred in the southwestern parts of France, an area that stretches from Bordeaux to Toulouse. The issue has proven to be contentious in the past, with efforts made by politicians to acknowledge 'chocolatine' as an official term, even though the products sold in this part of France exhibit few differences with what most consumers would recognize as pain au chocolat. Outside France, the term 'chocolatine' is also used in Japan, Mexico and Canada's Quebec province.

Although sweet pastries are often viewed as an indulgent treat, efforts have been made to cater towards the demands of more health-conscious consumers, with gluten-free and clean label varieties now available. During the summer of 2022, Aldi's UK business reintroduced its range of plant-based sweet pastries (including both croissants and pain au chocolat), which were marketed as being suitable for vegans. These were priced significantly lower than competing products from rival retailers Waitrose and Sainsbury. Another trend that may start to influence sectors such as pain au chocolat is the growing importance of provenance. According to Barry Callebaut, 67% of consumers worldwide are now expressing a greater interest in where their chocolate is sourced from.

Sweet pastries are also gaining in popularity in Asian markets such as Japan, China and South Korea, in line with the spread of westernized diets. In these countries, local tastes often influence the composition of products such as croissants – in Japan, for example, green tea flavored croissants are available. Western-style products must also compete against local bakery specialties in some instances. One bakery product associated with China's Yunnan province in the south-west of the country is the posubao, which are described as flaky layered buns flavored with seasoned pork belly. Although they are prepared in a similar fashion to croissants, they are steamed rather than baked, which results in a fluffy pastry. •



# Bakery Ingredients In High Demand Worldwide

The global baking ingredients market was valued at USD 16,619.6 million in 2021 and is projected to reach USD 22,271.3 million by 2026, at a CAGR of 6.0% from 2021 to 2026, according to Markets&Markets. The growth of the baking ingredients market is driven by the rising demand for healthier food and changing food consumption patterns of consumers.

By Vedant Niwane & Amarnath Rajendran, Markets&Markets





**T**he demand for confectionery and bakery products is increasing with the rising demand for convenience food and consumer preference for attractive, tasty & textured delicacies. Easy accessibility, lower price, and nutrition are the major factors affecting their sustenance in the modern market. This has bolstered the demand for various baking ingredients to make bakery products rich in taste and texture.

The consumption of bakery & confectionery items has surged due to the increasing number of hypermarkets and supermarkets selling freshly baked and frozen bakery items. According to a report published by the USDA in January 2021, the retail sales of baked goods (packaged and unpackaged) in China were estimated at USD34bn in 2020, comprising 9% of global retail sales. It makes China the world's second-largest baked goods retail market, after the US, at USD67bn. The rising number of home bakers in developing countries owning small or medium-sized businesses has boosted the utilization of baking ingredients. For instance, in India, baking entrepreneurship has seen a big boom in the past few years, mainly because of rampant online exposure to knowledge. According to the American Bakers Association, bakery products make up 2.1% of the gross domestic product of the US. This can be attributed to the high consumption of bread. America has a good presence of bakers, with bakeries found in all 50 states. America employs nearly 800,000 skilled individuals in the bakery industry, and this industry has a total economic impact of USD153bn, thereby proving the intensive amount of bakery product consumption, driving the baking ingredients market simultaneously.

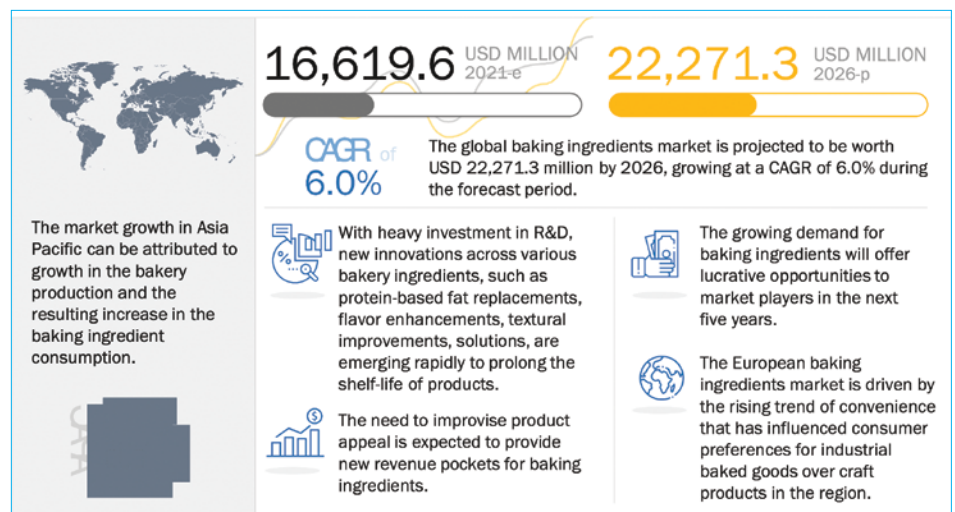
## CHANGING CONSUMPTION PATTERNS

Due to the fast-paced lifestyle of consumers, there has been a radical shift in food consumption patterns. Also, there has been an increase in the demand for convenience foods. According to a report published by the USDA, one of the major factors encouraging the demand for convenience foods is the declining market prices of processed foods compared to their less-processed counterparts. Consumer purchasing power increased among consumers has encouraged the demand for convenience foods. The growing consumption of various bakery products, such as pastries, tarts, donuts, and snacks, has led to a surge in demand for baking ingredients, such as bakery mixes, baking powder, leavening agents, preservatives, and flavors & colors. Adding different ingredients in the baking process helps in different functions, such as enhancing the overall flavor of the food products and improving the dough texture, due to which its demand is growing.

**According to a MarketsandMarkets analysis, the global market for baking ingredients is projected to reach USD 22,271.3 billion by 2026, recording a CAGR of 6.0%.**

The key drivers for the market growth are the changing consumer lifestyles, preference for convenience foods, demand for gluten-free foods, and increasing demand for natural and healthy ingredients. Several trends drive innovations in the bakery products sector, providing products formulated with plant protein, healthier fats, creative flavors, color combinations, or less sugar and synthetic ingredients. The industry is seeing major innovations in clean-label, vegan, and gluten-free offerings. The growing competitiveness among small and medium-sized players also helps this highly fragmented market.

## ATTRACTIVE OPPORTUNITIES IN THE Baking ingredients MARKET



e-estimated, p-projected

Source: Expert Interviews, Government Authorities, Related Research Publications, Government Publications, and MarketsandMarkets Analysis





### MARKET CHALLENGES

The novel coronavirus/COVID-19 pandemic has significantly impacted the entire food & beverage industry, among which the bakery industry was one. The pandemic has resulted in mass production shutdowns and supply chain disruptions, affecting the economy.

Due to the lockdown in 2020, the sales of edible products, such as bakery and meat products, were up to the mark, as the supply of bakeries was insufficient since many bakers have shut operations due to the shortage of labor. The disruption in logistic facilities due to the lockdown created more issues in the market, as consumers were not getting products as per their requirements, which ultimately affected the market. Bakery ingredient manufacturers faced problems such as supply chain disruptions, lack of labor, and insufficient raw materials. Due to these issues, smaller bakers in the unorganized segment were the worst affected. However, as time passed, the government started allowing the reopening of shops. The demand for bakery products, especially bread, saw a hike, as these are essential products used in the daily diet, majorly as breakfast and evening snacks. Therefore, the demand from the household sector for bakery products has increased. The food services sector has faced a decline in the market for bakery products, though they were considered one of the most demanding products in the sector.

### BAKING POWDER & MIXES TO DOMINATE THE MARKET

The baking powder & mixes segment accounted for the largest share of the global baking ingredients market, by type, in 2021. This growth is attributed to the demand for ready-to-use, convenient food products.

Different flours and flour mixes fortified with vitamins and minerals are used to prepare bakery products such as bread, crackers, cakes, cookies, and pastries. Similarly, many bakery goods contain fillings as essential ingredients, including creams, fondants, chocolate, truffles, pralines, caramels, and many others. They add distinctive color, flavor, and texture to various pastries and sweets, including donuts, layer cakes, eclairs, pies, turnovers, sandwich cookies, and savory baked products.

The fiber segment is projected to grow at the highest CAGR of 10.6% during the forecast period and reach USD 1,155.2 million by 2026. Fiber ingredients can be added to baked goods to improve volume while reducing a product's calorie count. Inclusions are incorporated to give foods and bakery formulas distinctive textures, flavors, colors, or other desirable features. They come in various shapes, including slices, flakes, nuggets, and pellets. They may also improve the nutritional value. Protein, fiber, vitamins, vital fatty acids, and other nutrients can be found in high concentrations in inclusions. Examples of common additions to baked goods include chia seeds and tree nuts, which add distinctive textures and are rich in omega-3 fatty acids, fiber, and antioxidants.

### ASIA PACIFIC RAPID GROWTH

The Asia Pacific market accounted for the largest share in 2020. According to the Indian Bakers Federation (IBF), biscuits are the highest-selling products in the country, followed by sliced bread, cupcakes, pastries, and brownies. Furthermore, more baked foods are finding their space on supermarket shelves. This visibility makes these bakery products front-of-mind commodities for consumers in developing countries, such as Singapore, Hong Kong, South Korea, and India. With surging incomes, and young people gaining more buying power and shifting priorities, Asians are looking more toward convenient, ready-made bakery products for consumption. Hence, the APAC region is projected to be the fastest-growing market for baking ingredients. Its economic importance has increased remarkably in the last decade. •



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trade shows

**IBIE**  
INTERNATIONAL BAKING  
INDUSTRY EXPOSITION

*Review*

# IBIE Wraps Up Outstanding 2022 Edition

The International Baking Industry Exposition, which took place in Las Vegas, Nevada from September 17 through September 21, welcomed the industry after a three-year hiatus from events. Close to 20,000 professionals registered for the expo, ready to take their baking businesses to the next level after pandemic-induced challenges filled much of the gap in the show's three-year cycle.

By Tudor Vintiloiu





Over the four-day expo, attendees flooded the halls of the Las Vegas Convention Center, looking for the latest equipment, ingredients and supply solutions from more than 800 industry suppliers. While exhibitor personnel and non-exhibiting supplier guests fell just shy of pre-pandemic numbers, baker attendee participation was an astounding 25% ahead, further cementing the perception from exhibitors that high-quality bakers—with intent to buy—were walking the show floor.

According to the organizers, a common theme expressed by exhibitors was the number of international buyers who attended the Las Vegas event. Many exhibitors stated that this was the best IBIE in history for connecting with buyers from outside the United States—buyers that many exhibitors would not have been able to reach on their own. Despite COVID-related travel challenges, the number of international bakers increased 34% over 2019, hailing from more than 105 countries and making up more than 27% of baker attendance, with the largest participation from Brazil, Canada, Colombia, and El Salvador—and a record-setting delegation from Mexico.

“IBIE 2022 has exceeded all expectations,” said Dennis Gunnel, IBIE chairman. “The Baking Expo has a long history of championing innovation aimed at the changing needs of our bakers—from the advancements on the show floor and IBIEducate presentations to the high-quality buyers walking the aisles. During a time when trade events are getting a fraction of their pre-pandemic participation, our industry showed up.”





**IBIE Highlights Included:**

- More than 100 education sessions, including a full day of education on Saturday, Sept. 17.
- Demonstrations from Master Bakers, celebrity chefs and influencers in the RBA Bakers Center, including Buddy Valastro, Paulina Abascal, Coinneach MacLeod (The Hebridean Baker), Lauren V. Haas, Jenna Hutchinson & Ashley Kosowan (Jenna Rae), Keegan Gerard and Sébastien Canonne. Many demos were standing room only.
- Two new pavilions, one focused on sanitation the other on cannabis as an ingredient. Demos in Cannabis Central were live-streamed to audiences outside the convention center.
- A live musical performance from Duff Goldman and his chef-led rock band, Foie Grock.
- Popular returning features included: The Artisan Marketplace, Great American Pie Festival, Pizza Information Center, and an expanded Innovation Showcase.
- More than 70 industry suppliers and bakeries that have made particularly notable achievements in sustainability, sanitation, workforce development, and innovation have been recognized this year. In the fifth edition of the industry awards program, the following companies earned top honors in each of the respective categories and received an honorary plaque, onsite recognition and more.

**The 2022 industry honors include:**

**SUSTAINABILITY:** AMF Bakery Systems – Sustainable Oven Service

**SANITATION:** Middleby Food Processing – Vyy Antimicrobial LED Lighting

**WORKFORCE DEVELOPMENT:**

- Retail Bakery: Dawn Foods – Women's Leadership Development Program
- Supplier: Puratos, Puratos Bakery School – Pennsauken NJ School District

**PRODUCT INNOVATION:**

- Wholesale | High-Volume Bakery: Grupo Bimbo – Sustainably Baked Supán & OroWeat 100% Whole Grain Organic Bread, including Net Zero Carbon Mobility and Regenerative Agriculture
- Wholesale | Intermediate-Volume Bakery: Lenny & Larry's – The Complete KickStart Breakfast Bars
- Retail Bakery: Nick Vina Artisan Bakery – Healthier Choice Bread

**[NEW] PLANT EFFICIENCY:**

- Supplier: Bundy Baking Solutions – Synova AccuTech Pan Greaser
- Wholesale | High-Volume Bakery: Grupo Bimbo – GBConnected Monitoring System

**[NEW] AUTOMATION & ROBOTICS:** Apex Motion Control – Baker-Bot

IBIE will return to Las Vegas September 13-17, 2025.

**~20,000**industry professionals  
registered**25%**increase in baker  
attendance**27%**of bakers are  
international

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# südback is Back

südback, which didn't take place in 2020 due to the Covid-19 pandemic, returns once again in 2022 on its regular cycle in Stuttgart. Between 22 - 25 October, the trade show, which has become one of the most important meeting points for the bakery and confectionery trades, will make a great impression with its unique mixture of a product show, information and an accompanying program.

By Tudor Vintiloiu

**A**round 600 exhibitors meet trade visitors from Germany and abroad at südback, Trade Fair for the Bakery and Confectionery Trades. On an exhibition area of approximately 56,600 square meters (gross) companies present on their stands the key topics of working and operating technology, raw materials, merchandise, shop fixtures and fittings, sales promotion and services relating to the bakery trade. One of the mainstays of südback is its wide-ranging accompanying program, which offers various opportunities for technical discussions and networking. New technologies are demonstrated, ideas are examined and tasty recipes are presented in both the Bakers' Forum and the Confectioners' Trend Forum. Klaus Vollmer, Master of the State Association of Guilds of Baden-Württemberg Confectioners, is looking to the future with optimism: "We, the confectioners' family, are looking forward to meeting colleagues. We want to hold personal discussions again with business partners and colleagues during the Confectioners' Trend Forum and in our training competition. südback is the most important trade fair, marketplace and exchange platform for our organization. We missed this in the last two years."

## PRACTICAL IDEAS FOR BUSINESS SUCCESS

Together with the support of the industry, the Regional Association of Guilds of Württemberg Bakers and the Academy of the German Bakery Trade in Southwest Germany have compiled a colorful program relating to hot topics such as the shortage of skilled workers, resource conservation and customer retention for the Bakers' Trend Forum during südback 2022. The event will be supplemented by trend talks, practical demonstrations and discussion panels. "Of course, there will also be enough time for personal discussions during the Bakers' Trend Forum. We will have plenty to discuss after such a long period of social distancing when meetings were not possible at trade fairs or exhibitions," said Tobias

Pfaff, Head of the Academy of the German Bakery Trade in Southwest Germany. Bernd Kütscher, his colleague from the Academy in Weinheim, added: "We are currently experiencing enormous changes on the market. Some raw materials are sold out and prices have risen substantially. Energy costs have rocketed and some companies can barely afford to pay them. The shortage of personnel has never been so severe and customers are making savings wherever possible."

The latest products and state-of-the-art techniques will also be discussed during the Confectioners' Forum. The focus here will be on current trends for coffee specialties and chocolate creations. "The Confectioners' Forum is a great way to introduce new ideas to the industry. Anyone who can't make it will really be missing out!" warns Karin Becker from the Baden-Württemberg Regional Association of Guilds of Confectioners.

## A GERMAN TRADITION

Germany's unwavering love for bread has fueled the südback trade fair since 1978 and has helped it grow ever since. Market data explains in part what drives this growth: the revenue in the bread and bakery products segment in this country amounted to USD23,091m in 2019. By comparison, the highest revenue globally is generated in the United States (USD70,057m in 2019), followed by Germany. In relation to total population figures, per capita revenues of USD276.48 were generated in 2019, while the average per capita consumption stands at 73.5 kg.

Despite these impressive figures, it is not what makes Germany special in the sector and it relates only to quantities. Looking at the quality of the products, we see an entire bread culture nurtured in Germany, which was officially added by UNESCO to its Intangible Cultural Heritage list in 2015. And what makes German bread culture stand out is definitely the passion and the ancestral legacy in this field. •



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