



 **BAKELS**



BAKERY INGREDIENTS SINCE 1904

Company presentation



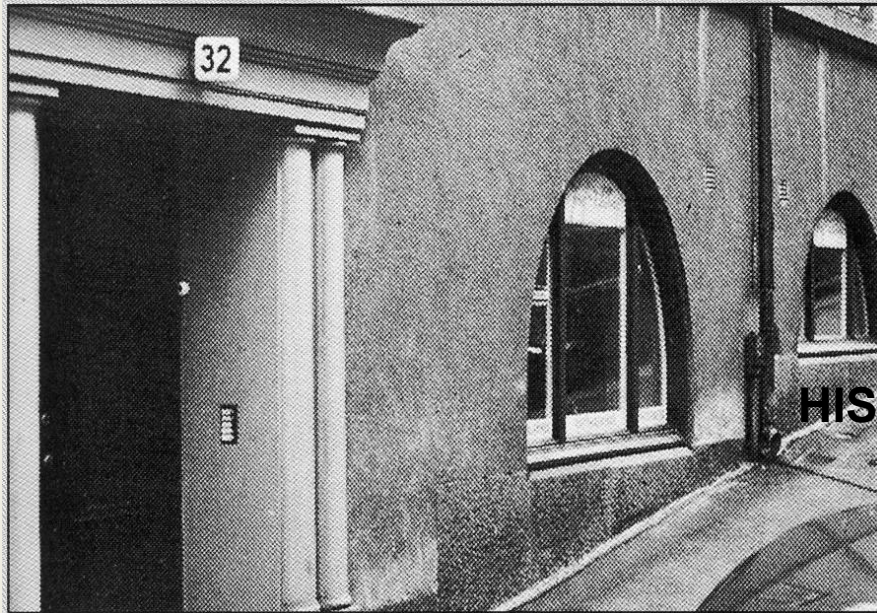
BAKELS

HISTORY 1/3

1904

Registered in Amsterdam by
Bernardus Johannes Bakels
& Hendrik Adrianus Bakels



1943**AB Nordbakels in Sweden****1943****2008**

- Start Nordbakels in Sweden by Bernard J. BAKELS Jr
- De facto the foundation of BAKELS GROUP

1986**EMU foundation established**

To secure the continued existence and the further development of the companies that are directly or indirectly owned by EMU AG



†Bernard J. Bakels 1915 - 1986

EMU Foundation 2010



EMU AG

- ◆ AB Nordbakels
- ◆ British Bakels Ltd
- ◆ Southbakels (Pty) Ltd
- ◆ Bakels Namibia (Pty) Ltd
- ◆ Australian Bakels (Pty) Ltd
- ◆ N.Z. Bakels Ltd
- ◆ Irish Bakels
- ◆ Bakels Senior NV
- ◆ Deutsche Bakels GmbH
- ◆ Bakels Zimbabwe (Pvt) Ltd
- ◆ Bakels Singapore (Pty) Ltd
- ◆ Bakels (Malaysia) Sdn Bhd
- ◆ Bakels Hongkong Ltd
- ◆ Bakels Food (Shanghai) Ltd
- ◆ Bakels (Fiji) Ltd
- ◆ Finnbakels OY
- ◆ Bakels Edible Oils (NZ) Ltd
- ◆ Indo Bakels Pte Ltd
- ◆ Bakels East Africa Ltd
- ◆ Russky Bakels St. Petersburg and Moscow
- ◆ Bakels Chile SA
- ◆ Bakels Argentina
- ◆ Kwartet-Bakels Spzoo
- ◆ Bakels Philippines Inc
- ◆ Bakels Indonesia
- ◆ Bakbel Europe SA
- ◆ Bakels International SA
- ◆ Bakels Research (Pty) Ltd
- ◆ Bakels Brazil SA
- ◆ Bakels Peru SAC
- ◆ Bakels Ecuador SA
- ◆ Bakels Thailand Co Ltd
- ◆ Global Express
- ◆ Bakels Ukraine Ltd
- ◆ Bakex AG
- ◆ Bakels Switzerland Ltd



- **15 manufacturing sites**
- **20 Trading companies**

Serving 120 countries



MAIN PRODUCT GROUPS

1/2

- Bread improvers
 - (*Dobrim, Lecitem, Lecinta*)
- Margarines, shortenings
- Pre mixes bread, confectionery, pastry
 - (*Country oven, Fino, Pettina*)
- Release agents
 - (*Tincol, Tinglide, Sprink*)
- Emulsifiers
 - (*Ovalett*)

Please also check : www.BAKELS.com



MAIN PRODUCT GROUPS

2/2

- Cake coverings & Icings
 - *(Pettinice)*
- Fudges & toffee, caramel, chocolate toppings
- Non-tempering chocolate & couverture
- Baking powder & dry yeast
 - *(Hercules)*
- **Fruit fillings, -gels, -jams**
 - *(Les Fruits, Sapphire , Diamond glaze)*

Please also check : www.BAKELS.com



- **Main focus :**

- Premium Pastry & Confectionery
- Food services
- World wide presence (*Today 50% in EU*)

- **Distribution :**

- Through sister companies Bakels Label
- Third party labels

Main products & brands

- Fruit fillings & toppings

- *La Pomme*



- *Les Fruits*

50 & 70







Main products & brands

- Hot gels

- *Sapphire*

- *Superglans*







Cold Glazes

- **Mirror gels**



- **Piping gel**



Diamond glaze
Diamond glaze Extra













Main products & brands

- Jams & spreads

- *Frutojam*

- *Frutojam Gourmet*

- *Pastryfill*





Main products & brands

5/5

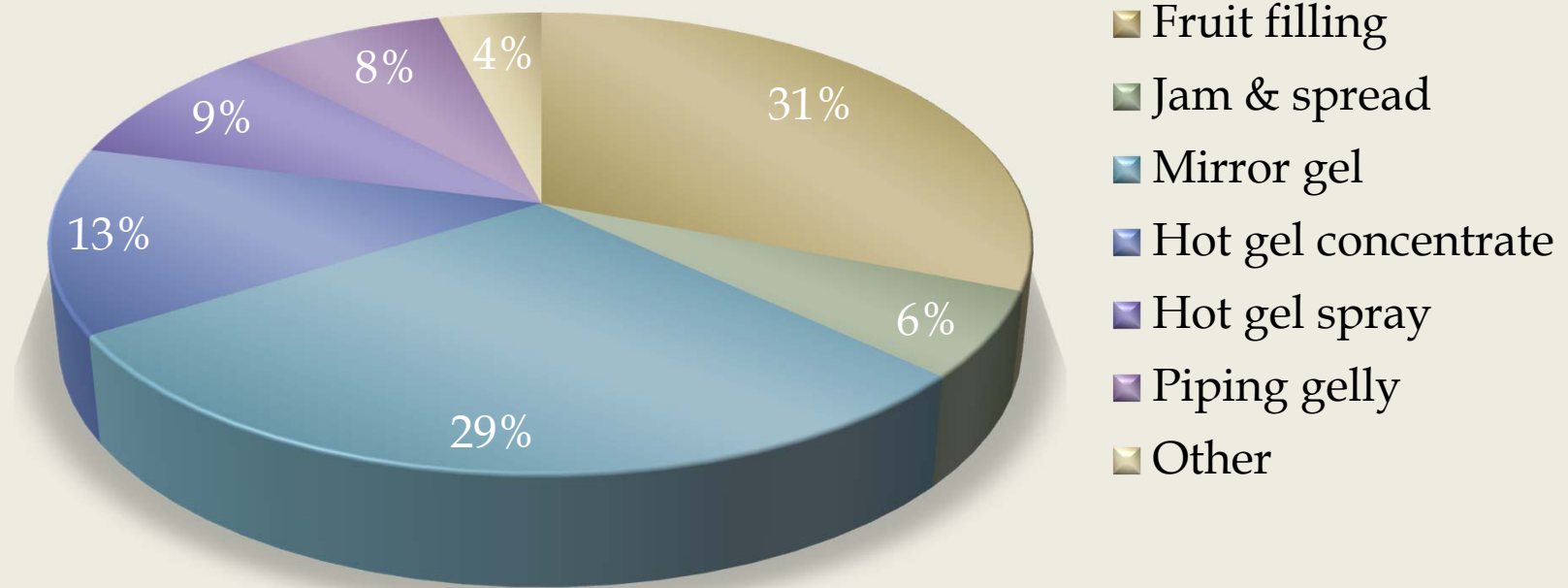
- **Flavour pastes**
 - *Compound*
- **Topping sauces**
 - *Mont Blanc*
- **Stabilized fruit purees**
 - *Gourmet*







Standard Assortment



PRODUCT APPLICATION SCHEDULE

shelf-live application	Applications	Baked		Non baked	Range	Use
		Pre-baked Application	Post-baked Application			
SHORT (3 days)	Cheese cake topping			x	Les Fruits	Decoration
	Bavaroise layer			x	Les Fruits	
	Mousse cake			x	Les Fruits	
	Cup dessert			x	Les Fruits	
	Baked fruit pies	x			Les Fruits	
	Tartelets		x		Les Fruits	
	Baked fruit pies	x			La Pomme	Filling
	Closed and puff pastries	x			La Pomme	
	Closed and puff pastries	x			Les Fruits	
	Baked fruit pies	x			Les Fruits	
Wafel	x			Les Fruits		

PRODUCT APPLICATION SCHEDULE

shelf-live application	Applications	Baked		Range	Use
		Pre-baked Application	Post-baked Application		
SHORT (3 days)	Closed and puff pastries	x		Pastryfill	Filling
	Doughnuts		x	Pastryfill	
	Wafel	x		Pastryfill	
	Swiss rolls		x	Pastryfill	
	Doughnuts		x	Frutojam	
	Swiss rolls		x	Frutojam	
MEDIUM (1 week)	Brioche	x		Pastryfill	Filling
	Cake	x		Pastryfill	
	Swiss rolls		x	Pastryfill	
	Puff pastry	x		Frutojam	
	Swiss rolls		x	Frutojam	
	Petits four	x		Frutojam	
LONG (1 month)	Biscuit	x	x	Frutojam	Filling
	Swiss rolls		x	Frutojam	
	Sponge cake		x	Frutojam	
	Wafel	x		Frutojam	
	Cake	x		Frutojam	

PRODUCT INFORMATION SCHEDULE

Main application	Shelf-live application	Range	Fruit appearance	Fruit %	Brix (+/- 2)	Taste	Mouthfeel	Shiness	Consistency	Bakestability
Cake decoration & finishing	short (3 days)	Les Fruits 70%	whole	70%	30	Fresh Fruit	Thick & crunchy	+++	Medium	++
Cake decoration & finishing	short (3 days)	Les Fruits 50%	whole	50%	30	Fresh Fruit	Thick & crunchy	+++	Medium	++
Baking & Filling application	short (3 days)	La Pomme	whole	90%	20	Fresh Fruit	Smooth crunchy	+	Medium	+++
Baking & Filling application	short (3 days)	Les Fruits 50%	whole	50%	30	Fresh Fruit	Thick & crunchy	+++	Medium	++
Baking & Filling application	medium (1 week)	Pastryfill	puree	25%	45	Sweet fruit taste	Smooth	++	Medium	+++
Baking & Filling application	long (1 month)	Frutojam Gourmet	whole/pieces	35%	55	Sweet fruit taste	Smooth	++	High	+++
Baking & Filling application	long (1month)	Frutojam	puree	15-25%	65	Sweet fruit taste	Smooth	+	High	+++

Technology



- Semi industrial scale
 - Relatively small batches
 - High flexibility

Technology

- Lay out based on highest quality output (not volume)
- Unique fruit filling technology (own design)



R&D

- Adapting products to local demands
- Technical support
- Innovative concepts



Quality policy

- QA + QC separated
- Traceability guaranteed
- HACCP certificate
- BRC version 5
- Negative QC policy
 - *“All are blocked, until released”*



SWOT BAKBEL ANALYZE

<i>S(trenghts)</i>	<i>W(eaknesses)</i>
<ul style="list-style-type: none">+ Complete fruit based assortment+ Mean and lean organization+ Specialist approach+ International food law an documentation expertise+ Build to purpose facility+ International market knowledge	<ul style="list-style-type: none">- Not established yet the image BAKBEL being a fruit specialist in all markets
<i>O(pportunities)</i>	<i>T(hreats)</i>
<ul style="list-style-type: none">+ Benefit from the internal focus of main competitors+ Benefit from Bakels International sales organization+ Approach of food service+ Huge growth potential	<ul style="list-style-type: none">- Very young organization, <i>but many years of dedicated experience</i>- Number of artisan bakers declining

Strategy

- ***To offer value added products and concepts.***
- ***To concentrate R&D on innovation.***
- ***To extend our distribution network 3rd Parties.***
- ***To beat competition on :***
 - *Quality*
 - *Flexibility*
 - *Customer intimacy*
- ***To meet the objectives of our shareholders and respect their core values.***

Mission statement

“BAKBEL EUROPE aims to be(come) the international producer of high quality value added fruit based ingredients with a true customer focus.”