

Bäckerei Kurz, Ischgl, Austria

Ischgl, Austria. „I didn't want to, nor could I afford to make any compromises”, says master baker and pastry chef Hannes Kurz. His bakery is unique in many ways. It does a large volume of business as a seasonal operation. At the same time, Kurz is also focused on his stores and has a strong commitment to quality. This also includes in-store baking with very high standards of quality. Master baker Kurz also provides a unique service in neighbouring Galtür by running an emergency bakery there. In the winter, when avalanches block roads to the region, this facility bakes for the 5000 – 6000 locals and holidaymakers in the area..

When you think of Ischgl, one of the most well-known and popular winter holiday resorts in Austria, you would probably imagine that a baker there would have a monopoly on baking bread. „Even though we're the only ones selling fresh baked goods in the Obertal region, we still have to

fight to fend off our competitors in the frozen foods market”, says Hannes Kurz, summing up the situation.

The company, which has been in business since 1898, began responding to this trend 10 years ago by investing in freezer technology and developing the „KURZ und GUT” brand (which means fast and good). Since then, it has been supplying bed and breakfasts and hotels with products that are 80% pre-baked at the bakery, deep-frozen and delivered in a freezer van.

Even though, or perhaps precisely because Bäckerei Kurz is so dependent on the tourist season and business from hotels, Hannes Kurz is also highly focused on his branch outlets. He also strongly promotes these businesses through marketing activities. For example, he publishes his own customer magazine (called KURZ GESAGT, meaning „in brief” and also a play on his name) with a circulation of 2,000. →



Hannes (left) and Elmar Kurz in the modern new outlet in Galtür.



The design of the MIWE signo oven is a perfect fit for the modern atmosphere of the Galtür outlet.

Hannes Kurz also demonstrates the expertise and quality of artisan baking through in-store baking at all of his four outlets. "With in-store baking, it's important to achieve the same level of quality you achieve in the bakehouse. Otherwise there's no point in doing it".

This requires the right technology. Hannes Kurz has had excellent experience with MIWE in-store baking ovens. One or two of his in-store baking ovens at the outlets are each combined with a proofing cabinet. At the bakery's headquarters in Ischgl's town centre, a facility that was rebuilt in 1985, there is even a MIWE signo with a proofing chamber below it.

Nearly the entire selection of the company's small baked products and pastries are baked in the stores. When the outlets are initially stocked, raw dough pieces are included in the delivery. These are then stored in freezers at the outlets.



The MIWE in-store baking ovens are installed in the rear wall behind the counter. The proofing chamber is located beneath the two baking ovens.

If necessary, dough pieces are placed on 60 x 40 cm standard trays and set for proofing. The pieces are then baked and proofed literally at the press of a button. The proofing chamber can hold up to eight standard trays and features proofing programmes that control the temperature, humidity and proofing time. Baking parameters for 30 programmes with five baking steps each can be stored in the control system of the MIWE signo oven. The user can set parameters such as steam input, exposure time or circulating fan speed. Twelve of these programmes can be called up directly via the fixed programme buttons. The baking chamber of the MIWE signo can hold three trays.

In response to increased demand at the Galtür outlet, two MIWE signo ovens along with a proofing chamber were installed in the new store. The Kurz family has had an outlet here since 1969. In 2005, a new, modern building was built. Like the old store, this new building also has an emergency bakery.

„As far as I know, this is totally unique“, says Hannes Kurz. Instead of seeing the emergency bakery solely from a business perspective, he views it as a customer service. It's certainly a service, even a blessing, when the only road between Galtür and Ischgl is closed. This happens almost every winter and can last up to one week in extreme cases.

During such times, local residents and ski tourists in Galtür don't have to worry about bread supplies running out. This is when senior manager Elmar and a former baker from Bäckerei Kurz who lives in Galtür bake their very popular and unique black and white bread. Sacks of flour and other raw materials are placed in storage in the autumn. Anything not used up by spring is used later at the headquarters in Ischgl.

Obviously, Hannes Kurz didn't want to compromise when it came to oven technology. „Even if the oven occasionally wouldn't be used for three months at a time, it would have to immediately work again“. He decided on a MIWE electro

oven. The oven is of double width and has four baking chambers. „It was also important for us to be able to do batch-after-batch baking“, says Kurz. The MIWE oven had the right performance specifications.

Built with outstanding precision and featuring cutting-edge technology, the MIWE electro, combined with a MIWE proofing chamber, is an investment in the future. Senior manager Elmar Kurz is so impressed with the emergency bakery and the MIWE oven that he now bakes there once a week.

He has developed a special type of bread that is sold exclusively at the Galtür location and called Galtür stone-oven bread. This bread can be sold as stone-oven bread because the baking chambers are made of stone. All four ovens can be individually operated via computerised digital control systems.

In the winter of 2006, Elmar Kurz started baking panettone in the emergency bakery. „The results have been absolutely fantastic“, he reports. →



Front of the oven in the emergency bakery.



The new building for the branch outlet in Galtür, featuring an emergency bakery in the cellar, was built as a semi-detached house together with a bank.

Panettone and the stone-oven bread have been excellent additions to Bäckerei Kurz' selection. Hannes Kurz is also offering regional specialties in his stores. This includes a selection of wines and jams as well as „Tiroler Edle“ chocolate, which he sells in 50 g bars for EUR 3.10. Here too, the emphasis is on outstanding quality.

A variety of strong footholds in the market, top quality, proximity to customers - all these are advantages for Bäckerei Kurz that Hannes Kurz keeps a close watch on, without making any compromises. When the going gets tough, whether it means baking at the emergency bakery or in the bakery's stores, Hannes Kurz never makes any compromises.

Short profile of Bäckerei-Konditorei Kurz

Owner: Hannes Kurz
 Dorfstrasse 53
 6561 Ischgl, Austria

Branch outlets:	3
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Employees

Bakeries:	10
Pastry shops:	7
Sales:	10
Distribution/drivers:	10
Management:	3

Price examples:

Bun	0,31 EUR
Rye bread, 1.000 g	2,80 EUR
Ischgl Lifestyle cake	29,00 EUR