

## Bakery Burkard, Pommersfelden

### All good things come in threes

**Burkard Bakery uses MIWE ovens for the first time. For a good reason: The MIWE roll-in e+ combines optimal baking results with efficient energy consumption and intuitive control. A core temperature sensor in the MIWE roll-in e+ supports quality assurance for bread.**

Master Baker Robert Burkard replaced all three of his rack ovens at once. "They were old and the manufacturer's service no longer met our standards," he recalls. Having evaluated various oven models, he chose the MIWE roll-in e+. "Low energy consumption is important, but the baking results are even more important," is how Burkard explains his purchase decision.

The MIWE roll-in e+ combines both. The new rack ovens give the bakery a host of new baking possibilities. Especially for small baked goods like rolls, the baking results are extremely consistent. In addition to sophisticated air routing and air volume control (MIWE aircontrol), this is thanks to the

standard atmospheric pressure in the baking chamber.

With atmospheric baking, the technology ensures a constant pressure in the baking chamber. Accordingly, the baking results do not depend on a flue, changing weather situations or even unfavourable air pressure in the room. Robert Burkard: "The results we can achieve now are more constant than ever."

However, the quality of the small baked goods is even more important to him. In addition to its own outlets like the original headquarters, which has housed a bakery for over 250 years, the bakery sells goods mostly in retail areas near supermarket check-outs. "That is not the only place we notice the competitive pressure," is Burkard's explanation of his experiences.

His strategy to counter this is offering something special. The traditional bakery does so for example with its Allee-Café at the original company headquarters right beside an old palace. It welcomes both tourists and locals with open arms. "Café B" in the business park in Gremsdorf is →



The baking results with the MIWE roll-in e+ impressed Master Baker Robert Burkard. The great energy savings the new ovens offer are an additional bonus.



The MIWE roll-in e+ produces particularly crispy Burkis that stay fresh with a fine, moist crumb for a long time.

the second large outlet. A drive-in counter gives drivers rapid access to delicious Burkard products. However, they are missing out: The outlet designed to feng shui principles radiates a lot of warmth and atmosphere in the store area, café and conservatory.

Of course, that on its own is not enough to be successful. "We also have to offer special baked products that are unique." Robert Burkard continues to challenge himself. Seeds and grains are added to the dough as mash. They are produced for this in a cream pasteuriser. Robert Burkard also purchased a dough weighing machine that weighs proofed and very soft doughs gently. The stress-free dough processing allows an entirely new product quality to be achieved.

And that takes us neatly to the new MIWE roll-in e+! What use is a long, aroma-building dough process if the baking results aren't right? Robert Burkard shows the "Burkis", a new baked product it has added to the range. "The new rack oven bakes them better than a deck oven," adds the pleased Master Baker. The Burkis are made from a wheat-rye dough, with a very light crumb and a very high thick crust.

With "better", Robert Burkard means both the inner and outer values of the small baked products equally: "They have a very juicy crumb and a fine, durable crispy crust." These are the qualities a product needs to distinguish a craft baker from industrial competitors. "No-one asks what the price is when it is really tasty," explains the Master Baker.



Burkard Bakery owes its success on the market in part to its top quality baked goods.

He now has many such products in his range. They include "Roggis", rustic rye rolls or the "Scharfer Peter", an elongated baked product with a strong aroma. "Renate" is a light spelt roll made from the ancient grain type "Oberkulmber Rotkorn". Robert Burkard goes one step further with his spelt bread. The Master Baker grows the grain for it himself – organically.

Spelt has the advantage that its shell (also called spelt) protects it well against harmful environmental influences. The grain is highly valued by health-conscious consumers. However, spelt is not easy to bake. "Spelt baked goods tend to dry out quickly," reports Master Baker Burkard.

And that is where the MIWE roll-in e+ comes into play again. The latest generation of the rack oven is equipped with a wireless core temperature sensor. That means that the core temperature sensor can remain in the product during the entire baking process. "We use it regularly for quality control and to optimise the baking programmes for bread," is Robert Burkard's explanation of the practicality.

The core temperature sensor is useful for all high-volume products like bread, cake, plaited loaves and stollen. For example, the core temperature for cheesecake should be 93° Celsius. When this is reached, the cake can be unloaded. Thus, the baking process is temperature-based and not primarily by time. That allows a better response to fluctuations in raw material quality, while still achieving the same baking results.

In order to document the baking process, the temperature

curve measured by the core temperature sensor is stored for four weeks in the MIWE roll-in e+ control system. It can also be read out and archived elsewhere via a USB connection or interface. For example, this can be necessary to document hygiene and quality assurance measures.

To ensure that MIWE roll-in e+ is easy to keep clean inside and outside and the hygienic requirements can be implemented, the MIWE designers created smooth surfaces. The baking chamber was optimised in this way in the latest generation of rack ovens as used by Burkard. "The walls as well as the base and rotating plate are absolutely easy to clean," explains the Master Baker.

Robert Burkard can set the baking processes precisely in the Touch Control MIWE TC control system. A large glass touchscreen beside the door gives the overview required. The baking programmes can be accessed intuitively. Up to eight baking steps with a wide range of settings can be stored for each baking programme.

"All the employees have to do on the oven is select the programme, and they can start baking as soon as the baking temperature is reached," describes Robert Burkard. For him,



Burkard runs the AlleeCafé, which welcomes many of the nearby castle's visitors, in addition to locals, at its original company headquarters.

the simple and safe handling is another contributing factor to achieving a constant product quality.

## A brief overview of Bakery Burkard GmbH

Managing Director: Robert + Gabriele Burkard  
Pfarrer-Schonath-Straße 7  
96178 Pommersfelden

Branch outlets: 11

### Employees:

Production: 25, of whom 5 are apprentices

Sales: 137, of whom 6 are apprentices

Shipping department/logistics: 5

Administration: 3

### Sample prices:

Soft roll 0,32 Euro

Burki 0,70 Euro

Special rolls 0,55 Euro

Rye bread 1,000 g 2,60 Euro

Special bread 750 g 2,95 Euro





Bei freigeschobenen Broten sorgt der MIWE thermo-static für einen guten Ofentrieb.



Auch bei Plundergebäcken und Croissants überzeugt der Wagenofen. Die Gebäcke sind über lange Zeit sehr saftig.