

## Bäckerei Dreher, Gegenbach/Germany

**Gengenbach. „The baking oven is the focus of the bakery,” Markus Dreher, master baker in the Black Forest, says. His statement is actually not a surprise, as the baking oven is the focus in any bakery, in other words, the baking oven has a key position. However, Markus Dreher speaks in this case not only about his bakehouse, but also about the new shop concept, in which everything focuses on Wenz 1919 from the company MIWE.**

When entering the branch outlet, you can see at first glance that the modern electrical baking oven in nostalgic design is actually in the center of attention. A total of 500 square meters have recently been renovated into „Drehers 4”. In the process, the main building of the bakery has been connected to the four neighboring houses. The result is not a big shop, but different worlds of experience: bread house, coffee house, wine house and guesthouse. The idea behind it is simple, but very impressive. „Earlier, we used to be the bakery supplier here,” Markus Dreher says,

looking back. Both the consumer and the city have developed over the last few years, however, and bread can now increasingly be bought at the supermarket on the outskirts of town.

The Dreheres proceed according to a clear strategy in regard to the acquisition, conception and implementation of their location. Basically only prime locations are being started up and operated. For each location, an own concept will be developed that is tailor-made to the customer structure and location. „We want each location to have its own character and not merely to act as a chain-store owner for the customer, but as a bakery with high-quality and skillfully-produced baked products,” master baker Dreher says, explaining the company’s actions. From this basic principle, he also renovated the shop on the marketplace in Gengenbach. Five years ago, they started to operate a café there. Now, they are going a few steps further. Markus Dreher and his team no longer want to act as a supplier, but to allow for the idea of enjoyment, impulse buying and lifestyle with →



All paths cross here. The baking oven Wenz 1919 is the focus of Drehers 4.



Baker Wolfgang Weber operates Wenz 1919.

the quadripartite concept. This can already be seen from the outside. Big armchairs and lounge chairs invite you to relax in the middle of the historical part of town. When „Drehers 4“ is thus advertised, you first find three worlds of experience: the bakery branch outlet, the wine house and the gastronomic area. The latter, however, is enormously transformable.

It is a café with a modern character in the morning and during the day; then it is a guesthouse in the classic sense in the evening. The personnel changes, wears other work clothes; the tables are set, there is another menu, and even the windows are shielded from view using opaque glass panes.

Each world of experience has its own entrance. You can enter the bakery branch outlet through a large glass facade. The café is also completely open onto the street. The counter almost reaches out directly to the outside, and can be used there as a bar. In contrast, you can enter the wine house through a small historical door on the side of the block of buildings.

Within the worlds of experience, you can also easily move from one to the other. That's when you find the baking oven at the latest. „We have intentionally installed it at its present location,”

Markus Dreher explains. „Bread is our core business, and it connects us to the catering trade and wine. We want to demonstrate this with the baking oven.”

With this concept, Stadtbäckerei Dreher has deliberately emphasized emotions and uses Wenz 1919, a MIWE condo with an original front of a German wood-fired oven. Heavy counterweights on chains help the cast-iron baking doors to slide up or down. Behind them, however, modern baking



The catering entrance area is both – bar and counter.

technology lurks. MIWE condo is a best-proven deck baking oven with electrical heating system. Two superimposed hearths with respectively 60 x 80 centimeters offer sufficient baking area with a deck height of 19 centimeters.

The nostalgic look was only one reason for Markus Dreher to buy Wenz 1919.

„The calm heat is the right thing here”, Markus Dreher points out. Different baked goods are baked within the course of the day.

The baking in the branch outlets of the Stadtbäckerei are carried out by the in-store baking ovens MIWE aero as well as MIWE signo. „The „fresh baking” image is especially judged by customers through hard rolls and pretzels, the master baker reports his experience figures. „Both ovens are very well suited for this.”

All other products are baked by Stadtbäckerei Dreher at the production site. The team is provided with ten baking ovens MIWE roll-in as well as six deck baking ovens MIWE ideal, which are operated by the loading system MIWE athlet. Markus Dreher considers himself a quality baker.

In order to convince the customer, the logistics are being adapted to freshness. „We bake as late as possible and also deliver fresh products in the afternoon again.”

„Drehers 4” is also supplied several times a day. The normal fresh baked goods are baked in a MIWE signo in the kitchen. The star of the bakery, however, is Wenz 1919.

Stadtbäckerei Dreher wants to stage the baking with 1919 at any time of day. Croissants, baguettes, and „Drehers Goldstücke” (gold pieces) are thus baked in this manner. The



„Goldstücke“ are angular wheat rolls, which are processed with less yeast and a long dough proofing time. They are supplied by proofing trolleys and baked if needed.

Markus Dreher: „Our baked products get their special character thanks to the calm heat of the deck ovens.“

During the day, mainly soft pretzels are baked. As is the case with all their dough pieces, the soft pretzels are also produced by Stadtbäckerei Dreher itself.

The soft pretzel dough pieces are already proofed, treated in alkaline solution, and supplied deep-frozen and just have to be thawed before baking. Other baked products are proofed in the rear area of the kitchen before being baked in the oven.

At lunch hour, meat loaf and casseroles are baked in Wenz 1919. In the evening, pizza and, in particular, ham wrapped in bread dough are served from the nostalgic baking oven.

The operation of the oven, however, is highly modern. Wenz 1919 is equipped with a fixed program control (FP). This facilitates baking exactly according to the program.

The corresponding parameters for the baking temperature curve, the baking time, and the steam application are stored for each product. „One push of a button is enough to start everything automatically,“ Markus Dreher points out. Thus, constant baking results can be also obtained in the store. A modern control system would distort the image of the nostalgic baking oven. The operator control panel is therefore provided with a long cable so that the control system can be individually installed.

Stadtbäckerei Dreher has installed it to the side of the baking oven. „It is not visible to the customers, but we can still use it,“ master baker Dreher explains.

Principally, the baking oven is available on rollers and can be easily moved to its destination. At „Dreher's 4“, it is standing in the middle of the room. The side walls are cased on site.

The counter is a barrier for the visitors and, at the same time, a workplace for the oven operators. The wooden partition wall in the baking oven underframe and in the counter round off the historical image. The guests are emotionally →



The control system for Wenz 1919 is installed on the side and thus not visible for the customers.



At Bäckerei Dreher, the baguettes are presented in baskets, and the „Goldstücke“ are advertised on a board.



Take look into one of the two hearths.



Markus Dreher with baked products from MIWE Wenz 1919.

stimulated by the flavor of the fresh baked products in the oven area. Steam is, however, carried away above Wenz 1919 by means of an integrated vapor extraction. The guests are influenced to eat bread instead. A cellarmaster regularly carries out wine-tasting in the wine house. Bread specialities are also served for the various wine-tastings.

„A fresh white bread from Wenz 1919 is the best advertisement for us,“ Markus Dreher says with pleasure.

The „Drehers 4“ concept is a great success. Perhaps because everything is focused on Wenz 1919.

## A brief portrait of the Bäckerei Dreher

Stadtbackerei Dreher GmbH  
Proprietor: Markus Dreher  
Flößerstr. 10  
77723 Gengenbach

Branch outlets:	29
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## Employees

Production:	90, of which 9 are apprentices
Sales:	264, of which 12 are apprentices
Shipping department/logistics	10
Administration:	7

## Price examples:

Rolls	0.30 - 0.60 EURO
Goldstücke	0.30 EURO
Soft pretzel	0.55 EURO
Rye-and-wheat bread 1,000 g	2.70 EURO
Danish-style pastry	1.00 - 1.70 EURO