

Bakery Engel, Höxter

Just bake!

At the Engel chain of bakery and pastry shops, products are baked with military precision in stores. The new MIWE go! oven control system is a true help for the company.

„We're focusing intensively on in-store baking“, says master baker Klaus Winkelhahn from the Engel bakery and pastry shop in Höxter, Germany. A few months ago, the family business began using the MIWE aero e+ oven at one of its top locations. They are also using the new MIWE go! control system. „It was a very deliberate choice“, says Winkelhahn.

Klaus Winkelhahn is in charge of in-store baking for the Engel chain of stores. He is the interface between the production team, who deliver products to the bakeries, and the store staff, who bake the products. Engel has expanded in recent years and now has over 40 branch outlets „In-store baking is a high priority at all our branch outlets“, says Winkelhahn. If in-store baking isn't done right, quality will

suffer, no matter how good the products from the production facility are.

That's why the company is always trying out new in-store ovens. „Baking quality is one thing. But an oven also has to be user-friendly and easy to learn“, says Winkelhahn, listing his key criteria for choosing an oven. Other factors include energy efficiency, which is a very important aspect when it comes to in-store baking.

After testing many different oven models, they most recently invested in a MIWE aero e+ with the MIWE go! control system. „We were impressed by the new, even more intuitive and easy-to-use control system, which offers so many capabilities“, says master baker Winkelhahn, explaining the reasons for his decision.

The branch outlet in the Höxter town square was one of the first stores to use the new oven. That location was a logical choice, since it was recently renovated. The store is 22 metres wide but only four metres deep. The large glass window in front of the counter is completely opened up during →



Master baker Klaus Winkelhahn is in charge of in-store baking. He's an expert in production and sales and knows what's important.



Customers can see fresh rolls and other products being baked right before their eyes all day long.

business hours. Inside there's an outward-facing seating area with capacity for 30 customers. Behind the seating area is a workspace with a prep area and dishwasher systems. When the weather's nice, the seating area in front of the shop can accommodate another 70 customers.

It would be easy to believe that a lack of space was the reason for making in-store baking so visible at the shop. But that's not the case. „We like to showcase the freshness of our products as well as our baking expertise by baking within view of customers“, says store manager Christine Massmann. That's why the in-store oven was placed in a highly visible location between the counter area and the work area. With its sleek black look, the modern MIWE aero e+ perfectly reflects the connection between tradition and the lifestyles of today.

The shop requires high baking capacity, especially in the morning. As a result, Bäckerei Engel opted for a combination of two MIWE aero e+ ovens with an eight-tray capacity each. „That way we can bake large batches early in the morning and also bake different products simultaneously or use only one oven“, says Christine Massmann, explaining why they chose the two eight-tray MIWE aero e+ ovens.

A MIWE proofing cabinet is installed right next to the in-store oven. Dough pieces undergo final proofing in this cabinet. Split rolls and other products such as seeded rolls are delivered to branch outlets pre-proofed and refrigerated. Pretzels, which are made in-house, are delivered frozen. Breads and baguettes arrive semi-baked. Sweet quark chocolate biscuits are delivered as dough pieces.



Store manager Christine Massmann always has an overview of baking activities thanks to the MIWE go! control system.

The baking programs for all these products are stored in the control system. If an oven is not fully loaded, the MIWE flexbake can be used for automatic capacity regulation. „You have to teach the control system first“, says Klaus Winkelhahn, explaining the technology.

Products are baked in normal mode and the actual curve is stored. If the baking results are correct, the actual curve can be adopted and different loads of products can be baked with the same actual values. „This means we achieve the same baking results with a full load as we do with a half load“, says Winkelhahn.

Various snack products are also baked in the two MIWE aero e+ ovens. Dough pieces for pizza slices are semi-baked at the production facility. „We add toppings as needed and finish baking them here“, says Christine Massmann, explaining the method. Other snack products baked in the MIWE aero e+ include savoury puff pastries and special au gratin bread slices.

The shop in the town square employs 17 people. Twelve of them are trained to bake. Christine Massmann: „The others work exclusively at the counter or assist in the dishwashing area“. But the fact that 12 employees know how to bake is thanks to master baker Winkelhahn.

When a new oven is purchased or when new employees are hired, Winkelhahn bakes alongside them at the store. „Usually for two days“, he says. The ability to determine the right proofing time is very important. Winkelhahn doesn't like one-size-fits-all approaches and prefers his employees

to learn how to use their hands, eyes, sense of touch and experience to know when a product is perfectly proofed and ready.

They also have to understand how to use the technology, i.e., the in-store oven. An easy task thanks to the MIWE go! control system. „In my experience, anyone who can operate a smartphone can operate this oven control system“, says Winkelhahn. He says that young employees in particular have absolutely no problems with or trepidation about using the new system and are already very familiar with swipe technology from their smart devices. In fact, they really enjoy using the cutting-edge technology.

But what about older employees? Are they more intimidated by the oven control system? „Yes and no“, says Christine Massmann. Older colleagues held off at first and deferred to their younger colleagues, who were eager to try out the system. „But when they saw how easy it was they lost all their inhibitions.

Just as it should be. The oven control system is designed to make work easier for colleagues who use the oven all day. „And that’s exactly what it does“, says one of the young employees. One very practical feature is that the oven automatically starts the baking program once the door is closed. „In the past sometimes we might even forget to press the start button. That can’t happen anymore“, says the sales assistant, explaining her work.

Another practical feature is the ability to store favourites, i.e., the most frequently used baking programs, on a separate

page. „That speeds things up even more,“ says Christine Massmann. At the same time, there is no risk of program settings being accidentally changed.

Still, if employees encounter problems or have any questions, Klaus Winkelhahn is only a phone call away. „Many problems can be resolved right away, without me having to be there“, he says, recalling his experiences. But that isn’t enough for the master baker. The MIWE go! allows for easy networking of in-store ovens. Such networking is one of Bäckerei Engel’s goals. The company wants to monitor baking processes better and also have the ability to provide fast support by accessing the system online whenever problems arise.

What he can’t see online (yet) is the cleanliness of the ovens and the proofing chamber. „But I can see it“, sales store manager Massmann with a grin. The hearth chambers and the proofing chamber are cleaned on a regular basis. The hearth chambers are cleaned using the semi-automated easy-clean system. This means that employees working at the oven are given instructions by the control system or cleaning cycles are actually performed by the oven.

Another practical feature is that the baking tray supports can be easily removed with just a few motions (without tools). The double-glazed oven doors are also extremely easy to clean. „Even the black exterior of the oven is easier to wash and keep clean than an entirely stainless steel oven“, says Christine Massmann from experience. Simply fantastic, the new MIWE aero e+ with the MIWE go! control system. →



Perfect proofing is important, especially for rolls. Employees are trained in proofing and have mastered the art.



Consistent baking results are absolutely essential. The MIWE aero e+ makes this possible.



The shop's large glass front is completely opened up during nice weather, when the pedestrian area and shop practically merge into one.

A brief overview of Bakery Engel

Managing Director: Bernhard Engel,
Ansgar Krawinkel
Eugen-Diesel-Str. 2
D-37671 Hötter

Branch outlets:	41
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Employees:

Production:	775, of which 5 are apprentices
Sales:	350, of which 20 are apprentices
Shipping/distribution:	12
Management:	10

Sample prices:

Split rolls	0,33 Euro
Seeded rolls	0,63 Euro
Mixed flour bread, 1000 g	3,10 Euro
Special breads	3,30 Euro
Danish-style pastries	1,50 Euro