

Backhaus Grobe, Dortmund, Germany

The media are constantly reporting on the hundreds of bakeries that are closing in Germany each year. But successes like Backhaus Grobe in Dortmund, Germany, receive much less media coverage. Ewald Grobe, who has years of experience in the baking industry, and his partner Daniela Meyer started a bakery for his son Tim and has enjoyed great success with his concept right from the start. MIWE technology has helped him along the way.

„At first, we actually weren't even thinking of opening a bakery," admits Ewald Grobe. Years ago, he sold his company, which had several branches, and went to work in the real estate business. Grobe had originally planned to open a restaurant on the property where his new bakery is now located. „But at some point the family realised that it would actually be a great spot for a bakery." Their idea should come as no surprise, considering that not only he and his partner are bakers by trade, his son Tim is also a baker who learned the trade after completing his A-levels.

Idea and concept

Grobe's new bakery concept is located on Flughafenstrasse in Dortmund, a large artery plied by over 26,000 vehicles each day. With its clinker brick facade, the bakery looks like a vintage industrial building. A tower on the distinctive corner of the building facing the main road adds to this effect. The interior of the building also has features reminiscent of a late 19th century factor building.

„But actually the whole building is new", says Ewald Grobe with a smile. He had part of part of one-time car dealership torn down and built the clinker brick building on the property. Since construction was already underway when the family decided to build a bakery instead of a restaurant, a large sunny room was added. This extension added extra seating, since the original idea was just to build a café that would sell a few baked goods on the side.

However, the Grobe Family soon discarded that plan and decided to go a few steps further. „We want to be a family bakery", says Tim Grobe. At the same time, the family →



A salesperson using the in-store baking ovens.



View of the bakehouse from the shop.

also wants to attract as many types of customers as possible, a fact evidenced by the bakery's outdoor advertising. The build itself is deliberately used as a kind of advertising sign. So far, the family has not used conventional advertising like advertisements. Even the grand opening was not advertised. Daniela Meyer: „When we opened on 12 October 2012, the customers found us without any advertising.“ Word of our bakery went around quickly.

A three-dimensional Backhaus Grobe logo adorns the tower of the building. The logo is also on signs that advertise the business as a „Café“ or „Baguetterie“ (French bakery). „We're still very free in how we advertise ourselves“, explains Daniela Meyer. As a café and bakery, the family wants to highlight its core expertise accordingly. „However, this location gives us the freedom to implement other new concepts.“

Highlighting core expertise

Still, the company's core expertise will always be rooted in the bakery. Customers can experience this expertise in a wide variety of ways. For example, the bread selection is showcased in such a way that it cannot be overlooked by customers. Customers in the café can also see where the bread is baked. Two large windows offer an open view of the bakehouse from the café area.

„Showing off our baking expertise right here in the shop was very important to us,“ adds Tim Grobe. This is also why they decided to install in-store baking ovens, more specifically, two black MIWE condo ovens. The Grobe family chose this type of oven for good reasons. Ewald Grobe says: „The baking quality is just right. At the same time, looks are



View of the shop with the black MIWE condo.

important too.“ He wanted the oven to communicate the long tradition of baking while meeting Backhaus Grobe's technical baking requirements.

With the Wenz 1919, MIWE designed a baking oven with a cast-iron door for a vintage look. However, this deck baking oven has a maximum of „only“ three decks. Behind its traditional-looking face, the oven features MIWE condo technology. However, Ewald and Tim Grobe needed more baking area in their in-store baking oven. A hot-air baking oven was ruled out right from the start, as the family wanted to distinguish the company from chains or discounters. Instead, two MIWE condo with four decks each were installed in the shop. One of the ovens also features a proofing chamber.

The Grobes had a simple but brilliant idea for making the black MIWE condo look even more traditional. The oven windows were enhanced with black trays. From far away, the ovens look like they have an arched ceiling, adding another nostalgic touch. „It looks fantastic“, says Daniela Meyer, raving about the ovens. She says customers are constantly admiring the in-store baking ovens.

But the owners of Backhaus Grobe know that looks aren't everything. The company's products are aimed at the „hearth generation“, customers who appreciate high-quality baked goods. This is why Tim Grobe's uses only deck baking ovens. „The steam reaches the product in a total different way, and the bottom of the product turns out differently, too.“ says Tim Grobe, talking about his experience with deck baking ovens.

MIWE technology in the shop:

2 MIWE condo ovens, black, 4 decks each (80 x 60 cm)
One of the ovens features a baking chamber

Without a doubt, this is also thanks to MIWE technology: each deck has a built-in steam device with a dedicated heating system. As a result, even and saturated steam is always available. At the same time, the steam devices not draw heat from the baking chamber. With this system, the baking climate can be precisely regulated using separate controls for the top and bottom heat.

This is an especially important feature for Ewald and Tim Grobe, considering that ease of use was a crucial factor in choosing the ovens. Each oven can be controlled individually. At the same time, the same baking programs are available everywhere so that all products can be baked in each deck. Sales staff simply start the appropriate baking program. Even if nothing is being baked at the moment, the light in the oven stays on. This warm glow gives customers the impression that something is always being baked.

Hard rolls, special rolls and baguettes are baked throughout the day in the two MIWE condo ovens. The dough is prepared the day before, proofed and stored + 4 ° Celsius. Tim Grobe: „We bake them right out of the fridge. No final proofing is necessary.“

Baguettes are finished in the ‚Baguetterie‘, not far from the in-store baking ovens. In the name of customer service, baguette sandwiches are made to order and served warm or cold. Daniela Meyer is happy to say that even BVB (Borussia Dortmund) football pros are enjoying this unique service.

Transparent bakehouse

It's no coincidence that the black and yellow colours of the football team are also found in Grobe's bakehouse. There is actually no proof that the bakers there are huge fans of Borussia. „For us, there was no question that we would also choose MIWE oven technology and refrigeration systems for our bakehouse,“ says Ewald Grobe, pleased with more than just the similarity between MIWE's signature colours and those of the Dortmund football club.

The BVB players and other guests would in fact be able to see whether dedicated football fans were working at the bakery: as mentioned above, two large windows give customers a view of the production area. „We deliberately

positioned the front of the oven so that customers can always see what's being baked,“ says Tim Grobe, explaining the concept in a nutshell.

In the bakehouse too, all products are baked directly on oven deck plates. The company is using a MIWE ideal 2-circuit version with 5 oven decks. With this type of oven, two oven groups can be controlled separately. In this way, different temperatures can be set, or one group can be shut off completely. This gives users added flexibility when working with the oven. The lower group with two ovens features draw-plate ovens. As a result, the oven is much easier to load, especially with sets of moulds.

MIWE technology in the bakehouse:

MIWE ideal 2-circuit, double-wide, 5 ovens (2 of which are draw-plate ovens)

MIWE proofing chamber (GR) for six rack trolleys

MIWE automatic proofing machine (GVA) for rack trolleys

MIWE deep-freeze storage cell (TLK) for 15 rack trolleys

The deck baking oven can be operated from any side. On the left side of each oven, there are separate deck panels that can be used to control important functions such as program start-up or manual steam input. The MIWE TC Touch Control is built into the control column on the right side of the oven. The Touch Control can be used to control the entire oven including all decks. All baking programs are also stored here.

The deck baking oven has a proofing chamber (MIWE GR) on one side and an automated proofing unit (MIWE GVA) →



View of the property from the gallery.



View of the shop.

on the other side. „It gives us more flexibility and we can work during the day,” says Tim Grobe, explaining the purpose of the automated proofing unit.

Even on its own, the GVA from MIWE is flexible. Thanks to the TC control system, which features the same design and operating principle as the controls on the MIWE ideal, temperature curves can be completely freely defined. As if that weren't enough, this curve is completed with extreme precision. Upward or downward spikes in energy are eli-



Outside view of the distinctive building.

minated. This lowers costs and protects the dough pieces. A MIWE deep-freeze storage cell (MIWE TLK) is also used for deep-freezing raw materials and dough pieces.

Grobe's baking concept includes extended dough proofing, for which the GVA used, sour dough processed in three stages, whole wheat sponges and long dough rising times. „Even the best shop concept won't work if the quality of baked goods isn't right”, says Ewald Grobe with confidence. MIWE technology helps his business ensure this quality.

A brief overview of Backhaus Grobe GmbH & Co. KG

Owner: Tim Grobe, Daniela Meyer
 Flughafenstraße 237
 44309 Dortmund

Branch outlets: 1

Employees

Production: 5, of which 2 are apprentices

Shop + café area: 8 full-time + assistants

Sample prices:

Hard rolls	0.28 EUR
Mixed flour bread 750 g	2.75 EUR
Rye-and-wheat bread Grobe 1896 1,000 g	2.95 EUR
Baguette, various fillings available	2.95 EUR
Danish-style pastry	1.30 - 1.45 EUR