

Kaisers Gute Backstube, Ehrenkirchen

Kaisers Gute Backstube has moved to a production facility that really does the company name proud. Wolfgang, Waltraud and Birgit Kaiser now have a generous workspace at their disposal that is equipped with the latest baking ovens and refrigeration technology from MIWE, where they can continue producing the region's best quality handmade bread and baked goods.

"We'd been planning the move for a long time – it was high time to actually see it through," says Gottfried Faller, referring to the three years of planning and one-year building phase. Faller is the production manager at the Kaisers Gute Backstube and is also the company's fourth managing director, alongside the three family members. As master baker and business manager of the artisan bakery, he was in charge of organising the new production facility and its technical equipment.

The business moved from Schallstadt to Ehrenkirchen, where both production and management are housed in the same modern building. The building's architecture has already been awarded a prize for innovation by the regional business association and the new site covers a total of 4,000 square metres, including the warehouse and staff facilities. The bakery's production site officially opened at the start of 2010, after it was further developed to include a café.

This is the second time Wolfgang and Waltraud Kaiser have built a bakery. Back in 1990 they relocated their bakery in Basler Strasse, in the commercial area in Wolfenweiler, to Schallstadt. Figures based on their previous experience were integrated into the planning of the new bakery and adjusted according to local market conditions. Most importantly, they invested in ovens and refrigeration systems from MIWE.

Prior to the planning phase, the four managing directors visited several other bakeries to draw inspiration. Their aim was to construct a modern bakery featuring the latest technology, but that also included plenty of space for the production of handcrafted goods. After all, the Kaisers Gute Backstube's product philosophy revolves around the production of exceptionally high-quality, handcrafted baked goods.

Among other things, they specialise in bread and bread rolls. They bake bread using their own natural sour dough recipe, while their bread rolls are the result of special long-time dough methods, which give them a natural flavour and means they stay fresh for longer.

In the confectionery, sweet pastries and yeast pastries are handcrafted using top quality ingredients according to traditional recipes. The patisserie sells a wide range of delicious tarts, cakes and slices, which have made the bakery not only unique but renowned throughout the region. →



Gottfried Faller discusses a winCAB analysis with a colleague.



Working with the MIWE roll-in rack ovens.

The team at Kaisers Gute Backstube continually redevelops and improves their recipes and never use industrial premixes.

In the early 1980s, the Kaisers Gute Backstube helped pioneer the organic food industry and was one of the first bakeries to produce organic wholemeal baked goods made from freshly ground grains. Today, 35 to 40 percent of the bakery's products are organic – a figure made up mostly by wholemeal bread. The grain is regionally sourced and ground in their three mills (Hammermühle, Steinmühle and Wirbelmühle) shortly before being made into dough. In total, around 15 tonnes of flour is produced each week.

This same level of quality is maintained with regard to all the other ingredients, too. For example, the bakery only uses butter and virgin oil. "We don't use synthetic fats," announces Faller. All artificial emulsifiers, preservatives, dough acidifiers and anti-staling agents are also strictly avoided. Even the bakery's suppliers have to provide precise declarations detailing the contents of every single baking ingredient. The employees also play a vital role: professional development sessions and team meetings are held regularly to ensure the bakery's outstanding quality is maintained on a day-to-day basis.

The Kaiser Gute Backstube even received the highest accolade for bakeries in 1994 – an intensely coveted prize.

Their new bakery is set to reach even greater heights when it comes to quality. The selection of the oven technology was not taken lightly. "Although we've always baked great bread," adds Faller. Nevertheless, a good deal of thought went into deciding which oven systems should be used in the future. At the old bakery, there were several deck baking ovens with



The MIWE butler working with a proofing trolley.

heating gas circulators. They'll be put to good use at the new production site, as will several rack ovens.

But at the centre of the production hall, there's a MIWE ideal M. The "M" stands for modular, i.e. modular construction. Alongside the MIWE roll-in, the MIWE ideal M is one of the most well-known and trusted ovens of this oven manufacturer based in Arnstein. The bakery has been using their heating gas circulator for decades. This technology is constantly being improved and guarantees even and gentle baking. When equipped with stone plates – as it is at Kaisers – it's perfect for loaves of bread and baking bread rolls and wheat products on the baking plate in a static baking atmosphere.

Generously sized steam devices make it possible to bake batch after batch throughout the entire tower of ovens. After all, the modular design of the MIWE ideal M means that up to four modules can be stacked on top of one another. "And that really saves a lot of space," enthuses Faller. Kaisers Gute Backstube has three ovens that occupy just 10 square metres, yet provide a baking surface of 43.5 square metres across nine baking plates. Each oven is heated individually for greater flexibility. "It also means that if one of the ovens stops working, it won't disrupt the overall production," says the production manager. This was a compelling argument for him, as it enables him to guarantee the timely delivery of orders for bulk buyers.

According to the Kaiser family, the MIWE ideal M also has another great advantage. The loading and unloading of the oven can be taken care of by the MIWE athlet XXL. "The oven operators perform very important tasks," says Faller, "however, the work is also very physically taxing." The loading →

system really helps to lighten the load, so to speak. The production manager sees rolling loading using wagon ovens and rack ovens as just one step towards making work easier for the oven operators.

The bakery's MIWE ideal M must be loaded mechanically, because the top-most module of the deck baking oven is 4.86 metres off the ground. At such a height, loading and unloading would be impossible without a loading device – in fact, it is indispensable even if just two MIWE ideal M ovens are stacked on top of one another.

Gottfried Faller is happy with the loader, but admits there were one or two problems while adjusting to the system: "You can't see inside the ovens very easily, which is what we were used to." His oven operators quickly came up with a solution. "We now use the loader to quickly unload the bread," explains one of the employees. This is particularly important for working out the ideal baking time of new bread varieties.

Both the oven and loading system are controlled via a central control panel on the loading device. Just like the MIWE roll-in rack ovens, the deck ovens at the Kaisers Gute Backstube have been assigned a variety of different baking programmes. For Faller, this is fundamental to ensuring a consistently high level of quality.

MIWE ovens and loading systems feature an SPS control system. It consists of a computer located inside a control cabinet, which enables the ovens and loading system to interact with one another. If the MIWE athlete stops working for any reason, the ovens can still be operated via the TC control system located on each of the ovens.

And thanks to the MIWE butler loading system, entire proo-

ing trolleys can be automatically delivered to the deck oven. A proofing trolley from the proofing chamber is also attached to the MIWE butler. Everything else takes place at the push of a button: the control panel screen is used to select an oven and start the baking programme. The unloading bar pulls up to three loaders onto its transport conveyor, controls the baking plate and loads it. Even the steam level can be automatically defined.

Next to this docking station there's also a transfer table, which is used if there is bread being proofed in baskets. The bread loaves are laid out on the transfer table by hand and the conveyor belt continues in cycles until everything is full. Then the transfer to the loading device takes place.

The nine baking plates in the oven tower are used to bake all kinds of unmolded bread, as well as Mediterranean varieties like ciabatta and focaccia. "The loading device also makes it possible for us to use the ovens in new and exciting ways," says the production manager. The "new and exciting ways" Faller is referring to are actually tried and tested MIWE oven capabilities: now bread rolls can be baked on baking plates again, so they develop a unique taste. The loading device ensures the bread rolls are also baked as efficiently as possible.

Three special types of bread roll were developed for this oven: the Winzerwecken (similar to crostini), the artisan grain rolls and the Kautzen rolls, which weigh about 120 grams each and are moistened with water before baking. "But there's so much more we'd like to do. And now we've got the technology to make it happen," says Faller, excitedly.

In the rack oven area, the bottleneck experienced at the old bakery was alleviated by the purchase of a further four rack ovens. Gottfried Faller did some test baking at other →



The MIWE athlete automatically pulls the baked goods from the loader belt onto its loading bar.



The MIWE eco:nova is built onto the rack ovens.

production facilities before he decided to buy the MIWE roll-in. “We baked our products using their MIWE roll-in ovens.” He was impressed by both their user-friendliness and the baking result. The Kaisers Gute Backstube now bakes their bread rolls, pretzels, wheat products and, above all, their pastries and tin bread using the MIWE roll-in.

The MIWE TC Touch Control system on the oven is easy to overlook, but it’s crucial for the oven’s operation. The entire oven is controlled via its flat screen on the front of the oven. Employees can even start baking programmes simply by holding their finger in front of the start button. “That function is really handy when I’m working with gloves on,” says a baker, speaking from experience. Combined with the panel’s smooth surface, this helps to keep the control system clean.

Up to eight baking steps can be defined for each baking programme. One particular benefit is that baking programmes can be transferred from one oven to the others using a USB stick. “Especially since all four roll-ins can bake simultaneously,” says Faller, singing the praises of the high-quality ovens from Arnstein.

The master baker has also witnessed tangible improvements in the quality of his products since switching to the MIWE rack

oven. “The dough simply raises a lot better.” This is due in no small part to the MIWE aircontrol system, which regulates the air flow. Not to mention the high-performance steam device and well-insulated baking chamber, which perfectly maintains the desired steam level.

Gottfried Faller is yet to exhaust all the possibilities of the MIWE aircontrol. The user-friendly controls allows you to change the parameters and test different baking techniques, i.e. you can “play” with the system to achieve the best possible results. All the MIWE ovens and MIWE bakery refrigeration systems are networked and connected to the company’s computer system, which allows the Kaisers Gute Backstube team to perform all kinds of analyses. For this purpose MIWE has developed their own Windows-compatible software: winCAB 32.

It can be used to automatically document the operational procedures, for example. Faller explains: “We could see when parts of the system were idling and use this information to improve efficiency. This also saves energy.” winCAB can also be used for monitoring and alerts the user to any system errors. Remote servicing technologies enable MIWE to access the controls, identify faults and intervene directly – so they’re always „on site” with the customer, despite being in Arnstein.

A brief overview of Kaisers Gute Backstube

Proprietors: Familie Wolfgang Kaiser
 Managing Directors: Wolfgang und Waltraud Kaiser, Birgit Kaiser, Gottfried Faller
 Gewerbestraße 2
 79238 Ehrenkirchen

Branch outlets:	27
Delivery customers:	120–130

Employees

Production:	60, of which 5 are apprentices
Sales:	180, of which 12 are trainees
Distribution/logistics:	14
Management:	6

Price examples:

Bread rolls	0.29 EUR
Multigrain wheat bread 1,000 g	2.85 EUR
Special bread 750 g	3.45 EUR
Danish-style pastry	1.15 EUR
Artisan bread rolls	0.39 EUR
Dinkelkästle 750 g (organic wholemeal bread)	3.49 EUR