

Bakery Münzel, Sonthofen

Small oven, big success

The Münzel bakery franchise uses the MIWE gusto snack for baking at branch outlets. Small batches ensure consistent freshness and allow for flexible baking.

At first glance, it doesn't add up: 600 to 700 rolls are baked each day at one branch outlet. That's not even including pretzels and baked snacks. We're at a branch of the Münzel bakery located in the entrance area of a discount supermarket. Even though it's late in the afternoon, customers are still lining up to buy baked goods. One of the sales assistants is already baking the next batch of products.

She's using the small MIWE gusto snack in-store baking oven. One gusto snack and one gusto are installed on top of each other in the shop area and there's a third one in the prep area of the branch outlet. „These small ovens have several advantages over larger ones,” says Christian Münzel. He runs the medium-sized business together with his parents Sabine and Karl-Heinz Münzel.

The idea was to reduce the risk of downtime at the branch outlets by using multiple small ovens. After all, the branch outlets of the Allgäu-based chain are separated by distances of up to 140 km. „It can take a lot of time for our service technician to drive from one end of the region to the other,” says Münzel, explaining the situation. Until recently, the company had also been using in-store baking ovens made by two other manufacturers. But those ovens needed to be replaced because of growing technical problems, so Münzel became one of the first bakeries to try out the MIWE gusto snack with the new MIWE go! control system.

At the Wertach branch, an old gusto snack is still installed above the new MIWE gusto snack. „We really notice a difference between them,” says one of the shopkeepers. She already bakes some products exclusively in the new oven. Puff pastry cheese sticks are a prime example. Previously, they weren't getting brown enough. As a result, they had to be baked longer, which of course caused them to dry out.

In addition to recirculated heat, the new MIWE gusto snack also has optional top heat function (grill) for gratinating. →



Master baker Christian Münzel has up to four MIWE gusto ovens at his branch outlets to allow for flexible baking.



Dough pieces are retarded at temperatures just above freezing before they are delivered to branch outlets and baked.

„Also, we add steam intermittently in a delayed fashion,” says master baker Münzel, explaining the baking parameters. That also has a positive effect on the baking results.

The salesperson at the counter doesn't have to worry about any of this. The baking parameters are all stored in the control system. Münzel has a test baking oven at his production facility. The baking programs were configured on this oven. „Baking programs are then easily transferred to the other ovens via a USB flash drive,” says Christian Münzel, explaining the process.

Using the oven is just as easy as transferring the baking programs. Employees do not require lengthy training, he says. „Anyone who can operate a smartphone can operate the MIWE go! control system,” says Christian Münzel, citing one of the big advantages of the new control system.



The MIWE gusto snack holds up to three trays.



Premium rolls are sold in split roll form, which is uncommon for the region, making them all the more eye-catching.

Just like a smartphone, the control system can be operated using swipe gestures. The most important baking programs are saved as favourites. All the oven user has to do is select a program, start baking and, if necessary, extend baking time by pressing a button. Different access permissions ensure that only authorised users are able to modify programs.

If there is a slowdown in baking during the day, the MIWE gusto snack automatically shuts itself off. When it's time to bake again, the user simply presses a button and selects a baking program. „What's really practical is that I can then look at the screen to see when the oven is ready,” says a sales assistant, describing yet another useful feature of the control system. That way she knows exactly when the dough pieces have to be ready so that the oven doesn't remain needlessly on standby.

The automatic night-time starting function is used in the morning. This way products can be baked as soon as the work day begins. Crown rolls are the company's primary product. „Our premium rolls have become our trademark,” says Christian Münzel. These split rolls, which are uncommon for the area, sell for 40 cents a piece. But it's not just their shape that makes these rolls such a hit.

The dough for these rolls is retarded for 16 to 18 hours at temperatures just above freezing. The dough pieces are then delivered to branch outlets, where employees oversee the final proof before baking. „This and the fact that we always bake fresh are what make the quality of products so outstanding,” says Christian Münzel. And excellent quality is



Pretzels are another important product. They are delivered to branch outlets as frozen dough pieces.



Pretzels are baked on special trays to meet food safety standards.

especially important since shoppers can buy rolls inside the supermarket for a much cheaper price.

Branch outlets receive deliveries and dough pieces two to three times a day. The branch outlets do not have proofing chambers. Dough pieces are proofed exclusively on boards and then moved to baking trays. Three trays of six crown rolls each can be baked in this way.

Different products can be baked simultaneously since some branch outlets have up to four small in-store ovens. For example, fresh meat loaf is baked and sold at the branch outlets. An internal temperature sensor helps ensure optimal baking results.

The MIWE gusto snack is also used for gratinating and heating up various snacks. These products are baked on a specially coated aluminium sheet that is also used for baking pizzas, tartes flambées and gratinated braided pastries. As a result, Münzel bakeries do not need a special oven for baking and reheating snack products.

„That would be too expensive and consume too much power,” says Münzel, citing the arguments against the oven. „The MIWE gusto snack produces really crispy gratinated snacks and pizzas.” In fact, Christian Münzel is convinced that pizza baked in a MIWE gusto snack is just as good as pizza from a wood-fired oven.

Whereas pretzel rolls, which are round, hot crown-shaped pretzel rolls at Münzel, are baked in the production facility, classic pretzels are baked entirely at branch outlets. „Pret-

zels are an important product for us and a quality benchmark for the bakery’s customers,” says Christian Münzel, describing the market.

Christian Münzel is passionate about ensuring that pretzel dough pieces and everything else is produced in-house. For example, he invested in a pastry line for producing croissants and other laminated pastries. Münzel purchased a special type of lye for frozen dough to control bubble formation on pretzels.

Pretzel dough pieces are delivered frozen and thawed briefly before being sprinkled with coarse salt. They are baked on specially coated sheets to avoid the problems commonly associated with aluminium and lye and to ensure food safety.

Salt and other dirt is left behind in the baking chamber. „But that’s not a problem,” says one of the sale assistants, as she takes the next batch of pretzels out of the oven. It’s not a problem for her because she doesn’t have to clean the oven herself. The baking chamber is cleaned using a built-in cleaning program. All the cleaning settings are stored in the MIWE go! interface.

Christian Münzel initially experimented a little with the settings. Now they have things set up so that the MIWE gusto snack is cleaned twice a week. „That’s totally sufficient, given that the oven comes out squeaky clean.” The cleaning cycle is started when the team finishes work. The baking chamber is automatically soaked first. The rest of the cleaning is done by the system the next morning. The →

residual heat from cleaning is used for preheating the oven so that baking can begin sooner. „All these small details make the MIWE gusto snack a big factor in the success of our stores,“ says Christian Münzel.

A brief overview of Bakery Konditorei Münzel KG

Managing Director: Christian, Karl-Heinz and Sabine Münzel
 Östliche Alpenstrasse 28
 87527 Sonthofen, Germany

Branch outlets:	27
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Employees:

Production:	34, of whom 3 are apprentices
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Sales:	90, of whom 4 are apprentices
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Shipping department/logistics:	10
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Administration:	8, of which 2 are apprentices
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Sample prices:

Crown rolls	0,40 Euro
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Pretzels	0,65 Euro
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Chia seed loaf (organic)	0,70 Euro
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