

ROY - Kiosk Beck & Take Away, Winterthur

A close-by shop with a hot oven

The customer is king at Lefter Ivanov's shop. A MIWE gusto snack turns out freshly baked goods for customers.

It would appear that the market for baked goods is saturated. New sales channels are hard to find. Lefter Ivanov in Winterthur, Switzerland, is doing something that marketing courses recommend: He is going where the customers are. He decided to rent a shop in a new residential development in Winterthur. „I want to be a village shop that offers a new level of quality,” says Ivanov. He says his idea is unique for the region.

The shop has the potential to attract many customers. There are 228 flats in his building complex alone. More houses are being built in the neighbourhood. „I'm seeing great opportunities here,” says Ivanov, looking ahead to the future. His business goes by the name ROY – Kiosk Beck & Take Away. The owner of the building, a major Swiss bank, chose the name ROY for the building complex. Ivanov is permitted

to use the name for his shop at no cost.

His shop is regal and bears no resemblance to a typical drab kiosk. The artwork and decorations on the concrete walls and the functional furniture testify to the owner's high standards. Ivanov wants to be a local shop that delivers high quality. He carries 600 to 700 items. That includes high-quality coffee. He also wants to be a meeting point for local residents, which is why his concept includes a spacious indoor and outdoor seating area.

Fresh baked goods, bread and snacks are another part of his concept. „Most of our products are delivered fully baked from the Bertschi bakery,” says Ivanov, explaining his strategy. „But we also want to offer our customers freshly baked products in the afternoon.” For this reason, he also purchases products from Bertschi that he can finish baking himself.

This strategy allows the young entrepreneur to respond to fluctuating sales. His shop is open every day from 7 am to 11 pm. Lefter Ivanov: „Sales can vary a lot. As a result, →



Lefter Ivanov is not a baker by training, but he has clear goals: „I want us to be a village shop that offers a new level of quality.”



Practical technology that also looks good: the MIWE gusto snack with the MIWE go! lets customers know they can expect quality baked goods.

we run the risk of having too many or not enough baked goods." So Ivanov decided to buy an in-store baking oven.

After visiting several trade shows and doing research online, he opted for the MIWE gusto snack. „There are more economical in-store baking ovens out there. But I wanted an oven that would be a good long-term investment," says Ivanov, explaining his decision. An oven breakdown isn't something he can afford, especially since this is his only oven and he wouldn't be able to bake. Despite being so compact, the MIWE gusto snack is extremely solid, well designed and durable.

His in-store baking oven simply requires a 230 V power outlet. This is yet another advantage since many shops don't have high-power outlets. Also, the MIWE gusto snack's compact size makes it a true in-store baking oven. The oven assumes a prominent position in the middle of the wall behind the counter at ROY. Thanks to its modern looks and modern Touch Control interface, it fits in perfectly with the shop concept, which is also very modern.

„I have to admit that I'm not a baker," says Lefter Ivanov, looking at the oven. He is new to the business. However, his wife comes from the restaurant industry. Nevertheless, both of them got to grips with the MIWE gusto snack very quickly. It's very easy to use thanks to the MIWE go! control system. „The sequence is logical. All I have to do is select the product and press start. If I have to bake another batch quickly, I can do it with the press of a button," says Ivanov, explaining the simple sequence. Once the baking program has been selected, the interface



Oven-fresh bread is baked until late in the evening. Customers value this.

displays the remaining preheating time. In this way, users know exactly how long they have to prepare the items that they plan to bake. Lefter Ivanov bakes a range of seeded breads, spelt breads and baguettes in his MIWE gusto snack. The loaves are semi-baked and are delivered frozen. They are ready to bake after just a few minutes of thawing.

„It's great because this way we always have oven-fresh bread in the afternoon and evenings," says Ivanov. In the morning, on the other hand, he starts by selling bread that is baked and delivered by another bakery. He also sells soft rolls and croissants, which are baked fresh all day long. They are pre-proofed and can be baked immediately after a brief thawing.

The MIWE gusto snack holds up to three 44.5 x 35 cm baking trays. Users and, more importantly, customers can see products baking since the oven features crosswise tray insertion and a large glass door. „Many customers will buy something on an impulse when they see it in the oven," says Ivanov, speaking from experience.

He usually bakes on two trays, which accommodate eight to ten croissants. „It's better to bake continuously and have fresher products than to bake too much at once and have things left over," he says. The baking programs were provided by his baked goods supplier and were simply imported into the MIWE go! control system via a USB flash drive. The interface has a USB hub on the front for this purpose.

The highly motivated businessman is already thinking about the future. Not surprising, since the MIWE gusto snack fea-

tures so many perfect functions for the booming take-away market. „Pizza will be the first thing we offer. But we want to expand even further,“ says Ivanov, explaining his plans. The MIWE gusto snack offers a wide range of technical capabilities for his purposes.

Gratinated snacks are very easy to bake thanks to the oven’s top heat function. In this case, a heat-retaining plate can be inserted to provide additional energy from below. Another feature is the steamer and combo function, which is perfect for preparing or reheating products such as meat, fish and vegetables. For Ivanov, this feature is useful in the evenings when residents of the building complex come home and don’t feel like cooking for themselves.

Lefter Ivanov also doesn’t have to worry about the baking chamber getting dirty. Rounded edges and smooth surfaces make the interior easy to clean. Here too, the control system is helpful. He can use the interface to access the MIWE cleaning control system, which cleans the baking chamber completely automatically.

Lefter Ivanov and his wife are in agreement: „We’re confident that this investment was worth it.“ The MIWE gusto snack combines solid technology, an extremely wide range of options and maximum ease of use. This in-store baking oven helps ROY provide customers with fresh baked goods and snacks at all times. Clearly, the customer is king here.



The shop is modern and well organised. People enjoy shopping here and often stay for coffee and cake.

Facts & Figures:

ROY - Kiosk Beck & Take Away

Owners: Lefter Ivanov

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Products: 600 – 700 items, including food, beverages, gourmet items, magazines, newspapers and baked goods.



High-quality baked goods and excellent coffee are the two pillars of his business model.



Even the exterior radiates quality and class. The MIWE baking oven fits in nicely here.