

Bakery Schoder, Seßlach

Seßlach. „It's supposed to be a hearth-type oven“, explains master baker Adolf Schoder. Together with his wife Ursula, he runs the Schoder confectionery in the Upper Franconian town of Seßlach. Not far from Coburg, this rural area of Germany boasts a total of six operational branch outlets. The bakery stands out thanks to its wide product selection, its high-quality handmade produce and its enterprising and imaginative sales techniques. „In-store baking has become a big part of our business“, Ursula Schoder adds. The company uses the Miwe cube:stone, a hearth-type oven from the Miwe Fresh-Food-System range. This is completely in tune with the bakery's company philosophy: combining innovations with old traditions to achieve the best possible results.

„The Schoder Bakery headquarters are located in the heart of the historical centre of Seßlach. Inside the old city walls, the manual techniques are still valued and are practised in combination with state-of-the-art technology. The baking is done in a deck oven, as well as in a Miwe thermo-static.

„That is part of our philosophy“, Adolf Schoder reasons. The bakery's product range is characterised by breads with firm crusts as well as hard rolls with good crusts that stay fresh for longer. In addition, there is a wide selection of fine baked products and cakes on offer.

„To promote the idea of freshness, it is also necessary for the customer to see that we are constantly baking“, Ursula Schoder says confidently. The bakery owner has recently completed vocational training to become a nutritional advisor in the bakery trade and is now actively involved in the marketing committee of the state guild. Always brimming with new marketing ideas, she puts the company in the limelight. During the town festival, for example, the employees of the bakery wore shirts detailing the various coffee selections on offer. It is certainly eye-catching when someone walked through the crowds sporting a bright, yellow shirt with the bakery's logo on the chest, advertising an assortment of coffees. More importantly, these actions attract customers. →



Adolf Schoder (photo) and his bakehouse team arrange the soft rolls on boards in preparation for baking in the in-store baking ovens.



The Schoder family financed the construction of an additional building for the new branch outlet in Untermerz bach.

Just a few kilometres away from Seßlach, in Untermerz bach, there used to be a mobile shop that had operated successfully for a number of years. The small town of around 500 inhabitants was left without a bakery service. Since that time, Ursula and Adolf Schoder have replaced the mobile shop with one of their own stores. They financed the construction of an additional building for the site of the shop, which also comprises a cafe. „It’s worth it“, they both say happily. „Sales and returns go hand in hand because we don’t have to pay the expensive rental fees that are customary when you operate in the entrance area of a supermarket.“ To ensure that the business is worthwhile, they have also taken other factors into consideration. The shop is generously dimensioned. Internal and external seating areas let the customers know they are welcome to stay. Coffee specialities and ice cream are also on offer. In addition, the bakery offers an extensive selection of breads, baked goods and fine baked products.

The Technology

The in-store baking ovens have also become a focus of attention. It is quite deliberate that Schoder Bakery have decided to use these particular ovens in their shops. Due to its simplicity and combination of various high-quality materials, the Fresh-Food-System demands your attention and simultaneously highlights the company’s high level of competency in terms of freshness.

Each component of the Fresh-Food-System has the same basic dimensions of 80.0 x 80.5 cm. Adolf Schoder: „The compact size was a deciding factor for us.“ It is possible, for example, to combine a Miwe cube:air with a Miwe cube:stone. A proofing chamber (cube:proof) and tray re-



The Miwe cube has been well integrated by the shopfitters. This is possible due to its compact dimensions.

pository (cube:store) can be positioned underneath, while a steam hood (cube:hood) or a steam condenser (cube:hood sc) can be placed above.

Schoder Bakery has two Miwe cube:stone ovens placed on top of one another. The hearth-type oven has a baking chamber with dimensions 47 x 68.5 x 18 cm and a stone baking plate. A connected load of 3.4 kW generates the gentle radiation heat. The oven also has a built-in steam device.

There is an intermediate compartment, a Miwe cube:store 250, located below the two ovens. This compartment has enough storage space for three trays measuring 60 x 40 cm. Gloves and other tools can be stored in another compartment. The proofing chamber, a Miwe cube:proof 750, has enough space to hold six baking trays. The required heat and humidity outputs are achieved with a connected load of 2.2 kW. A steam hood ensures that the steam is discharged when the oven door is opened. Each component has a separate electrical connection. The voltage supply for each connection is 360 V.

The Baking Process

The cube:stone is used primarily to bake soft rolls. „However, we bake a different variety than in the bakehouse“, master baker Shoder points out. „They have their own character and are always freshly baked“. In this way, it is possible to create an alternative to the standard product range and, more importantly, an alternative to the competition. „They cannot be compared to the cheap rolls available at the discount shop“.

The recipe and control parameters for the new variety of store-baked soft roll were developed together with a bakery

ingredients manufacturer. Among other things, the resulting recipe comprises five percent wheat grain. The soft rolls are produced a day in advance, left to rest on boards and cooled at a temperature of +6° Celsius.

Packed in thermoboxes and transported on tipping boards, the rolls are delivered to the other branch outlets and stored in fridges. When the time comes to bake them, they are taken directly from the fridge, tipped onto baking trays and baked in the Miwe cube:stone oven. „This way we have fresh rolls in store throughout the entire day, which means we can react to the demand quickly while simultaneously optimising the number of returns”, Ursula Schoder reasons.

In addition to the special deck oven rolls that are made in the in-store baking oven, grain rolls, Danish-style pastries, croissants and pretzels are also baked in the cube:stone oven. Schoder Bakery produces the dough pieces independently. For Adolf Schoder, that is part and parcel of creating a profile for the company. The dough pieces are frozen, put into bags, and delivered to the branches. As with the soft rolls, the dough pieces are placed onto baking trays, set for proofing and baked in the Miwe cube:stone oven, according to demand.

The baking process itself poses no problem whatsoever for the sales staff. „It was important for us to be able to achieve the same results with each of the baking ovens - irrespec-

tive of who is doing the baking”, Adolf Schoder points out. He wants to avoid a situation where „each member of the sales staff bakes differently”. The control system of the in-store baking oven is helpful in this respect. For its range of in-store baking ovens, Miwe offers a control system that is operated via pictogram keys. „Plain and simple”, according to sales person Simona Valenta. „Just one press of a button and the baking starts automatically”.

All of the baking parameters such as baking time, temperature curve, steam injection and damper settings are stored in the system. Once the baking time has elapsed, the oven door opens automatically and the steam hood commences operation. Different programmes are stored in the system upon delivery by Miwe, something which greatly facilitates commissioning. „We only had to make a few fine-tuning adjustments”, Adolf Schoder says, demonstrating his experience.

Baking can start in the early hours of the morning. „It is also acceptable, on occasion, for the dough pieces to be left in the fridge one night longer”, Adolf Schoder confirmed. Any that remain from the previous day are the first to be baked the following morning. The automatic night-time starting function allows the in-store baking ovens to reach the correct baking temperature by the time the sales staff are ready to start work. This means that the sales team can get started immediately. →



The Miwe cube can be set up as part of a modular system.



Irmie Schleicher (photo) can rely on the built-in control system. One press of a button is sufficient and the oven bakes precisely time and again.



The boards are lined with foam. The soft rolls are tipped from the boards onto the baking trays.



A look inside the Miwe cube:stone.

But the baking process is not only active in the branch outlets. Ursula and Adolf Schoder are so convinced of the capabilities of the Miwe Fresh-Food-System that in-store baking will soon be introduced to the bakery's headquarters. „The compact dimensions mean that we have enough room here for an in-store baking oven“, Ursula Schoder says happily. Only slight changes will be made to the shop, which was newly installed just a few years ago.

An in-store baking oven will soon take the place of the current display of roasted coffee and non-food products of a large manufacturer. This time, the equipment will comprise three Miwe cube:stone ovens. The modular system makes it possible to set up the in-store baking oven precisely according to demand. Once installed, the equipment will be used to bake fresh products throughout the day. Traditionally manufactured bakery products in old buildings combined with state-of-the-art oven technology – that is the Schoder confectionery's recipe for success.

Bäckerei Schober im Kurzportrait

Schoder Bakery
 Proprietors: Ursula and Adolf Schoder
 Luitpoldstr. 31
 96145 Seßlach

Branch outlets:	6
sales vehicle	1

Employees

Production:	8 + 3 apprentices
Sales:	19 + 3 apprentices
Logistics/distribution:	3
Management:	2
Cleaning:	2