

Schürener Backparadies, Dortmund, Germany

Taking in-store baking to a new level

“In-store baking is nothing new for us,” says Tim Kortüm. For over 30 years, Schürener Backparadies has been baking products both in the bakehouse and in the shop. But now their in-store baking has taken on a completely new dimension. Kortüm recently purchased a MIWE condo with TC-U. “It was definitely new for us, but it was easy to learn and has very practical features,” says his mother José Kortüm.

In 1979, she and Tim’s father Siegfried Kortüm made the leap and started their own business by purchasing the bakery they had been leasing. Their current location in Dortmund’s Schüren district is only a stone’s throw away from where the couple originally started. “We had to roll our first in-store baking oven over to our new premises across the street,” recalls Mrs Kortüm. That oven was also a MIWE condo which remained in service until 2009. The oven was used for 26 years without any major problems.

The Kortüms have been baking at this one and only location since 1987. A Dutch windmill on the roof of the bakery, the

furnishings inside the bakery and the café as well as the employees’ uniforms are all a reference to Mrs Kortüm’s background. A native of the Netherlands, it’s no surprise that she also brought her favourite Dutch specialities with her to Dortmund.

Small but efficient

Their son Tim, who has been running the business since 2009, is working with his French wife Claire to bring some fresh new ideas to the bakery. “Staying focused on our customers has always been the goal,” says Tim Kortüm, explaining the family’s strategy. He is a master baker with a degree in business administration, so he understands both the technical and practical side of running his business.

His focus on the customer, combined with high-quality products and services with a constant stream of new ideas, has been a success. At the same time, new ideas don’t necessarily have to result in new products. Kortüm actually specialises in products that many chains no longer offer. When the Kortüm family made the leap and started their own business in 1979, there were still over 300 bakeries in Dortmund. “Now there are only about 30,” says Tim Kortüm, explaining the situation, which he also sees as an opportunity. →



Like no other bakery in so many ways: male sales staff, a unique uniform, a baking oven positioned between the bakehouse and the shop, and above all: unrivalled product quality.



Bread is also baked in a MIWE condo in the afternoon and sold fresh out of the oven.

It's afternoon when we visit the bakery. There are customers in the café, the three men (yes, men) behind the counter are busy at work and you can see products baking in the MIWE condo. In just a few minutes, freshly baked split rolls will come out of the oven. "We bake here all day long. At night the baking oven is also used for the bakehouse," says Tim Kortüm.

Calling the MIWE condo an in-store baking oven would be understatement for Kortüm. The oven is actually positioned right between the store and the bakehouse. The two areas aren't even separated by a door. "That's what sets us apart from other in-store bakeries," says José Kortüm to reiterate. „Customers know and they can also see that production as well as baking happen here.“ The bakery deliberately chose deck baking ovens for both in-store baking and baking in the bakehouse. Customers notice the difference with all their products, not just split rolls.

A pioneer in in-store baking

In the 1980s, Siegfried Kortüm was probably one of the first bakers to use the MIWE condo for in-store baking. He tried out baking his rolls in his colleagues' ovens before deciding to buy his own MIWE condo. Even back then, top and bottom heat could be separately controlled. And even in those days, the condo was already well-known for its even baking results. The condo delivered the highest quality products in a minimum of space.

In the meantime, the condo has been upgraded with several features that make it the perfect in-store baking oven for quality-minded bakers. Tim Kortüm opted for the MIWE condo with TC-U. A highlight of this oven is the control



A selection rarely found in bakeries these days is what draws customers to the bakery all day long.

system, or more specifically, the fact that there is only one control panel. All four decks and the proofing cabinet can be guided from the Touch Control system.

"Guided" is the right word here because only the simplest of commands is needed. The rest is handled by the control system. We witnessed this in action: One of the employees wants to insert split rolls. "I just open the program and the oven automatically assigns me the right deck," he explains.

You might be wondering whether this is truly a necessary future. After all, Kortüm's employees are well-trained enough to select the deck on his own. However, the automatic deck selection feature ensures that the oven always uses the deck that will reach the required temperature the fastest. "Ultimately, that saves energy," adds Tim Kortüm. The oven operator doesn't have to do time-consuming calculations and can focus on more important tasks.

The automatic oven pre-selection feature also has other advantages: Firstly, it prevents one deck from being overused, which could lead to greater wear. At the same time, it helps avoid peaks in power consumption.

At night, the in-store baking oven becomes a production oven. There is in fact a large oil-fired deck baking oven in the bakehouse. "But we like to use the condo for everything from croissants to other fine baked goods," says Tim Kortüm, explaining the baking process. Even shortbread biscuits are baked in the in-store oven. Kortüm chose an oven with four 60 x 80 cm decks and uses trays of a similar size. The oven has been in service for only six months and already 50 baking programs have been stored for easy

access. In addition to standard programs for split rolls or finishing semi-baked bread, the oven includes a range of special programs for products such as sponge cake, cinnamon biscuits and gingerbread.

Although the oven with the TC-U has its own central control system, each deck has a dedicated steam device. This ensures that enough steam output is always available. The connected load of this MIWE condo model was reduced to 18.2 kW thanks to intelligent performance optimisation.

The MIWE condo is also energy-efficient. "If another program is not selected once baking is complete, the oven switches straight to Eco Mode," says Tim Kortüm, explaining the system. This means that oven stops heating up until a freely definable set temperature is reached. The default setting is 100° Celsius, as the oven can be quickly heated from this temperature. Regardless of the temperature, when a new baking operation is needed, the automatic deck selection feature suggests the oven that will be available and ready for baking the fastest. The thick insulation of the MIWE condo adds energy-efficiency by ensuring that the temperature does not drop too quickly.

The intelligent autostart function can be used so that the oven is ready for baking when the day begins. Autostart is by no means a new feature in the world of baking ovens. However, Tim Kortüm does not even have to enter the time at which the oven must turn on. Even if he did, it could mean that oven might be ready for baking on time. Now he simply enters the time at which the oven must reach the set temperature. The oven control system automatically determines the point at which the oven must be switched on based on



A single control system for all decks makes for clear and simple operation.

the residual heat and the preheating time.

During the day, the MIWE condo is used primarily for baking the entire selection of bread rolls. They are slowly proofed at 16° Celsius using a long-time dough method. Final proofing takes place in the proofing chamber beneath the condo. Afterwards, they are immediately baked. If the bread rolls in the proofing retarder run out, new batches are made.

On certain days of the week, other attractions at the bakery literally steal the show for the oven. On Wednesdays, waffles are baked in a glass extension between the bakery and the street. On Fridays and Saturdays, customer can enjoy sweet cottage cheese dumplings and other local treats like bite-size doughnuts, which are deep-fried to perfection right before their eyes. "You just have to stay active," says Tim Kortüm, summing up. And by that he means not only co- →



Split rolls are baked batch after batch all day long in the MIWE condo.



The condo is also the first choice for snack products.



Owner of Schürener Backparadies, Tim Kortüm.



Split rolls are baked in the deck oven for a good reason: quality!

ming up with new offerings, but making lasting investments in the future, like the MIWE condo.

A brief overview of Schürener Backparadies

Owner: Tim Kortüm
 Gevelsbergstraße 26
 44269 Dortmund, Germany

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|-----------------|---|
| Branch outlets: | 1 |
|-----------------|---|

Employees:

| | |
|--------------------------------|--------------------------------|
| Production: | 11, of which 2 are apprentices |
| Sales: | 12, of which 3 are apprentices |
| Shipping department/logistics: | 2 |
| Administration: | 1 |
| Cleaning: | 2 |

Sample prices

| | |
|---------------------|------------------|
| Rolls | 0.30 Euro |
| Rye bread 1,000 g | 2.95 Euro |
| Special bread 750 g | 2.85 Euro |
| Danish-style pastry | 1.20 - 1.50 Euro |