

Bäckerei Thonke, Rathenow

Systematic, consistent and simple

Customers expect consistent quality when they buy rolls from their bakery. No matter which branch outlet they choose, they deserve the quality they're accustomed to. The new MIWE go! interface helps make that possible.

Rolls are a flagship product for bakeries. Rolls are also one of the most competitive products in the baking market. The Thonke bakery has come up with its own solution: a top-quality roll with a special name that has literally become their trademark product. Their rolls, called „Thonkys“, are baked on site at the company's branch outlets.

A challenge for most in-store baking ovens. But not for the MIWE aero e+ in-store baking oven with the MIWE go! control system. „Now we can ensure the rolls are baked identically at every branch outlet,“ says regional manager Mandy Granetzki, describing the situation. She is in charge of 13 of Thonke's roughly 60 branch outlets. One of her shops is located in a Netto supermarket in Brandenburg an der Havel.

There are two types of Netto supermarket in northern and eastern Germany. The first is the Netto discount chain that belongs to the EDEKA Group. Then there are the Netto supermarkets with the dog on the logo. They belong to the Dansk Supermarked chain from Denmark and currently operate about 350 stores in eight states.

Unlike its German cousin, the Danish Netto chain does not have baking stations in stores. Instead, they partner with over 70 local bakers. Bakeries like Thonke operate in 307 of these stores. There's still competition between the bakery just outside the store and the self-service area in the store because stores are supplied with freshly baked products by large-scale bakeries.

„That presents a challenge for us. Our advantage is that we can offer fresher products and a larger selection,“ says regional manager Granetzki, explaining the strengths of the Thonke chain. Branch outlets received deliveries twice a day. Each delivery includes dough pieces for „Thonkys“. Thonkys are wheat rolls made with olive oil and semolina flour as special ingredients. These square rolls are stam- →



The Danish supermarket chain Netto relies on local bakeries like Thonke as part of its business strategy.



All rolls are baked at the branch outlets after a long dough development process.

ped with a T during production so customers can easily identify them. Dough pieces are retarded at temperatures just above freezing for added flavour. They are refrigerated further at the branch outlets and undergo final proofing in the proofing chamber under the MIWE aero e+. Employees at branch outlets determine the optimal proofing time.

„They easily get the hang of it with a little practice,” says Ms Granetzki, relating her experiences. The MIWE go! control system is also helpful here. It tells users as soon as the oven is ready for baking after they start the oven and select the baking program. Mandy Granetzki: „That way we can plan better, things are less frantic around the oven, and the oven doesn't sit idle as much, which saves energy.”

The MIWE go! control system is designed for precisely these types of tasks. It makes the oven easier to use. It standardises the baking process. It minimises errors. Ms Granetzki gives an example: „We can't start the baking program until the correct temperature has been reached. The program starts automatically once the oven door is closed.”

She explains that other oven models would start baking even if the temperature wasn't correct. Or, occasionally someone would forget to press the program start button „while rushing to serve customers”. The resulting products were often unsatisfactory and did not meet the bakery's quality standards.

The MIWE go!'s job is to reduce the number of steps for the employees who operate the oven. The control system guides them directly through the interface. If something is



„Thonkys” have become a flagship product for the Thonke bakery.

unclear, they can call the help function during any step of the process. „As a result, even assistants can operate the oven after a brief tutorial,” says Mandy Granetzki, recounting her experience with the control system.

However, she has noticed that older employees tend to be more inhibited during the training sessions. „Younger employees are not inhibited at all,” she says. „They inspire our older staff to take a closer look at the control station.” All of this makes sense, given that the design and user interface of the MIWE go! is similar to that of a smartphone. Smartphones are now used by people of all ages.

The MIWE go! display actually shows the selection list more clearly than many smartphones. A large glass touchscreen is the starting point for this clear overview. Key parameters like the current oven temperature and the remaining pre-heating time are also displayed so that they are visible from a distance. Once the oven is preheated, the thermometer switches from white to yellow with a check mark that tells the user to load the oven. An animated baking tray, which symbolises loading, is also displayed. These instructions are clear even to beginners.

„The favourites function is very important for us,” says Ms Granetzki. She's already integrated it into the homescreen. As the name implies, the favourites function is used to store baking programs that are used very frequently. „We don't have to spend time searching through countless baking programs until we find the right one,” adds one of the shop assistants.

It goes without saying that Thonkys are in the favourites list. A baking program has been stored for this product. Thanks to the oven's network connectivity, new baking programs can be added in a matter of seconds. Supervisors like regional manager Granetzki can also retrieve online data such as baking processes and baking activities.

There are three other ways of selecting baking programs other than selecting them from the favourites list. They can be sorted alphabetically, by the last program used or by the most frequently used program. An overview of the list can be displayed by swiping or moving the scroll bar.

„What's great is that we always know what to press next," says one of the sales assistants in the branch outlet. That's because the next step in the process is always highlighted in yellow. MIWE purposely added this feature to ensure the correct operating sequence and boost process reliability.

The MIWE aero e+ has the technology required for baking with consistent quality. The Thonke bakery developed its baking programs together with MIWE. The programs allow for up to eight baking steps in which all key parameters from the temperature to the steam quantity can be defined.

It's no surprise that the Thonke bakery uses the in-store baking ovens all the time. Thonky dough pieces are used to make other products such as pizza rolls. Tomato sauce and a variety of toppings are added to the square dough pieces. To make cheese rolls, the Thonkys are simply topped with a slice of cheese.

Other products baked on site include pretzels, which are

becoming increasingly popular. They are delivered as frozen dough pieces, briefly thawed and then baked. The workflow steps prior to baking can also be easily stored under „Product Information" in the control system and retrieved at any time.

Other breads and baguettes are delivered to branch outlets in semi-baked form. Both are also baked in a MIWE aero e+. „We bake bread in the in-store ovens to replenish our supply when we sell out of the loaves delivered to us," says Ms Granetzki, explaining Thonke's strategy. That means we can label our 1,000 g loaves of rye-and-wheat bread as oven-fresh bread.

It's another way for us to keep up with the tough competition from supermarkets. The MIWE aero e+ in-store baking oven with its MIWE go! interface helps bakeries like Thonke provide consistently high quality at all of its branch outlets.



Any employee can operate the MIWE aero e+ with the MIWE go! control system without extensive training.



Regional manager Mandy Granetzki with a semi-baked loaf that will soon be sold as oven-fresh bread at the shop.



The Danish supermarket chain NETTO operates about 350 stores in northern and north-east Germany.



„Thonkys“ have semolina in their dough and are topped with semolina.

A brief overview of Bakery Thonke

Owner: Olaf Thonke
 Gustav-Freytag-Str. 2
 14712 Rathenow

Branch outlets: 55

Employee:

Production: 87, of whom 6 are apprentices

Sales: 399, (289 full-time employees + 110 assistants) of whom 10 are apprentices

Shipping department/logistics: 31

Administration: 14, with 1 apprentice

Sample prices:

Thonkys 0,29 Euro

Split rolls 0,27 Euro

Seeded rolls 0,45 Euro

Rye-and-wheat bread 1,000 g 2,29 Euro

Danish-style pastries 1,45 Euro