

BAKELS WORLDWIDE REVIEW

No 172 2021



Consumer trends + products

Plant vs. Meat + Health is Wealth.

Products

Spotlight on new products.

Bakels insight

Facilities.

HEERLIJK PUUR

BRON VAN
PROTEÏNEN
ZONDER TARWE
& ZONDER GIST
VOLOP
GENIETEN !



PUURKOREN

Depicted here is the “PUURKOREN”
campaign from Bakels Senior.

Editorial

Dear Reader

Little did we think when we published BWR 171 that Covid-19 would still be dominating our lives when BWR 172 was issued!

A combination of control measures and vaccination will allow us to return to more normal times. However, mankind does not go backwards. The post Covid-19 world will not be the same as before the pandemic. The important questions for us are:



-How will changes affect the world of baking?
-What opportunities do they present us?

In this issue of BWR we focus on two consumer trends which have become more significant because of consumer's response to Covid-19. "Health is Wealth" and "Plant vs Animal". The latter

combining a desire to eat healthily with ethical concerns of both sustainability and animal welfare.

We link these trends to a section on new products, which are an essential part of any business's sales development. Also featured as new products are extensions of familiar concepts, in particular cake mixes.

Finally, under the heading Products, we feature an often overlooked product category – Release Agents. These are central to efficient production of bread and confectionery lines. With more than 70 years' experience in their production and application, Bakels is the perfect release agent partner.

The programme to make baking centres available to support our customers, wherever in the world they are, continues, with the opening of new baking centres in Malaysia and India. As reported page 12, the baking centre, and associated new product development facility, is part of a major investment to enable Bakels Malaysia fulfil its role as the Regional manufacturing hub even more effectively in the future.

All this is supported by our colleagues, both long serving and new. On your behalf, I thank them for their commitment to serving our customers during these difficult times.

Armin Ulrich
Chairman

Consumer trends + products

Plant vs. Meat 4

Health is Wealth 5

Products

Spotlight on new products 6–8

Established products 9

Release agents 10–11

Bakels insight

Facilities 12–13

Supply Chain 14

Bakels People 15

Appointments & Promotions

Congratulations

Masthead

Title image: Vegan burger, patty made with Dinkel Gourmet by Bakels Nutribake.

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Plant vs. Meat

Following a Vegan lifestyle – veganism goes beyond food -is a choice being made by more and more people around the world. Many more people identify as vegetarians, and even more are actively reducing their consumption of meat.

A preference for plant based foods those produced by animal farming is based on meeting several consumer mega trends. It is healthier, better for the environment/more sustainable and avoids ethical concerns about animal welfare. These trends support predictions of continued growth in plant based foods.

Research supported by the University of Oxford suggests that if the world went vegan it could save eight million human lives by 2050; reduce greenhouse gas emissions by two thirds, lead to healthcare-related savings and avoid climate damages of USD1.5 trillion.

Although a sensitive issue, dietary changes could have large benefits to societies across the world and the value of these benefits makes a strong case for increased public and private spending on programmes aimed to achieve healthier and more environmentally sustainable diets. Many governments are implementing strategies to encourage a reduction in meat consumption, and a consequential increase in plant based foods. As part of its pledge in 2016 to reduce carbon emissions China, which consumes 28% of the world's meat, outlined a plan to cut that countries meat consumption by 50%.

A 2018 Oxford University study [1] found that the single biggest way to reduce your environmental impact is to avoid animal products. This is largely because more than 80% of farmland is dedicated to livestock animals raised for meat and dairy, yet these food products only account for about 18% of calories and 37% of protein consumption.

An indicator of the prevalence of the vegan diet is data from the US: as many as 6% of consumers say they are vegan – 500% increase compared to just 1% in 2014. Furthermore, the British population is expected to be made up of 25% vegans/vegetarians by 2025, according to The Vegan Society. [2]

Who is leading this steady increase in vegan popularity? A recent Statista survey shows that nearly 40% of millennials identify as vegan. Baby Boomers and Generation X tie at 21% each, with only 2% of seniors labelling themselves vegan. As well as a likely desire from the younger age groups to be more proactive in adopting environmentally focussed diets, these groups are also exposed to promotion of these lifestyles through more active use of social media.

An example of social promotion of meat-free diets is an annual campaign driven by The Vegan Society in the UK, promoting the act of going meat-free for the month of January. Dubbed “Veganuary”, it has seen a 25% increase in sign-ups in 2021 to over 500,000.

Bakery products are essentially plant based so this trend is an opportunity for bakers around the world.

However, egg and dairy products are also important ingredients, but ingredients which vegans wish to avoid. As you will see in our “new products” report, help is at hand. Across our companies’ vegan products are available, many of which have been specifically developed to replace egg and dairy components with plant based alternatives.

We also report a meat alternative which has been developed for use as a savoury filling, suitable for vegan or vegetarian diets.



[1] <https://josephpoore.com/Science%20360%206392%20987%20-%20Accepted%20Manuscript.pdf>

[2] <https://www.plantproteins.co/vegan-plant-based-diet-statistics/>

[3] <https://www.statista.com/statistics/875526/share-alternative-diet-us-generation/>

[4] <https://veganuary.com/veganuary-2021-hits-record-breaking-sign-ups/>

Health is Wealth

Directly related to the Covid-19 pandemic, the long-standing consumer interest in eating more healthily has reached new heights.

Ask consumers if they would like to eat more healthily and you get one answer – yes! Ask what this means, and you will receive many answers. Some consumers look for food with added benefits, others food without ingredients perceived as unhealthy, yet more in calorie reduction. Interest in calorie reduction has increased due to the link between Covid-19 infection resulting in death, and obesity.

Legislation, or government campaigns, often linked to food labelling regulations, has reduced the amount of fat, sugar, and salt in our diets. Consumer pressure has resulted in “cleaner” label declarations. So, the main opportunity lies in foods with positive health claims. Benefits to the human immune system are of increased interest, alongside brain, heart, and gut health.

According to leading research agency, Mintel, 31% of adults are eating healthier, 20% are interested in foods which support their immune system and 41% want their diet to support digestive health. This carries through to the bakery category, with 25% and 31% respectively saying breads with health benefits and those with high fibre appeal to them.

That said, taste remains the number one priority when selected a food, so healthy products must also taste good!

This provides an opportunity for bakers, in particular bread bakers, as ingredients which add health benefits are either normal in some bread types or can easily be added. Indeed, many existing products have health benefits which have not previously been communicated.

A good example of this is our best selling bread mix, **Multiseed**. In addition to being delicious, with a low GI and a source of fibre, claims made from day one, **Multiseed** is also a source of protein, a source of folate and a source of iron. Folate and iron support the immune system and metabolism.



Spotlight on new products

Introducing new products is a key element of business growth. Here Florian Wunderlich, Group Technical Officer shines the spotlight on new products aligned to the consumer trends of “health is wealth” and “plant vs animal”, together with new versions of established products.”

Health is wealth

Due to the Covid-19 pandemic, more and more consumers are changing their eating habits and are seeking healthier foods. Speciality breads are the perfect choice for a healthy lifestyle. Modern nutritionists now know that many traditional ingredients, for example, rye, oats, barley, ancient grains, and seeds have health benefits. Below are some examples of how Bakels companies are making these benefits available through high quality bread mixes.



Rye has become a popular healthier alternative as it is a source of vitamins and minerals which contribute to a wide range of health benefits. Rye also contains less Gluten and is high in fibre, which promotes improved digestive health. Always available from our Scandinavian, companies both South Bakels (S. Africa) and British Bakels have added versatile rye bread mixes to their ranges.

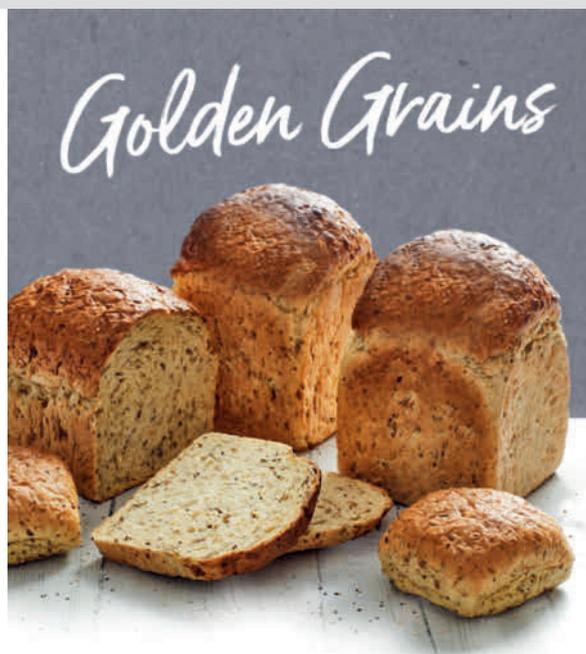


Multiseed Vitality

Multiseed Vitality takes all the delicious eating and fresh-keeping qualities of “The Original and Still the Best” **Multiseed** and boosts them with enhanced nutrients and health claims. Bakers can now produce bread and rolls which are high in protein (14g per 100g), fibre, and fortified with a source of calcium and vitamin D. Valid claims include “supports immune system and metabolism”, “maintains normal teeth and bones” and “good for your gut”.

Golden Grains

Packed with wholesome ancient grains, quinoa, and chia seeds, along with turmeric, sunflower and linseed, **Golden Grains** delivers striking visual appeal, plus excellent taste. Bakers can produce bread and rolls which are a source of protein and fibre. Valid claims include “supports nervous system” and “contributes to the reduction in tiredness and fatigue.”



Fibre Plus

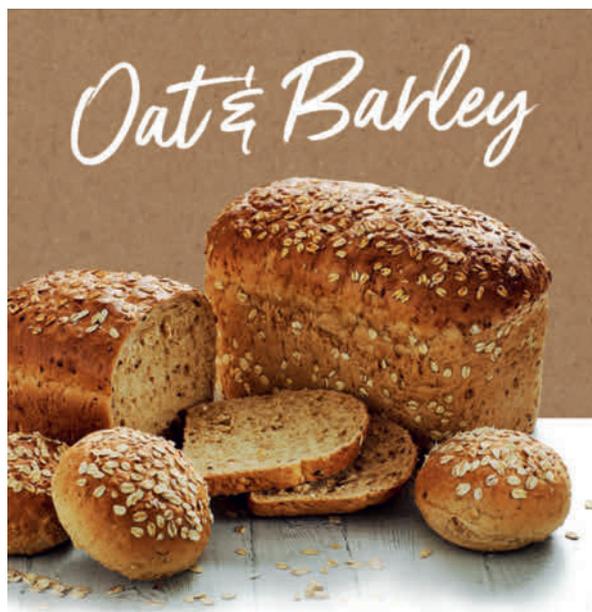
Delicately filled with wheat flakes, **Fibre Plus** produces excellent brown bread and rolls with an appetising malty, sweet flavour. Bakers can produce bread and rolls which are high in fibre (7.7g per 100g) and a source of protein. Valid claims include “good for your gut.”

Seeded Artisan

Boosted with the addition of **Fermdor®** Wheat Sourdough for a distinct flavour, and sunflower and linseeds for added bite, **Seeded Artisan** produces bread and ciabatta rolls with an inviting waxy crumb and rustic crust, requiring just 60 minutes bulk fermentation. Bakers can produce bread and ciabatta rolls which are a source of protein. Valid claims include “supports immune system”.

The new speciality concentrates sit alongside familiar favourites: **Multiseed, Oat & Barley, Artisan** and **Rye**. Together it is time to unlock the nutritional and health benefits of speciality bread and rolls. Many of these bread mixes are also vegan, aligning with another important consumer trend.

Full list of nutrients and claims available at www.britishbakels.co.uk/campaigns/taste-great-feel-great.



Bakels Low Carb Bread Mix 1

Beside a desire to improve nutrition is a concern to avoid obesity. **Bakels Low Carb Bread Mix**, developed by Bakels Senior (Netherlands) is a bread mix for a delicious low-carbohydrate bread. Although having only 6.4 grams of carbohydrates per 100 grams, bread produced using **Bakels Low Carb Bread Mix** retains its volume. Seeds and kernels have been added for extra flavour.

Valid claims include: “High in protein”, “High fibre”, “Reduced carbohydrates compared to regular wholemeal bread”.



Plant vs Meat

As reported in page 4, Vegetarianism and Veganism continues its rise in popularity in many countries. Below are some reports from around the world of Bakels.

Australia -. The third most common claim made in food launches in 2020 is vegetarian, with vegan launches now accounting for 8% of the sweet bakery launches. 2 3

Australian Bakels has developed a vegan savoury mix, **Plant-Based Savoury Mix**. This is suitable for savoury filled pastry lines, which are normally meat based.



Belgium vegan savoury products can be finished with the new range of savoury glazes developed by Bakbel (Belgium). Specially designed for salted applications, the savoury range is composed of two products: a hot glaze (**Saphire Savoury**) and a spray glaze (**Superglans savoury**). **Saphire Savoury** is used to add shine and protection to salted products. It is a highly concentrated product which can be diluted with water up to 100% and heated to boiling for application by brush. 4

Superglans Savoury is a ready-to-use liquid glaze that must be used with an automatic glazing machine (80-85°C). Just like the **Saphire Savoury**, it can be used on a very wide range of applications and gives an extra shine and protection layer to the products.

Both glazes can be reheated and are therefore very convenient to use. They have a perfect stability and a good setting time to allow a perfect covering. They are the ideal solution to improve the look and increase the shelf-life of salted products.



UK - British Bakels 2021 product guide (<https://www.britishbakels.co.uk>) both identifies products which can be classified as vegan, has a section dedicated to vegan products. Examples of recent product launches can be found below. 5

Reformulation of American Brownie Complete to a vegan suitable **Rich Chocolate Brownie Complete** provides a wealth of options for bakers diversifying their range to include home deliveries. The versatile ingredient, which only requires the addition of water, delivers an American-style, indulgent brownie.

The collision of two thriving trends in vegan and caramel products inspired the development of new **Vegan Caramel**. Sitting under the **True Caramel** brand, the new variant carries the same application qualities as established **Bakels Millionaires Caramel**, which include excellent clean-cutting qualities and colour, ideal for caramel shortbread and other sweet lines.



Established products

Premium Line

Bakels Peru identified that, although the premixes category is growing, there is a marked tendency to revalue the traditional, or to turn to products with nostalgic associations. Add to this premiumization and you have a winning formula!

With the new **Premium** line, Bakels Peru brought to our customers memories of their childhood, through flavours and textures of traditional recipes, but with the practicality and consistency modern premixes provide.

For this purpose, seven products have been developed, covering the most popular products in local bakeries.

Premium Pionono, known worldwide as Swiss roll, reduces preparation times and grants a super flexible product (photograph 7).

Premium flavour Triple Chocolate Bitter: Intense bitter chocolate flavour and extra moisture

Premium Chocolate milk flavour: Sweet chocolate flavour, ideal to combine with acidic fillings (photograph 6).

Premium Sponge: Spongy and delicious. The aroma and flavour of egg, flour and sugar dominates.

Premium Three Milks: (Tres Leches) Cake designed to retain liquid evenly, absorbing up to 120% syrup Three milks.

Premium Three Milk Sponge: Three milks in a sponge cake with excellent absorption and a texture very similar to the product grandma baked.

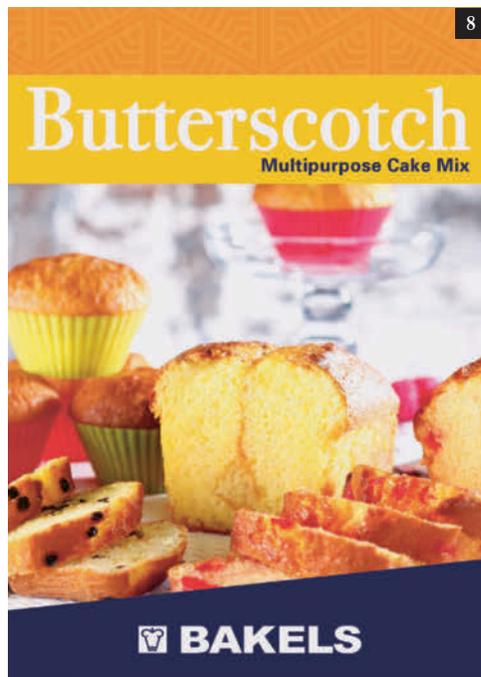
Premium Double Vanilla: cake that can incorporate oil or margarine for a delicious, traditional taste experience.



6



7



8

Staying with cake mixes, South Bakels is very proud to present the latest edition to their extensive range of cake mixes - a **Butterscotch flavoured Multipurpose Cake Mix**. This product is extremely versatile and can be used for cakes, cupcakes, cake loaves, cake sheets and even Swiss rolls. Its unique aroma is noticeable from the instant the bag is opened, to being baked in the oven, to being served on the consumers tea table. The following can be added to make it an even more enjoyable experience: **Bakels Chockex Nibs**, **Bakels Salted Caramel**, berries, cherries or even nuts. This mix has a soft and fluffy texture plus a “can’t get enough” taste and has thus far proven to be a great success with customers and bakery staff alike.

8

Raspberry Millionaires Caramel PF

Caramel ingredients have taken centre stage in patisseries across the world, with increasing presence in other food categories, such as ice cream and food-to-go. Millionaires’ caramel has won the hearts of consumers thanks to its traditional caramel mouth-watering flavour and texture. This created the opportunity for a premium twist on traditional caramel, to boost taste and flavour experiences - **Raspberry Millionaires Caramel PF**. With the added benefit of being palm free, **Raspberry Millionaires Caramel PF** maintains all the eating and clean-cutting qualities of Millionaires Caramel, with a natural deep raspberry colour and delicious raspberry flavour.



9

Release Agents – Small cost, big saving

You have bought expensive ingredients and used time and skill to make a product, so why waste all that by allowing the product to stick to the baking surface or tin? Do not worry, Bakels has the solution - or suspension, or emulsion- to achieve a perfect release – every time.

Tincol

Emulsions

In 1950 the first edition of Bakels News featured the release agent emulsion **Tincol**.

Tincol is still as popular today as 70 years ago. Indeed, it continues to be introduced to new customers as we enter new markets.

Tincol is a mixture of oil and water, technically, an emulsion. Because of this **Tincol** is both a cost effective, and high-performance, release agent for low sugar products. It can be applied by brush, handheld spray, or large-scale automatic spray systems. Unlike vegetable oils, **Tincol** does not become thinner as it warms up. It therefore remains where it has been applied, unlike vegetable oils which will run down the side of baking tins, forming a pool in the bottom, adversely affecting the finished bread quality. **Tincol** is also highly heat resistant, reducing the formation of carbon deposits in baking tins, which can leave unsightly black specs on the outer surface of bread when simple vegetable oils are used.



Suspensions

Another category of release agents are those produced by suspending starch particles in vegetable oil. These are suitable for higher sugar content products and are available in paste or liquid form. They can be applied either by hand or by spray. Bakels brand names for release agent suspensions include **Tinglide**, **Tinglide Spray**, and **Tinglide Super**.

Solutions

The third category of release agents, which can be produced to work effectively with different levels of sugar in the baked product, are solutions of vegetable wax or beeswax and lecithin in vegetable oil. These products are stable at high storage temperatures and can be applied by brush, hand spray or, on the industrial scale, by spinning disk or roller band greaser.

Equally affective for high sugar breads or confectionery lines, solution based release agents can provide a single product option for all a baker's release agent requirements. Bakels brands include **Release 65** and **Tinwax**, which are complemented by the Aromatic brands **Caresse** and **Bandex**.



Aerosol Cans

2

The ultimate convenience for small scale application of release agents are aerosol cans. These are available as the Bakels brand, **Sprink**, or the Aromatic brand **Tarant**.



Divider Oil

3

Specifically designed to replace mineral oils in food contact applications, all vegetable **Dovidol**, which is approved by major equipment manufacturers, can be used to lubricate dough bowls, and chutes feeding dough dividers, as well as the dough divider itself. Divider blades require constant lubrication for trouble free operation and reduced equipment wear.

Whatever your release agent requirement, be it bread or confectionery, hand or industrial scale application, Bakels has a product which will give you a perfect release every time.



3 pure vegetable oil based Dovidol.

Facilities

Here we take a look «behind the scenes» at investments being made to better serve our customers.

New site & baking centre BM

Bakels Malaysia have moved into a new warehouse and office in October 2020 after more than 2 years of planning and building this 10,308m² facility. The new location houses an impressive presentation bakery (228m²) with modern facilities in which we look forward to welcoming local and export customers as well as associate companies in the region for product demonstrations and training. The size of the new warehouse is 3,399m², split 50% chilled and 50% ambient storage. It has six loading bays. Besides that, the NPD lab which will be used for both baking ingredients product development as well as flour analysis, is currently being constructed on the 1st floor of the building. Target completion of this new lab is quarter three 2021. Administrative and sales offices are located on the second floor of the building. The new facility is a testament commitment of the Bakels Group, not only to Bakels Malaysia but also to support associates and export customers to grow their business to greater heights.



New facility INB

Bakels India’s newly opened Baking Centre in Mumbai which is the commercial capital of India. It is an innovative “experiential space” that will enable Craft, Artisanal, and Industrial Bakers to get the best out of a creative environment to develop and test new product concepts using a broad array of Bakels’ world-class ingredients. It will also serve as the new headquarters for Bakels India. It joins the elite group, becoming the 9th baking centre in Bakels worldwide.

The Bakels India Baking Centre is in the heart of City, a 40 minute drive from the Domestic and International airport. The location also features offices, a conference room and a meeting room and a relaxed cafeteria. The conference room can accommodate a large group for meetings and presentations. It also provides an excellent view of the adjacent baking centre. The baking centre is fully equipped with industrial ovens, mixers, refrigeration, quick freezing and ample storage. All aspects of bakery products - bread, cake and confectionery- can be demonstrated. Customers can engage in live baking sessions with facilities for co-creating recipes jointly with Bakels’ skilled team of hands-on chefs. With the latest IT equipment, video conferencing can be carried out in the most professional and modern manner as well.



Supply Chain Disruption

In normal times it is reasonable to assume we can order and have delivered raw materials when, and in the quantity, we require. These are not normal times.

An exceptional combination of events is putting supply chains under extreme pressure, leading to extended lead times, much higher shipping costs, and a real risk of shortages of key raw materials and packaging. Add to this commodity price increases of a level not seen for many years and the impact of covid-19 and you have the most difficult operating environment our industry has faced in a generation.

However, as we will explain later in this article, with our customers help, and our Group purchasing team, we can minimise the impact on our customers of these supply chain issues.

Background

Shipping - as the pandemic spread out from its Asian epicentre, countries implemented lockdowns, halting economic activity. Many factories closed temporarily, causing large numbers of containers to be stopped at ports.

A lack of exports meant stocks of empty containers built up instead of being in circulation. The shortage of available containers caused a fourfold increase in shipping costs.

Then through the blockage of the Suez Canal for good measure!

Availability – stocks were run down to the level appropriate to the reduced activity. Then came a rebound in many markets. Demand exceeded supply but there was no stock to cushion the sudden upturn. Manufacturers had a sudden increase in demand for commodity based raw materials but shipping was not available to transport them.

Commodities -many factors have driven up demand for commodity based raw materials. If we consider only oil seeds, more are being used to produce biofuel at the same time as China is rebuilding stocks of soya beans; S American production fell due to drought and the alternative of palm oil was also in short supply due to labour shortages, particularly in Malaysia.

Corn and canola oil prices reflect the shortage of soya and palm.

Why does this matter? In addition to vegetable oil and shortenings these commodities are used to produce starch, glucose, emulsifiers, lecithin and many more ingredients essential for bakery products. Availability is tight and prices have risen.

How can we reduce the impact of these supply chain challenges?

The most important action is improved forecasting, and our customers can be a great help with this.

Bakels Group purchasing is consolidating the forecast requirements from all our companies and then placing contracts for the total amount. Not only does this increase purchasing power, it also ensures stocks are available which can be allocated to individual companies as required.

An important function of Bakels Group purchasing is the consolidation for shipment to our operating companies of products bought from different prime manufacturers. By doing this we control availability, and all companies enjoy the benefit of the full purchasing power of Bakels.

Never has the phrase “together we are even better” been truer. Working together with our customers, and by our companies working together on raw material purchasing, we can reduce the impact of these once in a generation combination events.



Appointments & Promotions



1 Derek Cheah 1

Bakels Malaysia is pleased to announce the promotion of Derek Cheah to Export Manager Cluster East as from the 1st of January 2021. Derek has joined Bakels in 2007 as a bakery advisor after he graduated from the well-known

Taiwanese “China Grain Products Research & Development Institute”. In 2017 he took the responsibility of sales executive, focusing on industrial key account business development. Since then, he has moved the business forward, which reflected in the excellent growth rates. We trust that Derek’s vast experience in the bakery industry will fully support the Bakels export market cluster East.



2 Wade Knowles 2

New Zealand Bakels are pleased to announce the promotion of Wade Knowles to the role of Sales and Technical Manager at Bakels Fiji. Wade has been an integral member of the NZ Bakels team since commencing April

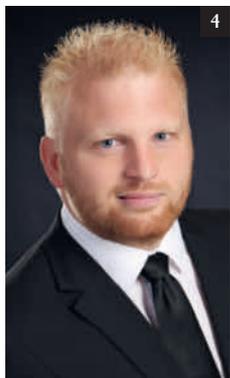
2015. For the past four years he has held the position of Woolworths Key Account Manager. Wade was awarded their “Business Key Account Manager of the Year” in 2018. Wade will relocate to Fiji with his partner Barbara and family once the New Zealand border re-opens! We congratulate Wade on his promotion and wish him every success in this role and challenges to come.



3 Jeremy Calitz 3

South Bakels is pleased to announce the promotion of Jeremy Calitz as Training Key Accounts & Industrial Manger at South Bakels Johannesburg. Jeremy has been with the Bakels family for the past 13years. He joined the team as a

technical baker at a young age and through his hard work, determination and commitment to Bakels has reached new heights. Jeremy has been trained in numerous food & bakery technical courses, and studied a marketing course through the Institute of Marketing Management (IMM). Jeremy fully understands and lives by South Bakels policies and prides himself in his technical skills and customer relationships. We wish Jeremy success in his new position.



4 Florian Wunderlich 4

We are pleased to introduce Florian Wunderlich, who has been appointed to the new position of Group Technical Officer. In this role he will work alongside Group Purchasing and Group Project Management to support the operating

companies. Florian will coordinate product development projects and the sharing of development and application knowledge across all companies.

Florian is well qualified for this position, by both education, including being a certified bread sommelier, and experience, having worked for bakery equipment or bakery ingredients companies since 2006.

We are certain that this new role, and Florian’s appointment to it, will ensure the collective product knowledge of the Bakels Group is available to all our customers, Worldwide.

Congratulations

We take pleasure to honour long service staff and pay tribute to our dedicated staff, without whom we could not serve our customers.

We are pleased to recognise the long service of the following Bakels staff:

40 Years

Xavier Lim, bakery advisor, Bakels Singapore

35 Years

Hieu Do, senior chemist, Australian Bakels
Amon Mazibuko, warehouse supervisor Johannesburg, South Bakels

30 Years

Thian Yew Lian (Nancy), test baker, Bakels Malaysia
Benno Eigenmann, managing director, Bakels Nutribake
Kevin Marshall, bakery advisor, NZ Bakels

25 Years

Wong Chin Kian (Kenny), area sales manager, Bakels Malaysia
Mutombo Tambwe, production employee, Bakels Nutribake

Our companies are only too pleased to help you find the perfect solution for your business.



EUROPE

Bakbel Europe SA, Belgium
Bakels Nutribake AG/Switzerland
Bakels Polska Spzoo/Poland
Bakels Senior NV/Netherlands
Bakels Sweden AB/Sweden
Bakels Switzerland Ltd/Switzerland
Bakels Ukraine Ltd, Ukraine
British Bakels Ltd/England
Deutsche Bakels GmbH
c/o Bakels Senior NV/Netherlands
Finnbakels Oy Ab/Finland
Irish Bakels Ltd/Ireland
Rusky Bakels/Russia
Aromatic Marketing GmbH/Germany
Aromatic Kft/Hungary
Aromatic Polska Spzoo/Poland

AFRICA

Bakels Namibia (Pty) Ltd/Namibia
Bakels Zimbabwe (Pvt) Ltd/Zimbabwe
South Bakels (Pty) Ltd/South Africa

AUSTRALASIA & OCEANIA

Australian Bakels (Pty) Ltd/Australia
Bakels Edible Oils (NZ) Ltd/New Zealand
Bakels (Fiji) Ltd/Fiji Islands
NZ Bakels Ltd/New Zealand

ASIA

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Bakels Dalian Co Ltd/China
Bakels Hongkong Ltd/Hong Kong
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