

BAKELS WORLDWIDE REVIEW

No 175 2024

Bakels Insight

Trends impacting bakery in 2024

New products around the Group

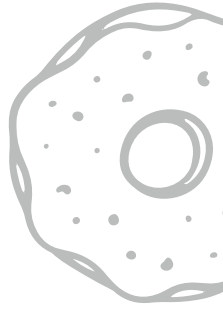
News from Bakels

Milling and Baking Industry in China

Youth development



Product Guide



News flash

British Bakels Limited has acquired the assets of JF Renshaw Limited, boasting a combined history of nearly 250 years. Renshaw is renowned for its Ready to Roll fondant, marzipan, and caramel. The acquisition includes Renshaw's Liverpool factory and its esteemed brand. British Bakels welcomes 180 new colleagues and plans for the Renshaw brand will be revealed in the next BWR edition.

Editorial

Dear Reader

The bakery industry is experiencing a seismic shift in 2024 as consumer preferences and societal values continue to evolve. This editorial delves into the key trends shaping consumer behaviour and expectations in the bakery and pastry sector, with a focus on sustainability and innovation.



Sustainability emerges as a paramount concern for bakery consumers in 2024, reflecting a growing awareness of environmental issues and a desire for ethically sourced and eco-friendly products. From artisanal bakeries to large-scale manufacturers, businesses are embracing sustainable practices across the supply chain, including responsible sourcing of ingredients, reducing carbon footprints, and minimising packaging waste. Consumers are increasingly gravitating towards bakeries that demonstrate a commitment to sustainability, underscoring the importance of environmental stewardship in shaping purchasing decisions.

Innovation continues to drive consumer engagement and product development in the bakery industry worldwide. From cutting-edge technologies to novel flavour combinations and unique product offerings, bakeries are pushing the boundaries of creativity to captivate discerning palates and stand out in a crowded market. Advancements in baking techniques, ingredient formulations, and equipment are enabling bakeries to deliver unparalleled quality and variety, catering to diverse consumer preferences and lifestyles.

Moreover, the COVID-19 pandemic has accelerated the adoption of digital technologies and e-commerce platforms in the bakery sector, enabling bakeries to reach consumers beyond traditional brick-and-mortar establishments. Online ordering, contactless delivery, and virtual baking classes have become integral parts of the bakery experience, providing convenience and accessibility to consumers while fostering brand loyalty and engagement.

In conclusion, the bakery industry in 2024 is characterised by a consumer-driven focus on sustainability, innovation, and digitisation. As consumers demand greater transparency, ethical practices, and product diversity, bakeries must adapt and innovate to remain competitive in a rapidly changing landscape. By embracing these consumer-centric trends and values, bakeries can forge deeper connections with their audience, drive business growth, and contribute to a more sustainable and dynamic industry ecosystem.

Patrick Gloggner
CEO

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Masthead

Title image: Biscuits with cinnamon filling by Bakels Nutribake.

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Trends Impacting Bakery in 2024

McKinsey & Company and Innova Market Insights forecast key bakery trends for 2024, highlighting the importance of adapting to evolving consumer preferences

The consumer landscape reveals key trends:

- Brand Perception:** Many European consumers see little difference in quality between branded and private label products.
- Splurging:** Especially among younger demographics, there's a willingness to splurge on experimental or instantly gratifying items.
- Value Focus:** Despite splurging, consumers still seek value in other areas, indicating a balanced approach to spending.
- Sustainability:** A majority prioritise sustainability in purchasing decisions, reflecting a growing eco-consciousness.
- Variety and Convenience:** Consumers seek diverse bakery products for everyday needs, treats, and comfort, highlighting the importance of catering to various preferences and occasions

Wholesome Enjoyment of Products with Health Benefits

Amid global uncertainty and rising living costs, consumers seek control. Access to ingredient information empowers personalised wellness routines, including dietary choices.

Simple Pleasures

Innova's 2023 research indicated that 61% worldwide prioritise everyday moments of happiness as their main treat. However, country differences are notable. Consumers in China, France, India, and Indonesia prefer experiencing moments of happiness, while Germans favour the consumption experience itself. Flavours also impact mood, with tropical fruits ranking high for cheerfulness and energy, berries for health, and citrus for comfort.

Flavour Exploration

Bakery trends reflect wider flavour trends in food and beverages, highlighting the importance of exploring diverse flavour profiles.

Floral Fantasy

Wellness and sustainability propel flavour innovation, with a global emphasis on healthy options. Chamomile (+32%), honeysuckle (+21%), and rose (+13%) are among the fastest-growing flavours, offering enticing possibilities for cakes and sweet baked goods.



Indulge in Imagination

Tap into consumer desires for fun and escapism with fantasy flavour. Rainbow, cosmic, and dream flavours are rapidly growing globally. Bakery offers a platform for experimenting with futuristic flavour, appealing to the 1 in 3 Gen Z and millennial consumers seeking new and unique tastes.



"Newstalgic:" Classic Creations meet Modern Bites

Consumers seek comfort in classic flavour with modern twists. Traditional flavour heavily influence food and beverage choices, with brands introducing nostalgic throwbacks like Rainbow Sherbet Flavoured Push Pops to resonate with Millennials and Gen Z.

Local Delights

Consumers crave diverse regional flavour, eager to explore new global cuisines, with half interested in street food-inspired products. Examples include New York-style cheesecake or vanilla bean waffles, inspired by classic Belgian street food.



Eating to Enjoy Special Moments

Consumers find joy in various activities, with close connections and "me" time ranking high as sources of pleasure. Sweet treats and bakery items play a central role in these special moments across different age groups and income levels.

Eating to stay well for longer

4

As lifespans and working years increase, there's a focus on healthy aging, challenging old stigmas and prioritising nutrition for extending healthy years. Proper nutrition is crucial for overall health, impacting conditions like diabetes and heart disease. The pandemic accelerated a shift towards healthier living, with individuals taking more responsibility for their well-being.

- Data
- 1 – McKinsey & Company 2023 – The world of 'ands': Consumers set the tone
- 2 – Innova Consumer Trends 2023: Balancing Priorities report
- 3 – Fruit Flavors: Unpeeling Global Trends 2023
- 4 – Innova Flavour Survey 2023
- 5 – Innova Global New Products Database: H2 2018 – H1 2023.



4



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New Product launches

Introducing a selection of ingredients launched from around the Bakels Group.

Savouring the South: South Bakels unveils their newly improved Viennese Biscuit Mix

South Bakels introduces their enhanced **Viennese Biscuit Mix**, catering to South African snacking trends. With a perfect balance of lightness and richness, this buttery treat offers an indulgent snacking experience. Leveraging the growing demand for on-the-go snacks, the mix allows for versatile shapes and chocolate dipping, enticing impulse purchases.

Bakels' premix allows for customisation with seeds, nuts, or fruit, catering to varied tastes.



Cinnamon filling with cardamom

Cinnamon and cardamom, often associated with colder months, offer versatile flavours year-round. Bakels' cinnamon filling boasts a balanced flavour, perfect for a variety of pastries and patisseries. Embrace Nordic-inspired cinnamon biscuits for a delightful addition to everyday life.

News from the north – it's “hygge” with oats and cinnamon

Switzerland embraces the Nordic baking trend, featuring oats, cinnamon, and cardamom for cozy “hygge” moments. Bakels introduces two new products to capture this essence: a filling for cinnamon buns and a premix for “**Avena**” oat bread. Oat bread, known for its high fiber content, offers health benefits such as improved digestion and blood sugar control.



Introducing a delightful creation

Introducing the latest addition to Bakels' **Truffle** range: Strawberry. This high-quality Swedish-made truffle offers a fruity-sweet and floral flavour, perfect for filling and decorating sweet creations. Its fresh taste and pink hue add a delightful twist to any recipe, promising indulgence and creativity in every bite.



What is a Truffle?

Bakels Truffles are versatile confectionery products that serve as fillings, toppings, or coatings for various applications.

Delivered as a paste, they can be melted, whipped, or used as is, offering a convenient solution for multiple purposes



Read more about the new Strawberry Truffle here:

Healthy Harvest Loaf

Introducing NZ Bakels' **Healthy Harvest loaf mix**: a nutritious blend of seeds and grains, high in fiber and protein. Each loaf is packed with 30% sunflower seeds, pumpkin seeds, linseeds, purple wheat, kibbled rye, and kibbled wheat, offering a delicious and sustaining option for consumers adopting an active lifestyle.



Bakels Egg free Classic Range: A Delicious Twist to Baking

Introducing Bakels' **Eggfree Classic Range**: a game-changer in baking, featuring **Chocolate** and **Vanilla Classic Cake Mixes**. These premixes eliminate the need for eggs, while delivering exceptional texture and taste. With the global demand for vegetarian options on the rise, Bakels India responds with these convenient solutions, catering to egg allergies and dietary preferences. The Egg Free Premix Market is thriving, driven by consumer appreciation for innovation and adaptability. Bakels' range not only meets the demand for egg-free alternatives, but also contributes to healthier and more sustainable baking practices. As the market expands, the future looks promising for those embracing the Egg Free Premix revolution.



Sour Dough/Pizza Mix

NZ Bakels introduced a new **Sour Dough Pizza Mix**, offering the authentic flavour of sourdough for pizza bases. This convenient mix includes dehydrated sourdough and encapsulated yeast – just add water and salt, and it's ready to use after just an hour of resting. With the versatility to make both sourdough bread and pizza bases, it's ideal for pizza restaurants, cafés, and home pizza makers alike. Capitalise on the growing trend of home pizza ovens and reach new customers with this versatile mix.



Calling All Bakers: Elevate Your Creations with South Bakels' Mango Fruit Filling

Attention bakers! Elevate your creations with South Bakels' **Mango Fruit Filling** – a superior ingredient containing a minimum of $\pm 40\%$ high-quality fruit. Mango takes its place in the top 15 in global bakery flavours, cementing consumer demand for exotic flavours. Perfect for decorating and filling, it adds a burst of tropical flavour to cheesecakes, tarts, muffins, and more. Explore its versatility in breakfast items like muesli and yoghurts, as well as in pastries like fruit pies and pancakes.



Source: Innova 2023 – Fruit Flavours – Unpeeling Global Trends

Elevate Your Bakery Creations with South Bakels' Latest Marvel – Choc Whippet!

Attention bakery professionals! Introducing South Bakels' latest marvel – **Choc Whippet**, a chocolate-flavoured powder imitation cream that promises to delight chocolate enthusiasts. Crafted with premium ingredients, **Choc Whippet** offers a rich and creamy texture, perfect for decorating, filling, or topping desserts. Its versatility shines through in cakes, cupcakes, eclairs, and donuts, enhanced with a final chocolatey touch. Easy to prepare by mixing with cold milk, **Choc Whippet** offers convenience and cost-effectiveness, with a shelf life of nine months. With superior keeping qualities, it remains non-weeping and easy to pipe, ensuring a hassle-free experience for your bakery creations.



Empower Your Bakery Creations with South Bakels Crumble Mix Sensation

Introducing South Bakels' **Crumble Mix Sensation** crafted for bakery professionals, this versatile blend transforms into a delectable crumble topping or sweet paste, adding magic to your creations. Meticulously crafted for the perfect balance of sweetness and texture, impressing even the most discerning customers. Sprinkle generously for a golden, crunchy topping or use as a heavenly tart base. Elevate your baking game with simplicity and sensational taste!



“Scandinavian Hygge” a trend that drives sales outside of scandinavia

Bakels Sweden’s **“Remonces”** offer rich, flavourful fillings perfect for sweet dough applications. As the “Scandinavian Hygge” trend gains popularity globally, these indulgent fillings are finding their way into baked goods worldwide. Catering for the desire for comfort and coziness, Remonces evoke a sense of warmth and indulgence, aligning perfectly with modern lifestyles. Ideal for large-scale manufacturers and coffee chains, they offer not just taste but an experience that resonates with consumers, driving sales beyond Scandinavia.



Read more about the trend “Scandinavian Hygge” here:



Hot Chocolate Fudge

Our colleagues at Bakels India have launched new **Hot Chocolate Fudge**. The versatile sauce can be heated to 70°C, perfect for various dessert applications. Its creamy texture and rich chocolate flavour enhances ice cream sundaes and more. Whether drizzled on or blended into milkshakes, **Hot Chocolate Fudge** elevates flavours, showcasing our commitment to tailor-made solutions that delight consumers.



Choc Coastal Sponge from South Bakels: A Sweet Victory for Bakeries

South Bakels' **Choc Coastal Sponge** is a triumph in the realm of baked delights. Building on the success of the Vanilla Coastal Sponge, this chocolate counterpart is a game-changer. Crafted for perfection, it guarantees moist, chocolatey goodness in every batch. Simple to prepare with just eggs and water, it delivers a smooth texture and effortless decorating process. Embrace the sweet success of Coastal Choc Sponge in your bakery today.



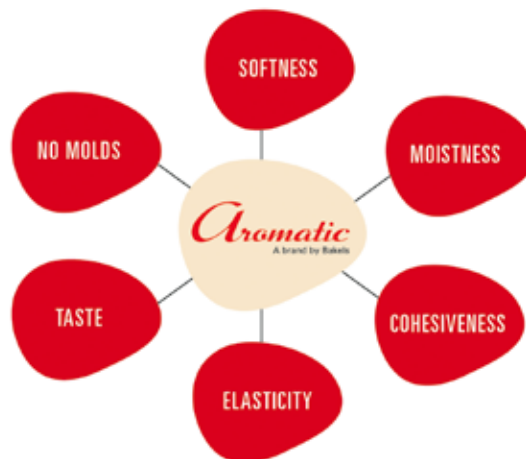
Extend cake freshness for today's cost-conscious consumer

In today's economy, consumers seek longevity and quality without breaking the bank. Rising inflation emphasises the need for products offering extended freshness. Softness, exquisite crumb structure, and long shelf life are essential. Our cutting-edge solutions preserve these qualities in freshly baked cakes, offering prolonged enjoyment and value. Explore **Aromatic** Solutions for exceptional Cake Freshness. Contact a Bakels Technical Sales Expert for tailored solutions to meet your needs and equipment.

Suitable to a wide range of applications!



Cake Freshness by Aromatic solutions



Read more about our industrial solutions here:



“Bakels East Africa’s Flour and Bakery Ingredient Journey”

The Swiss Bakels group established its own legal entity in the name of Bakels East Africa limited in Kenya in 2020. Kenya is a fast-growing country with an estimated population of fifty-five million by the year 2023. Due to Kenya’s strategic location companies with international footprints and Non-Governmental Organizations (NGO’s) have established their headquarters in Nairobi - Capital city of Kenya. Kenya is well known for its warmhearted culture and a beautiful country with exiting national parks like the Masai Mara where the sun touches the Savannah and the big five forms part of the park wildlife, additionally Kenya has a beautiful seaside at Mombasa coast.

Kenya is also well known for the excellent tea, coffee and the cashew nuts which is exported to Europe and other regions. In Kenya, the basic stable food is Ugali, a white maize flour cooked to a pap, and eaten-up with vegetables. Over the last 25 years the consumption of wheat-based products like flat bread, open loaf bread, mandazi or cakes has increased strongly. Many industrial flour milling companies and bigger industrial bakeries have scaled up their capacities. Over 95% of the locally processed wheat is imported. The Kenyan market and the surrounding countries like Uganda, Tanzania, Rwanda and even Ethiopia offer great business opportunities in milling and baking applications.

A Flourishing Partnership

It all began when the Swiss-based Bakels Group decided to establish its own fully integrated business for flour and bakery ingredients in Kenya with Bakels East-Africa Ltd. Their strategic move led them to collaborate with the well-known Bühler Group, the global leader in milling and food processing technologies. Bakels was able to set-up at Bühler’s premises in Kenya their offices and a bakery application center, by taking over the powder mixing plant for flour and bakery ingredients from Bühler. Bakels works very closely with Bühler’s milling customer and the famous African Milling School at the same location for flour analysis and customer trainings in milling and baking.

Flour Revolution into Bakeries

The Bakels East Africa’s team under the leadership of Eric Muraguri is strongly committed to excellence. With a technical team boasting vast expertise in milling and bakery sectors, we are following the mission to improve the flour quality for different applications. Bakels East Africa sourced wheat flour from different flour millers to develop flour corrector formulas, ensuring functionality while supporting local millers in their endeavor to develop consistent flour quality for bakeries and home use,

together with flour fortification solutions to enrich the wheat flour with micronutrient to avoid malnutrition of the vulnerable population. The millers state-of-the-art milling and blending facilities transform flours from different wheat grist into premium flour for Bakers’ flour, Mandazi, Biscuit and Home Baking flour. Bakels East Africa moved with their offerings from flour ingredients into bakery ingredients with its expertise in up- and downstream applications. Their test bakery buzzed with creativity as they crafted customized solutions for commercial bakers and pâtissiers. From sponge cake mixes to bread improvers blends, Bakels East-Africa has expanded their portfolio catering different bakery needs including toppings and fillings.

A Flourishing Future

The Bakels East Africa team stands tall as a beacon of progress. Their flour improver and bakery ingredients grace the stores of flour milling factories, bakeries, hotels, and homes across the East Africa. The partnership with Bühler continues to thrive, with both companies jointly offering innovative solutions to milling and bakery customers.

Their Swiss precision met the African resilience, resulting in a blend of tradition and innovation with the slogan “Think Globally and Act locally – Glocal.”

1 Joash Ochieng, Bastian Eversmann, Eric Muraguri, Egrah Kanyegenya, Margaret Otiang’a, Vincent Bahati.

2 Brenda Nkatha, Egrah Kanyegenya, Hezron Melkizedek, Vincent Bahati.

3 Bastian Eversmann, Vincent Bahati, Margaret Otiang’a, Eric Muraguri, Jeniffer Mbogori.



New Opportunities and Solutions for the Milling and Baking Industry in China

The 5th Bakels Bangsheng Food Ingredients Milling and Baking Customer Seminar was carried out in China focusing on the latest market trends, challenges, and solutions through innovation for the industries.

Bakels Bangsheng Food Ingredients, a company of the Bakels Group, in cooperation with Bühler, DSM-Firmenich, and Brabender, organised the 5th Bakels Bangsheng Milling & Baking Customer Seminar, Nov. 6-7, 2023, in Chongqing, China.

The Customer Seminar in Chongqing, China, attracted close to two hundred delegates, customers and partners from China’s flour milling and baking industries a two-day event.

The seminar hosted twelve top speakers with presentations and discussions on the latest topics with market challenges and opportunities in the flour milling and baking industries, and exchange of the latest technical knowledge, product innovation, and solutions for the industry to promote new businesses in China.

“The speakers at the seminar provided a lot of valuable information, knowledge, and solutions to customers in the milling and baking industry in China,” said Armin Ulrich, Chairperson of Bakels Group. “By providing a forum for exchange and transfer of knowledge, we aim to support millers and bakers meeting those challenges in their future work with our solutions.”



“With the advanced new production lines and our expertise, we develop innovative solutions in collaboration with industrial customers, tailored to their needs,” Gao said. “We aim for a consistent product quality, and for product innovation by strengthening our flour technical competence for different applications.”



Roy Gao, the Managing Director of Bakels Bangsheng Food Ingredients, introduced the new production facility with a new competence center in Sanshui near Guangzhou, China.

The audience was very attentive and did actively participate at the seminar. The feedback from customers and partners was overwhelming. This educational seminar in collaboration with Bühler was unique but it is an essential part to position Bakels further as a leading solution provider in the industry. Bakels Flour Ingredients Solution aims to build up strong industrial platforms with partners in the target markets.

The social events were featured by excellent dinner and afterwards a 2-day sight-seeing tour around Chongqing a city with population of thirty-one million city with excellent local food like the famous hotpot.



The full report is online available for download:



- 1 Armin Ulrich, Walter von Reding with Roy Gao on stage.
- 2 Roy Gao presented Bakels Bangsheng Food Ingredients.
- 3 Attentive audience.
- 4 Chongqing by night.

Exhibitions / awards

Aahar 2023 and Bakery Biz 2023

Bakels India wows at Aahar 2023 and Bakery Biz 2023! Our booth was abuzz with activity as visitors explored our extensive product portfolio. We made a sweet impression at these major food industry trade shows, showcasing our latest offerings to potential customers.

Bakels India shines at Aahar 2023 and Bakery Biz 2023 with:

1. New Product Showcase: Featuring egg-free premixes, local manufactured glazes, Creamex range, and more (Photograph 1).
2. Live Demonstrations: The NPD and Chef team showcased product versatility and ease of use, drawing keen interest from visitors (Photograph 3).
3. Interactive Activities: Visitors enjoyed interactive Donut and bread selfie points, engaging with our products (Photograph 2).
4. Networking: Valuable connections were made with existing and potential customers, partners, and suppliers, fostering future growth (Photograph 4).

Bakels India's presence at Aahar 2023 and Bakery Biz 2023 was a great success. We showcased our products, networked with industry professionals, and gained valuable insights into baking trends. Our dedication to local marketing will fuel future growth.



NZB awarded Woolworths (WWNZ) “Bakery Supplier of the Year”

NZ Bakels was awarded Woolworths NZ's “Bakery Supplier of the Year” at an awards ceremony on October 10, 2023, at ASB Show Grounds Auckland. This recognition was attributed to our outstanding service, including over 3000 store visits, 400 in-store demonstrations, and the opening of 6 new stores annually. Additionally, our dedication to training apprentices and the development of new Hot Cross Buns for 2024 were acknowledged. Woolworths appreciates our ongoing commitment and the strong relationship we share.

1 Raymond Clark and Jason Haworth of NZB receive award from WWNZ.



The 25th Bakels New Zealand Supreme Pie Awards

The 25th Bakels NZ Supreme Pie Awards in 2023 saw a record-breaking 497 bakeries competing, showcasing the highest standard of pie-making yet. Patrick Lam of Patrick's Pies Gold Star Bakery in Tauranga clinched the prestigious Bakels NZ Supreme Pie Award for an unprecedented eighth time with his Duck, Onion, and Mushroom entry. The winners were celebrated at an awards dinner at Cordis Hotel Auckland, featuring entertainment and a full orchestra, attended by NZ Bakels' customers. With extensive media coverage, this event strengthens industry relationships and recognizes baking talent.



1 Orchestra.
2 Patrick Lam, Patrick's Pies Tauranga.

Sustainability – Responsible Sourcing

Switching to cocoa from rainforest alliance certified farms
 Bakels Sweden has embraced sustainability by sourcing cocoa from Rainforest Alliance Certified plantations. This move allows us to offer certified products to meet the growing demand for sustainable cocoa in confectionery and baked goods. All cocoa used in our production, including **Truffles, Chockex Compound Coating, and Cake Mixes**, is Rainforest Alliance certified. This commitment aligns with consumer values, giving bakers a competitive edge in a market where ethical choices matter. With the largest markets for certified cocoa in Scandinavia and Western Europe, the baking industry will continue to drive this trend towards sustainability.

Sustainable care for the customers of tomorrow

Bakels Nutribake AG fosters relationships with future customers through sponsorship initiatives aimed at training aspiring bakers and confectioners and hosting competitions. This involvement includes financial support, provision of free raw materials, and offering technical advice and expertise. This commitment benefits Bakels by nurturing the future generation of customers.



South Bakels – Empowering the youth of today!

South Bakels is empowering youth through partnerships with organizations like the Johannesburg Culinary & Pastry School and the Westbury Youth Centre. They've sponsored a life-changing three-year Professional Chef Qualification for Nathanea Davids, selected with the help of the Westbury Youth Centre. This collaboration showcases the impact of united efforts. Additionally, South Bakels has sponsored bursaries and learnerships for Sparrow hospitality students, disabled unemployed learners, and unemployed youths through the YES program. These initiatives underscore South Bakels' commitment to youth empowerment.

1 Tracy Dennis (Westbury Youth Centre), Jeremy Calitz, Jarlyne Joel (Johannesburg Culinary & Pastry School), Raulina Macuacua, Dawid Fourie, Nathanea Davids (Scholarship recipient), Teresa Swanepoel, Nobuzwe Mbotoli, Henry van Heerden, Reginald Botha (Westbury Youth Centre).
 2 Leona Krishna (Sparrow Principal), Justin Mahlangu, Melusi Tshisha (Sparrow Student), Palesa Mosia (Sparrow Student), Mlungele Chidaya (Sparrow Student), Teresa Swanepoel, Jackie Gallagher (Sparrow GM).



Second Baking Centre opens in India

We're thrilled to announce the opening of a second Baking Centre and office in Tumkur (Bangalore), Karnataka, on August 9, 2023. This expansion underscores our dedication to excellence in the baking industry, with a focus on innovative solutions. Equipped with cutting-edge technology, our new facility allows us to efficiently serve all six southern states, strengthening our connections with customers in the region. With doubled production capabilities and upgraded machinery, we're poised for growth and better

equipped to meet evolving customer needs. This achievement reflects our commitment to excellence and innovation.

- 1 Office.
- 2 Pravin, Sachin Rajgor, Paul Morrow, Gaurang Bhasin, Vikas Toshniwal, Vivek, Akila, Gauri Uppanlawar.
- 3 New Plant.
- 4 Donald Dabre, Rajesh, Gaurang Bhasin, Balwant Gawade, Abhijeet Deogharkar, Sai Mallya, Santanu Bhaumik.



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Bakels Acquires Orley Foods

We are proud to announce that South Bakels completed the acquisition of the Cape Town based sweet ingredient solutions supplier Orley Foods from Kerry Ingredients South Africa Proprietary Limited in March 2023.

South Bakels proudly announces the acquisition of Orley Foods, a Cape Town-based sweet ingredient solutions provider, from Kerry Ingredients South Africa Proprietary Limited in March 2023. The collaboration, now known as Bakels Orley, promises enhanced customer experiences through a wider range of premium products. With Orley Foods' 60-year history of supplying sweet ingredients to various markets, including

confectionery, ice cream, and bakery, South Bakels gains new capabilities and opportunities for growth. The product range includes chocolate products, sugar and syrup-based sauces, non-dairy whips, ice cream coatings, and more. This acquisition strengthens South Bakels' position as a market leader in bakery ingredient solutions in South Africa.



BGC – Bakels Group Conference 2023

The BGC 2023 was held in autumn 2023 at Bakels Senior in Holland. During several days, Managing Directors and General Managers of all Bakels companies exchanged internal strategies, product ranges and all future orientated. The focus was on the core business of production and handling of bakery ingredients with an international

orientation for maximum benefit for industrial and commercial customers.

1 Bakels senior plant.
2 BGC participants.



Congratulations

We are pleased to recognise the long service of the following employees.

40 Years

Nicholas Ndebele, production supervisor, South Bakels

35 Years

Godfrey Njoko, receiving clerk, South Bakels

25 Years

Justin Mahlangu, technical training manager, South Bakels
 Paul McCormack, production maintenance, Australian Bakels
 Jeremy Bracken, operations director, Australian Bakels
 Olga Shvaiko, sales manager, Russky Bakels
 Tamara Semenova, senior sales manager, Russky Bakels
 Sofia Kamaletdinova, chief accountant, Russky Bakels
 Maria Angélica Naranjo, responsible of sales of Sierra, Costa Norte and Oriente route, Bakels Ecuador

Martin Winet, key account manager, Bakels Nutribake
 Vance Stojkovski, production manager, Bakels Nutribake
 Urs Sidler, expert adviser, Bakels Nutribake

20 Years

Peter McGregor, bakery advisor Christchurch, NZ Bakels
 Marco Bertola, technical sales consultant, South Bakels
 Branden Ferris, driver, South Bakels
 Fanie Mans, driver, South Bakels
 Bernadette Bruce, key account representative, South Bakels

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 East Africa Ltd/Kenya
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

Bakels Bangsheng Food Ingredients Co Ltd/China
Bakels China Co Ltd/China
Bakels Dalian Co Ltd/China
Bakels Hongkong Ltd/Hong Kong
Indo Bakels Pvt Ltd/India
PT Bakels Indonesia/Indonesia
Bakels (Malaysia) Sdn Bhd, Malaysia
Bakels Philippines Inc/Philippines
Bakels Singapore (Pte) Ltd/Singapore
Bakels Thailand Co Ltd/Thailand

AMERICAS

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Bakels Chile SA/Chile
Bakels Ecuador SA/Ecuador
Bakels Peru SAC/Peru
Aromatic Inc/USA

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