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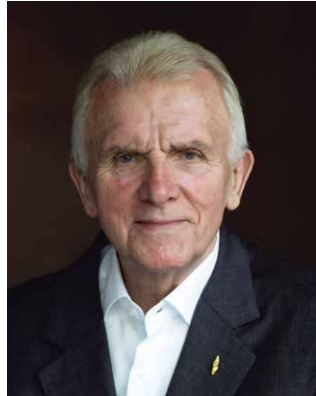
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**Dear
Readers,**



In the latest issue of backtuell, we once again offer you insights into our daily work and how we, as well as the baking industry, continue to evolve.

With the start of the new year, we bid farewell to a long-standing and dedicated colleague. I would like to take this opportunity to say goodbye once more to Dr Andreas Vollmar and to thank him for his outstanding work over the past 28 years. Yet, every ending marks the beginning of something new. With Dr Edith Hüttner-Wilkinson, we have gained an excellent successor for the areas of Research, Development and Quality Management. Thanks to her expertise and passion for innovation, she will make a decisive contribution to our company's future success.

Excellence is not only achieved at backaldrin. In February, the Winter Olympic Games took place in Milan and Cortina d'Ampezzo. As a top partner of

the Austrian Olympic Committee and a partner of the Austria House, backaldrin was, of course, right at the heart of the action. Over the 17 days the Austria House was open, visitors had the chance to experience the high quality of our bread and baked specialties first-hand. We were also especially delighted by the achievements of our Kornspitz Sport Team athletes. Speed queen Conny Hütter fulfilled a personal dream by winning the bronze medal, and Anna Andexer also demonstrated that she is one of the young talents in biathlon.

Finally, I would like to recommend our article on baking expertise, in which we report on the challenges faced by our development bakery. Under the leadership of Ignaz Haider, his team works to the highest standards of quality.

With this in mind, I wish you much enjoyment as you read.

With best baker's regards,

A handwritten signature in black ink, appearing to read 'Peter Augendopler', written in a cursive style.

Peter Augendopler
Owner

Wheat Sourdough

TRADITION AND INNOVATION



Wheat sourdough is a central element in both artisanal and industrial bakery production.

A wide variety of baked goods are produced worldwide using many different types and fermentation methods of wheat sourdough. Despite their diversity, these sourdough processes often pursue very similar objectives.

One of the most important aspects is the improvement of flavour and aroma through acid formation by lactic acid bacteria. In addition, the swelling and hydration of flour components contribute to improved freshness and shelf life. The reduction of pH and the formation of acids also decrease susceptibility to mould growth and rope spoilage (*Bacillus subtilis*). The use of wheat sourdough further benefits crumb structure and elasticity.

The use of wheat sourdoughs without significant leavening power is widespread internationally. In these cases, the focus lies primarily on their influence on flavour and texture. These mostly liquid sourdoughs (dough yield 200 – 220) have an acidity level of between 10 and 15 degrees, and are frequently used in the production of toast bread, sandwich bread, and other wheat-based baked goods.

Wheat sourdoughs that are also used for leavening include the French levain and the Italian lievito madre. Levain has a somewhat firmer consistency (dough yield 170 – 190) and is used in the production of traditional wheat breads in France, while classic Italian sweet yeast bakes such as panettone and colomba are leavened with the mild yet highly active lievito madre.

In San Francisco, a wheat bread with a distinctly tangy flavour is produced, its origins tracing back to French immigrants and their traditional sourdough methods. However, the humid climate of the San Francisco Bay has significantly altered the character of this bread. This transformation is largely due to a lactic acid bacterium known as *Lactobacillus sanfranciscensis*.

Wheat sourdoughs differ from wheat pre-ferments in several key respects. In wheat sourdoughs, specific starter cultures are deliberately used to achieve the desired acidity. Wheat sourdoughs are also often developed in multiple stages, whereas wheat pre-ferments typically involve just a single stage. Depending on the sourdough process, acidity levels between 7 and 15 degrees can be reached; using wholemeal wheat flours, this can rise to as much as 20 degrees. The higher mineral content of wholemeal flours provides greater buffering capacity, meaning the pH value does not drop as quickly and more acid can be produced.

The quantity of wheat sourdough used is limited by its degree of acidity. The higher the acidity, the lower the proportion of sourdough that can be incorporated into the main dough. Excessive amounts of sourdough lead to slower proving, a dense crumb, reduced loaf volume, and an overly sharp, acidic flavour profile.

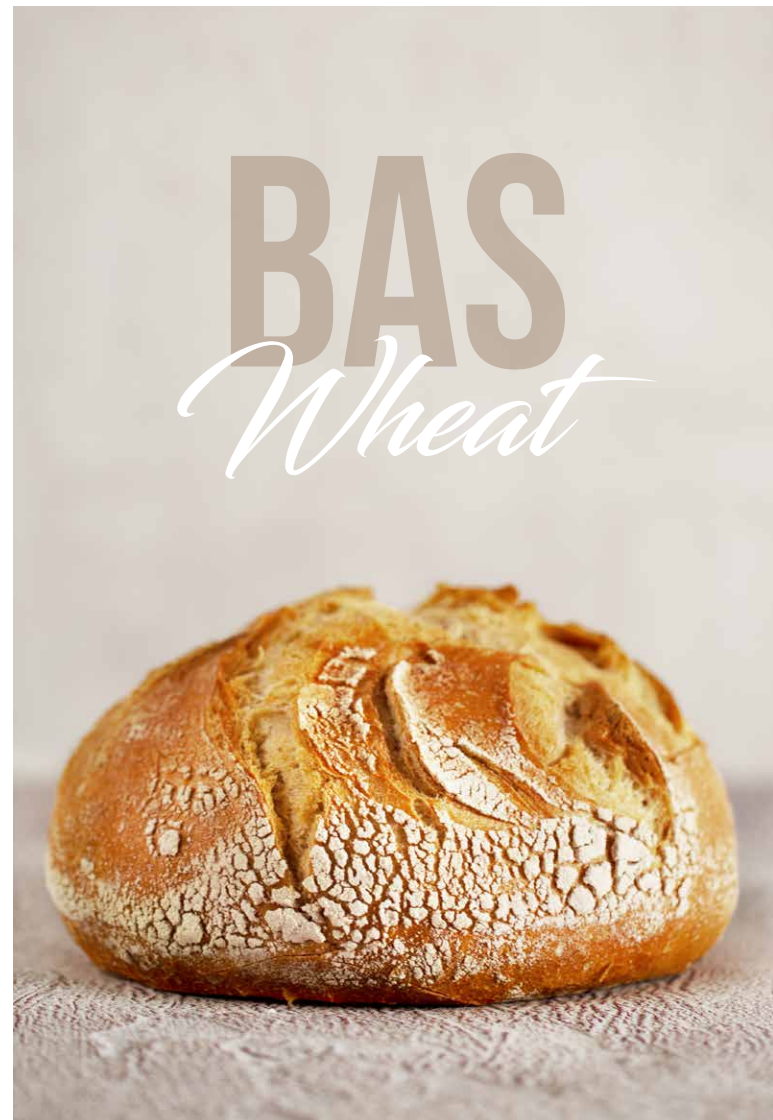
Special starter cultures are used to initiate wheat sourdoughs, containing the necessary quantity and composition of lactic acid bacteria. While spontaneous fermentation is possible, it carries the risk of undesirable fermentations and, above all, inconsistent sourdough quality. Some bakeries use a portion of their rye sourdough as a starter, but the composition of lactic acid bacteria differs from that of wheat starters, resulting in a different bread quality compared to using dedicated wheat starter cultures.

In larger bakeries, wheat sourdoughs are often prepared in specialised sourdough systems. To achieve pumpable sourdoughs, dough yields are typically in the range of 200 to 220.

Consistent sourdough – and thus bread – quality requires both analytical and sensory quality control. The flours used for sourdough production must be analysed in the laboratory to ensure consistent enzyme activity. The pH value and degree of acidity of each sourdough batch must be measured to identify fluctuations and respond accordingly. It is also essential to train staff and raise awareness of the link between sourdough management and bread quality.

An efficient and less labour-intensive alternative is the use of dried sourdoughs or sourdough-based acidifiers. Dried wheat sourdoughs are produced through carefully controlled fermentation processes and then dried using various methods, such as drum or fluidised bed dryers. These dried sourdoughs are in powder form, making them easy to dose.

Liquid sourdough acidifiers contain not only fermented sourdough but also acidifying agents such as lactic and acetic acid. Compared to dried sourdoughs, they have a higher acetic acid content, which imparts a robust bread flavour and improved mould resistance.



Both dried sourdoughs and liquid acidifiers offer consistent quality and can also be used in combination with traditional sourdough processes. They are particularly beneficial for long fermentation periods and overnight processes, providing added stability and reliability.



Jan Ronniger

Product development

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The table provides an overview of the various dried sourdoughs and sourdough-based acidifiers available for wheat and spelt.

Product	Ingredients	Description	Dosage	Acidity level	Benefits
BAS W 1254	Dried wheat sourdough (milled wheat products, water, starter cultures)	Dried wheat sourdough for producing flavourful wheat and mixed wheat breads using direct processing	1–4 %	100	<ul style="list-style-type: none"> ↳ The most reliable and simplest way to achieve consistently high bread quality with direct processing ↳ Delivers both quality and time savings ↳ Produced through a multi-stage, biological sourdough fermentation ↳ Improves dough properties ↳ Provides an aromatic bread flavour ↳ Enhances sliceability and crumb elasticity ↳ Contains only naturally occurring sourdough acids and a wide range of flavour compounds that develop exclusively during sourdough fermentation
BAS Wheat 3109	Wheat sourdough (water, wheat flour, starter culture), acidifiers (lactic acid, acetic acid), salt	Dough acidifier for the production of wheat bread and rolls, mixed wheat bread, and yeast-raised fine baked goods based on sourdough	1–5 %	80	<ul style="list-style-type: none"> ↳ Ready to use and immediately processable ↳ Easy to handle and stable in suspension ↳ Improves freshness and helps prevent rope spoilage and mould
BAS S 2321	Dried wholemeal spelt sourdough (wholemeal spelt flour, water, starter culture)	Dried wholemeal spelt sourdough for producing aromatic spelt baked goods	1–5 %	130	<ul style="list-style-type: none"> ↳ Does not contain wheat flour ↳ Long-lasting freshness ↳ Reliable and easy to use
BIO-BAS W 1330	Organic wheat sourdough, dried (organic wheat flour, water, starter cultures)	Dried organic wheat pre-dough for efficient production of flavourful organic wheat and organic mixed wheat breads	2–5 %	45	<ul style="list-style-type: none"> ↳ Aromatic bread flavour ↳ Delivers both quality and time savings ↳ Enables high dough yields, large volume, and optimal retention of freshness

Leadership Transition

IN RESEARCH, DEVELOPMENT AND QUALITY MANAGEMENT



At the turn of the year, Dr Edith Hüttner-Wilkinson assumed responsibility for the Research & Development and Quality Management divisions, succeeding Dr Andreas Vollmar.

With her extensive expertise and commitment, she is setting new impulses for the future of the baking ingredients manufacturer based in Asten. Together with her team, she is tackling the challenges of a dynamic and increasingly digitalised food industry.

A qualified food scientist, Dr Hüttner-Wilkinson has been part of backaldrin for four years, distinguishing herself through her professional competence and her ability to foster interdisciplinary collaboration. In 2025, she was granted power of attorney. In her new role, she oversees the bakeries for development, application technology and quality control, as well as the training bakery, patisserie, development laboratory and the quality management division.



I am very grateful for the trust placed in me by Mr Augendopler and the management team. It is a special honour to take responsibility for these central areas at backaldrin and to actively shape their ongoing development

Dr. Edith Hüttner-Wilkinson



Focus on Digitalisation and Process Optimisation

Dr Hüttner-Wilkinson is particularly committed to the continuous optimisation of processes and the digitalisation of workflows to enhance efficiency. Her aim is to meet the growing demands of the market. A key priority is the integration of modern analytical methods and the ongoing advancement of laboratories and bakeries. Despite all technological progress, Dr Hüttner-Wilkinson regards artisanal quality as an indispensable foundation of product development, especially in areas where experience and a delicate touch in handling doughs and raw materials are required, and automation can only be applied to a limited extent.

The challenges facing Dr Hüttner-Wilkinson and her team are diverse: alongside ongoing legal and regulatory changes, the recruitment and qualification of skilled professionals is a particular focus. The promotion of young talent has a long and successful tradition at backaldrin. The company is especially proud of its apprentices, who have recently received awards at various competitions. Training young talent will continue to be a central pillar of the company's strategy in the future.

An Era Ends After 28 Years

This leadership transition marks the end of a significant era at backaldrin: for nearly 28 years, Dr Andreas Vollmar played a decisive role in shaping the company's development. When he began his tenure in February 1997, he managed a department with just three employees. Over the years, his area of responsibility expanded steadily, he became a member of the management board and contributed significantly to numerous innovations. His passion for the baking trade and his foresight remain unforgettable and continue to influence the company today.

Dr Edith Hüttner-Wilkinson takes on her new role with great dedication, bringing her own distinctive style and fresh impetus. Thanks to her professional qualifications and many years of experience, she is ideally prepared to actively shape backaldrin's future.

Her enthusiasm for innovation and her clear understanding of the company's needs will play a decisive role in continuing backaldrin's success story.

The Development Bakery

WHERE CRAFTSMANSHIP MEETS INNOVATION



At the Development Bakery, new projects arrive almost daily. Here, a select team of bakers not only master their craft to perfection but also delve deeply into the world of recipes and raw materials. Their mission: to create bespoke solutions tailored to individual customer requirements and the ever-evolving demands of the market. A behind-the-scenes look reveals just how much expertise, passion and precision go into every product – and why true baking expertise is about far more than simply following recipes.

The Development Bakery is much more than a traditional test kitchen. “We are not just users or developers; we cover the entire process,” emphasises

Ignaz Haider, head of the department. His team is made up of specialists who are thoroughly familiar with both the craft and the raw materials processed at backaldrin. With the necessary technical knowledge and the ability to put it into practice, they are able to create innovative products.

A particular focus lies in developing recipes that are precisely tailored to the needs and wishes of customers. “A large part of our work is dedicated to developing tailor-made products,” explains Haider. This involves not only accommodating individual customer requests but also responding to market trends identified through intensive research and close dialogue with the field sales team. The result: baked goods that impress both in terms of flavour and technology.

Quality Assurance at the Highest Level

Another unique feature of the Development Bakery is its comprehensive control of raw material quality. “We are the ultimate guardians, ensuring that quality never fluctuates – certainly never downwards,” Haider stresses. Every delivery of raw materials is checked immediately and only released for production once approved. This rigorous quality management is a key advantage, ensuring that backaldrin products always meet the company’s exacting standards.

The demands on the team are equally high: alongside technical skill, a finely tuned sensory awareness is essential, as many recipes are developed in small batches before being scaled up for full production. “I always say we’re the bakers’ toy kitchen,” Haider smiles. “We do a lot, but the doughs usually weigh no more than five kilos. That’s where experience and a delicate touch are needed.”



A Bespoke Solution for Every Challenge

Since its foundation, backaldrin has been committed to supporting every customer, regardless of size. It goes without saying that the Development Bakery embodies the same flexibility and dedication that have defined the company’s culture from the very beginning. “The philosophy is that the small baker has just as much of a voice as a major client,” Haider points out. Whether it’s solving technical challenges with new products or providing support for specific production issues, backaldrin offers expert advice and guidance from the initial idea right through to market launch.

In the first two months of 2026 alone, nearly 60 projects were managed, most of them running concurrently. This diversity – from major international contracts to bespoke solutions for regional bakeries – ensures constant variety and makes the work of this department truly special.

The Development Bakery is a centre of excellence where craftsmanship, scientific expertise and innovative spirit come together. It stands for the highest quality, bespoke solutions and close partnerships. Or, as Ignaz Haider – who has been with backaldrin for 25 years now – puts it: “If you’re a baker, I probably have the best job in all of Austria.”

Mia balance

BALANCED THROUGHOUT THE DAY

backaldrin presents Mia Balance, an innovative product designed to support a balanced diet and make this bread an integral part of a modern lifestyle.

Mia Balance stands out thanks to the valuable composition of its ingredients. It was developed for people who value variety in their daily lives. Selected grains and seeds are enriched with vitamins and minerals such as calcium, magnesium, iron, vitamin D3 and folic acid. As part of a varied diet, these nutrients help supply the body with essential elements.

A Modern Approach to Bread

The carefully balanced recipe impresses with its pleasantly rounded flavour. A subtle sweetness from honey powder and malt harmonises with the hearty texture of grains and seeds, creating a full-bodied taste experience. **Mia Balance** is easy to work with, suitable for all types of dough processing, and stands out for its straightforward handling.

Thoughtfully
composed, nutritionally
conscious and crafted
with artisanal skill,
Mia Balance delivers
enjoyment for a
balanced day.

Two toppings provide an especially attractive appearance and added flavour: **Dekor Kaiser** lends the bread a classic, refined touch, while **Crunchy Corn Topping** creates a crispy, golden-yellow crust and a delicate corn flavour.



Polish Bakers' Ski Race 2026

SPORTING SPIRIT MEETS
LONGSTANDING PARTNERSHIP



From 22 to 25 January 2026, the Grebenzen ski resort once again became the meeting point for professionals from the bakery and confectionery sectors and their families.

Now in its 22nd year, the Polish Bakers' Ski Race has become a fixture in the calendars of backaldrin's Polish partners. Around 330 guests – including many families spanning three generations – came together to celebrate sporting achievements and enjoy each other's company.

Favourable weather provided excellent conditions on the slopes. The giant slalom, traditionally the highlight of the event, thrilled participants of all ages. This year, competitors ranged from as young as five to over seventy, a testament to the event's unique ability to inspire enthusiasm across generations. The combination of a family atmosphere and sporting ambition created a truly special mood.



The evening of the competition saw a festive awards ceremony, where the fastest racers were presented with trophies and certificates. Still, the event was about more than just athletic prowess: guests were also treated to culinary delights. Master bakers from backaldrin in

Asten curated the hotel's bread and pastry selection, much to the delight of attendees. This once again showcased backaldrin's diverse, high-quality products and highlighted the importance of craftsmanship and innovation in the industry.



This year's Bakers' Ski Race was another resounding success. It is always impressive to see our partners come together here. Beyond the sporting competition, it is the sense of community that stands out. My heartfelt thanks go to all participants and to the organising team led by Mario Gierlinger, who made this special event possible once again.

Krystyna Prószyńska-Kryk
Managing Director of backaldrin Poland



Triumphant 2026 Winter Olympics

FOR THE ORIGINAL KORNSPITZ



Austrian bread culture meets Olympic splendour: while athletes competed for medals, backaldrin delighted guests at the Austria House with its exquisite breads and pastries.

The Olympic Winter Games in Milan and Cortina d'Ampezzo drew to a close on 22 February, marking the end of an unforgettable chapter. Austria's athletes secured an impressive 18 medals, beaming from the podium and celebrating their achievements at the Austria House. Over the 17 days the House was open, around 14,000 visitors per day enjoyed outstanding bread and bakery specialities. Nearly 30,000 pieces

of bread and pastries were savoured during the Games at the Austria House, including some 6,000 Original Kornspitz, almost 20,000 small baked goods, approximately a tonne of bread, and around 4,000 servings of apple strudel and cake. These figures underscore just how popular backaldrin's products proved with international guests.



With our Olympic bakery at the Austria House, we wanted to bring a taste of home to Italy. We are delighted that our bakers on site succeeded so brilliantly, and that we were able to share Austrian bread culture with guests from all over the world.

Wolfgang Mayer
Managing Director



Klaus Sulzenbacher, ORF Head of Sport Veronika Dragon-Berger, ORF presenter Rainer Pariasek, FIS CEO Urs Lehmann, Federal Sports GmbH Managing Director Clemens Trimmel, ski legends Kristian Ghedina and Marco Büchel, ski prince Hubertus von Hohenlohe, Upper Austria's Director of Sport Gerhard Rumetshofer, Sölden Cable Cars CEO Jack Falkner, Olympic sailor David Hussl, Start-Up Sport board member Hans Pum, FIS advisor Alexandra Meißnitzer, Norwegian speed specialist Kajsa Vickhoff Lie, and many more. The evening reached its perfect conclusion with Conny Hütter's bronze medal, which was also celebrated at the event. "When an athlete from our Kornspitz Sport Team wins an Olympic medal on the very same day and celebrates with us here, it shows just how much dedication, trust and teamwork pay off. We're thrilled she saved her success for the Upper Austria Evening," Wolfgang Mayer remarked with a wink.

A Night to Remember: Upper Austria Evening Becomes a Medal Celebration

The Austria House was far more than a meeting point for visitors; it was a hub where partnerships and friendships were forged, and where the successes of the Olympic Games were celebrated together. Numerous international bakers visited the Austria House to experience first-hand the quality of backaldrin's baked goods. A particular highlight was the Upper Austria Evening, which brought together leading figures from business, tourism, sport, politics, and the media, demonstrating Upper Austria's strong commitment to the Austrian Olympic Committee's Austria House. Among the distinguished guests were ÖOC Vice President and dressage Olympic champion Elisabeth Max-Theurer, IOC member and ÖOC board member Karl Stoss, four-time Olympic medallist





Conny Hütter Realises a Lifelong Dream

For the speed queen from the Kornspitz Sport Team, the 2026 Winter Olympics were the fulfilment of a dream. With her bronze medal in the Super-G, she crowned a remarkable career and created a personal highlight. The 33-year-old Styrian also competed in two further events: she narrowly missed another medal in the downhill, finishing fourth, and secured fifth place in the team combined with her partner Katharina Truppe. At least in this event, Austrians Ariane Rädler and Katharina Huber captured gold. Overall, Conny Hütter was more than satisfied with her performances in Italy

Anna Andexer Delivers Sensational Performances

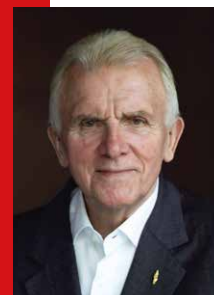
Although she left without a medal, biathlete Anna Andexer performed outstandingly. The 23-year-old, also a member of the Kornspitz Sport Team, competed in five events. Particularly impressive were her ninth-place finishes in both the women's 12.5 km mass start and the 7.5 km sprint – personal bests that once again displayed her immense talent. She also gained valuable experience with 21st place in the 10 km pursuit, 15th in the 4x6 km relay, and 62nd in the 15 km individual.



Our partnership with the Austrian Olympic Committee (ÖOC) and our commitment to sports are designed for the long term. It is something special when we can celebrate successes together with our athletes from the Kornspitz Sport Team at major events.

Peter Augendopler

Owner of backdrin and inventor of Kornspitz



Christoph Sumann: Olympic Medal Awarded After 16 Years

In April 2025, Christoph Sumann was officially introduced as the new Sports Director for Biathlon at the Austrian Ski Federation. Previously, the Styrian had spent several years as Sports Director for the Kornspitz Sport Team at backaldrin. Even in his new role, his connection with the Asten-based baking ingredients manufacturer remains strong, as backaldrin is also a partner of the biathlon division. During the 2026 Winter Olympics, Christoph Sumann was retrospectively awarded the bronze medal for the mass start at Vancouver 2010 – a moment we are delighted to celebrate once more. The relay team that originally placed third in Sochi 2014, featuring Sumann, Mesotitsch, Landertinger and Eder, was also upgraded to silver. Both changes result from a ruling that annulled all results of Russian athlete Sergei Ustyugov between 24 January 2010 and the end of the 2013/14 season.



Medal Table

Five gold, eight silver, and five bronze: Austria's athletes return home with 18 medals, matching their success at the 2022 Winter Olympics in Beijing.



The Oberösterreich Rundfahrt

STOPS IN ASTEN



From 4 to 7 June, top cyclists will compete in the International Raiffeisen Oberösterreich Rundfahrt. Alongside the Tour of Austria, it is the most important stage race in the country. Over the course of four days, each stage will take riders through one of Upper Austria's four quarters.

As always, the tour around Austria kicks off with the spectacular prologue in the state capital, Linz. This year, however, the stage distribution is new: the third stage will start in Asten, right in front of the PANEUM. From Asten, the riders will head via Lambach towards Bad Schallerbach. In previous years, the Wunderkammer of Bread was the starting point for the third and final stage.

"It has almost become a tradition for the PANEUM to be an essential part of the International Raiffeisen Oberösterreich Rundfahrt. We are already looking forward to another day filled with sporting competition, refreshments and musical entertainment here in Asten," says Mr Kornspitz, Peter Augendopler.

Kids Race – a Permanent Fixture

On the day of the event, there will be plenty on offer not only for the adults but also for the younger guests, who can look forward to a varied programme. The highlight is once again the Kids Race, which takes place every year after the professional start. Children can compete against each other in different age groups and try to

secure a place on the podium. Each participant will receive a starter pack – naturally including a Kornspitz – as well as a surprise gift. The top three young riders in each age category will also be honoured on stage.



You can find the registration for the Kids Race here:

Jens Stadtmann appointed

HEAD OF KEY ACCOUNT MANAGEMENT GERMANY



After nearly 12 years in various roles at backaldrin, the 40-year-old is taking on a new challenge.

Effective 1 January 2026, Jens Stadtmann has assumed the role of Head of Key Account Management for backaldrin in Germany. The master baker joined the company in 2014 as a Key Account Manager. In 2024, he was appointed Area Sales Manager for the Benelux countries, where he successfully expanded the company's business. With his extensive experience in key account management, he brings the ideal qualifications to further strengthen backaldrin's market presence in his new position.



With Jens Stadtmann, we have an in-house expert who is well connected within the industry and has enriched our company with his expertise for many years. I wish him all the best and every success in his new role as my successor.

Lutz Teichelmann
former Head of Key Account
Management

The Augendopler family and the management would like to thank Lutz Teichelmann for his commitment and outstanding performance over the past years. We are also pleased that he will remain with the company in a different role.

News from the PANEUM

STOCK, HISTORY, FORESIGHT

From 29 November to 20 December 2025, special guided tours were held during Advent. Every Saturday at 1 pm, visitors enjoyed a one-hour tour exploring topics such as how foodstuffs are protected, the measures in place to safeguard bread and the public from fraud and hunger, and the fascinating story behind so-called ergot. The tours proved extremely popular and may well be offered again in the future.

ANNUAL CLOSURE AND TEAM OUTING

The new year began with the annual maintenance and deep cleaning. Over three days, several enthusiastic colleagues dedicated 25 working hours to restoring the Wunderkammer of Bread to its former glory. Armed with cleaning and polishing cloths, they brought the display cases to a brilliant shine. The team was supported by Schmid industrial climbers, who meticulously dusted the objects in the stairwell.



The highlight of the closure week was the team outing: on 9 January, the colleagues set off for Vienna to follow in the footsteps of imperial and royal enterprises. During a tour of the city centre, they visited businesses that have existed since the days of the Kaiser and are still operating today. Of course, a visit to Vienna's oldest bakery, Bäckerei Grimm, was not to be missed.



HALF-TERM HOLIDAYS: THE FIELD FOXES AT THE PANEUM

During the half-term break, a special programme was once again organised for the younger generation. On 4 and 18 February, children aged six to ten had the chance to discover the PANEUM. The Field Foxes tour taught them all about the journey of grain from field to bread, the importance of traditional crafts and guilds, and at various hands-on stations, they learned to distinguish different types of grain and even ground flour using their own strength. At the end of the tour, every participant was treated to a crunchy surprise: an original Kornspitz.

EVENTS

Vernissage with Matteo Galvano

Wednesday, 15 April, 6 pm

International Museum Day Upper Austria – Special Week

Special tour: "Stock, History, Foresight"

Saturday, 2 May, and Saturday, 9 May, each at 13 noon

Please register by sending an email to empfang@paneum.at. For more information, visit www.paneum.at.

EVERY SATURDAY
AT 12 NOON

Public
guided tour

**Apulia,
330–310 BC**



Piece of the hour

AMPHORA BY THE BALTIMORE PAINTER

Apulian vase painting represents a significant aspect of South Italian ceramic art from the 4th century BC.

This style is characterised by large-scale vessels, elaborate ornamental decoration, and depictions of mythological, religious, or everyday scenes. A distinctive form within this tradition is the naiskos vase, closely associated with funerary rites. In addition to figures standing in or beside the naiskos – small temple-like structures – these grave vases often feature young men with weapons, women with household objects, servant figures, or birds. The amphora painted by the Baltimore Painter, one of the most important Apulian vase artists, also displays a naiskos scene. The vase was created for a high-ranking, noble, married, and victorious warrior, to whom a servant is offering bread or cake. The presentation of such foodstuffs is a rarely depicted motif. This scene likely alludes to sustenance in the afterlife and reflects the connection to the South Italian cult of Demeter.

The Gemba Walk at backaldrin

CONTINUOUS IMPROVEMENT
FOR OUTSTANDING QUALITY



The term “Gemba” originates from Japanese and literally means “the real place”. A so-called Gemba Walk is therefore carried out where true value creation happens. At backaldrin, this is particularly relevant to the production floor. The aim of the Gemba approach is to analyse processes directly at the workplace and to drive continuous improvement together with employees. The focus is not only on efficiency, but above all on quality and the wellbeing of staff at their place of work.

From Theory to Practice

At backaldrin, Gemba is an integral part of the production culture.



We regularly go straight to our employees at their workstations and ask what could be improved. After all, nobody knows the workplace better than the person who works there every day.

Christian Zeppetzauber
Head of Production





Every Wednesday, the shift management team, together with Gemba Manager Christoph Kostig, visits the various stations in production at Asten. They bring along lists to record suggestions for improvement and feedback from employees. “We conduct these conversations openly and appreciatively. Staff can make suggestions at any time, or simply say that everything is fine,” says Kostig.

The collected suggestions are discussed on Thursdays in the strategy meeting. “Together, we review what we can implement straight away and what needs further consideration. Last year, we received over 100 suggestions, about half of which we were able to put into practice,” Zeppetzauer reports. One example of a successful implementation is the digitalisation of the stock inventory list: previously, stock levels were recorded by hand, but now every workstation can access an Excel list directly and make updates instantly, visible to all. This saves time and increases transparency.

Appreciation and Involvement

A central aspect of the Gemba approach is valuing employees. Zeppetzauer emphasises, “The employee is the expert at their station. Often, they have small but highly effective ideas for improving processes.”

It is important that no one feels monitored, as Kostig adds, “We want to find solutions together that make work more pleasant and efficient.” Senior management is regularly involved and demonstrates the importance of employees’ opinions by taking part in the Gemba rounds. “This is very well received by colleagues and strengthens the sense of belonging,” confirms Zeppetzauer.

To ensure the method is applied successfully and professionally, the company has appointed Christoph Kostig, Thomas Prameshuber and Rene Langmayr as the main contacts, all three are highly qualified thanks to extensive training in this field. At backaldrin, Gemba is more than just a method.

Through the direct involvement of employees and ongoing improvement at “the real place”, solutions are created that enhance quality, efficiency and satisfaction. In this way, theory is truly put into practice.



Dear Golf Enthusiasts,

On 5 September 2026, we are delighted to welcome you back to the green at Golfclub Mühlviertel St. Oswald-Freistadt for another exciting tee-off.

The backaldrin Golf Tournament enters its fourth round, and we warmly invite you and your guests to join us for this unforgettable day.

Tournament Programme 5 September 2026

- 09:00-10:30 + Breakfast buffet, welcome and distribution of starter packs
- 11:00 + Shotgun start 18-hole 4-player Texas Scramble tournament (non-handicap relevant)
- 16:30 + Aperitif/reception on the terrace
- followed by + Dinner together and awards ceremony

In addition to the tournament, we are offering a taster golf session for those interested, led by the Golf Pro of GC Mühlviertel St. Oswald. No prior experience or equipment is required.

Whether you join us for the tournament or the taster session, we look forward to sharing a sporty day with you on Upper Austria's most beautifully situated golf course, accompanied by culinary highlights featuring the latest backaldrin products.

Please register for the taster session or the tournament (including your home golf club and handicap) at: golfturnier@backaldrin.com



**Golfclub Mühlviertel
St. Oswald-Freistadt
Am Golfplatz 1
4271 St. Oswald**

backaldrin Golf Tournament