

backaldrin®



backtuell

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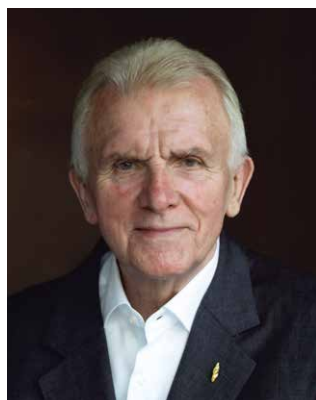
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**Dear
Readers,**



This edition of "backtuehl" covers, among other things, our apprenticeship training and the travelling master bakers at backaldrin. As a family of bakers – my son is a master baker in the fourth generation – professional expertise is the top principle of our company.

Currently, around 80 master bakers and confectioners are successfully employed in our 16 subsidiaries. As we all experience daily, the production of baked goods, especially bread, is the most complex form of food manufacturing.

To best meet this challenge, we decided over 50 years ago to train our specialists ourselves. The aim of this intensive training is to impart comprehensive expertise

to our apprentices and future masters. This is crucial, as they encounter new challenges almost daily in their role as master bakers – ranging from resolving operational difficulties, introducing new bread and baked goods varieties, to commissioning new bakery technology or entirely new production facilities.

Since we now have customers in 129 countries, we have a specialist team active in many nations. Each of these master bakers has worked in dozens of countries. The particular challenge lies in the fact that every country has its own bread culture, different flour qualities are available, and bakery technology can also vary.

Our task is to provide our customers with benefits and support them in overcoming difficult circumstances. The fact that we succeed so well is thanks to our intensive apprenticeship training – there is nothing comparable anywhere. And for me, nothing is more rewarding than witnessing apprentices grow from their first day with us to a successful professional career.

With baker's regards,

Peter Augendopler

Rye sourdoughs



Baked goods made from rye flours are traditionally produced mainly in Germany, Austria, Czechia, Poland, and partly in France, the Netherlands, or Switzerland. Rye breads are also popular in Scandinavia, the Baltic States, Russia, Belarus, and Ukraine. Rye milling products with various extraction rates and type numbers are used. The rye flour content ranges from 10 to 100 %.

Rye milling products differ from wheat milling products due to higher enzyme activity and greater water absorption. In recipes with a high rye content, this can lead to increased starch breakdown during baking. The consequences are an unstable and overly moist crumb structure, as well as flat breads with low volume.

To ensure the baking suitability of rye milling products, a portion of the rye used is traditionally made into sourdough. The acids formed during sourdough fermentation inhibit the starch-degrading enzymes and ensure a stable crumb structure. Furthermore, the use of sourdough enhances the flavour, aroma, and freshness of baked goods.

Over the past decades, the quality of rye flour has changed significantly. Through breeding and development of rye varieties, enzyme activity has decreased, rye starch has become more compact and less susceptible to enzymatic attack. Grain damaged by sprouting is increasingly rare; the current discussion around rye flour focuses more on dry-baking flours and achieving good bread freshness.

By using combined dough processes (operational sourdough and dried sourdough or dough acidifiers) as well as modern bread improvers, it is still possible to produce high-quality breads with a high rye content and excellent freshness.

Definition of sourdough

Common definitions can be found, for example, in the Austrian or German Food Codex.

Sourdough is a dough made from milling and bran products, starter and drinking water, possibly with the addition of leftover bread, produced mainly by lactic acid fermentation. Preservation of sourdough by drying or thickening is permitted.

(Source: Austrian Food Codex, IV Edition, Chapter B 18 / Bakery Products)

Sourdough is a dough whose microorganisms (e.g. lactic acid bacteria, yeasts) from sourdough or sourdough starters are in an active state or can be reactivated. After the addition of cereal products and water, they are capable of continuous acid formation.

(Source: German Food Codex, Guidelines for Bread and Small Baked Goods)

Depending on the rye content in the recipe, a corresponding amount of acid must be used to ensure stable and sliceable breads. To gauge the acid present in the sourdough, the pH value and acidity level are measured.

The pH value describes the strength of an acid, while the acidity level determines the quantity of acid. The following table shows exemplary pH values and acidity levels of various sourdoughs.

Type of sourdough	pH value	Degree of acidity
Basic sourdough, dough yield 160–165	3.8–4.2	16–19
Full sourdough, dough yield 170–190	4.0–4.4	10–14

The main acids present in sourdough are lactic and acetic acid, produced by lactic acid bacteria during sourdough fermentation. Depending on the sourdough process, more lactic or more acetic acid is formed. Typically, a lactic/acetic acid ratio of 80/20 is aimed for to achieve a balanced bread character. A firm basic sourdough process generally results in breads with more acetic acid and a rounded bread flavour. Acetic acid is more volatile than lactic acid and has a smaller molecular size, making it more perceptible olfactorily.

If sourdough is produced via a sourdough system, it must be pumpable, which requires dough yields of around 220. This softer process produces more lactic acid, and the resulting breads have a sharper, more intense acidic note, as lactic acid has a lower pH value than acetic acid.

The table describes the influence of process parameters on acid formation.

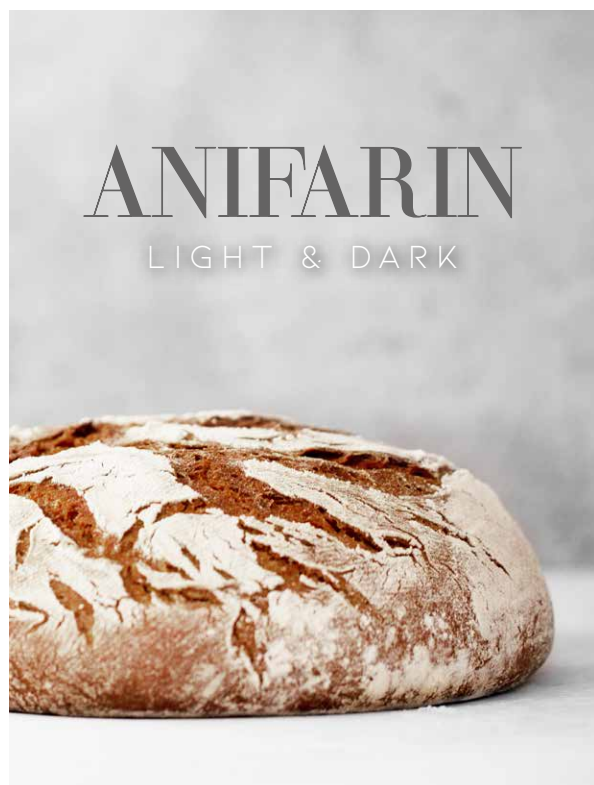
Process type	Acid formation	Flavour
Warm and soft sourdough process (Dough yield 190–230, 28–32 °C)	Lactic acid is formed more intensely	Bread character with a sharper acidic note
Firm and cool sourdough process (Dough yield 160–180, 22–26 °C)	Acetic acid is formed more intensely	Rounded bread flavour due to the higher pH value of acetic acid



The traditional three-stage sourdough process combines both a firmer and a softer sourdough stage, resulting in the most balanced flavour. Additionally, the three-stage process promotes sourdough yeasts, which further enhances leavening power. However, it is also the most complex process with the greatest potential for error.

A bakery's own sourdough process is a source of pride for every bakery business. In practice, a one-stage basic sourdough process is often combined with the addition of dried sourdough or a dough acidifier (combined sourdough process). This allows the bakery to flexibly respond to fluctuations in sourdough or increased demand. If the acidity level in the sourdough is too low, it can be compensated with dried sourdough or dough acidifier. This also allows for larger reorders of bread varieties when the sourdough was already produced the day before.

Another option is the production of rye pre-doughs with the addition of dried sourdoughs or dough acidifiers. This stabilises the pre-doughs and enables pre-swelling without the need for continuous monitoring of pH and acidity. Crumb elasticity, bread shape, and aroma development are improved as a result.



Powdered dough acidifiers such as **Anifarin dark** (1240) and **Anifarin light** (1245) offer the advantage of very low dosage. They also contain acetic acid for a balanced bread flavour.

BAS® dark (1250), **BAS® light** (1251) and **BAS® special** (1249) are based on multi-stage sourdough processes and contain sourdough-specific aroma compounds to achieve an aromatic, rounded bread flavour.

The dried rye sourdoughs **BAS® T** (1253) and **BIO-BAS® T** (1324) are easy to dose and offer the advantage of being declared as "sourdough".



Jan Ronniger

Product Development

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The following table shows the parameters of sourdoughs and dough acidifiers.

Product	Description	Dosage	Arguments
Anifarin dark (1240)	Strongly swelling dough acidifier for all rye bread and rye mixed bread varieties	3 % on rye flour	- High dough yield - Robust bread flavour - Long freshness
Anifarin light (1245)	Strongly swelling dough acidifier for all rye bread and rye mixed bread varieties	3 % on rye flour	- High dough yield - Robust bread flavour - Long freshness
BAS® dark (1250)	Liquid, multi-stage special baking and dough acidifier with sourdough metabolites and aroma compounds for producing dark rye and rye mixed bread	5 % on rye flour	- Consistent bread quality - Rounded, aromatic flavour - Long freshness
BAS® light (1251)	Liquid, multi-stage special baking and dough acidifier with sourdough metabolites and aroma compounds for producing light wheat mixed to dark rye bread	5 % on rye flour	- Consistent bread quality - Long freshness - Safe and easy application
BAS® special (1249)	Liquid, multi-stage special baking and dough acidifier with sourdough metabolites and aroma compounds for producing all bread varieties	4 % on rye flour	- Consistent bread quality even with enzyme-rich rye flours and at lower dough temperatures - Optimal freshness and large volume
BAS® T (1253)	Dried sourdough for producing rye and rye mixed breads in direct process	5.5 % on rye flour	- Quality and time gain - Guarantees the typical full-bodied, aromatic rye bread flavour - Improves sliceability and crumb elasticity
BIO-BAS® T (1324)	Dried organic rye wholemeal sourdough for producing organic rye and organic rye mixed breads in direct process	6.5–7.5 % on rye flour	- Quality and time gain - Guarantees the typical full-bodied, aromatic rye bread flavour - Improves sliceability and crumb elasticity

Bakers on the move

WHEN CUSTOMERS BECOME FRIENDS



Travelling master bakers have a tradition at backaldrin. Shortly after the company was founded in 1964, the first bakers travelled the country to help customers free of charge with problems in the bakery – and they still do so today. Currently, five travelling master bakers and another with additional sales responsibilities travel throughout Austria. Edi Hornung is one of them. He has worked at backaldrin for almost 30 years and is practically part of the furniture. He is usually with his "friends", as he calls his customers.

backaldrin: How did you become a travelling master baker?

Edi Hornung: My father ran a bakery. When I was a child, a master baker visited us for the first time. I was so fascinated by him that it became my dream job. After my brother took over the bakery, I worked as head baker in a larger business. By chance, I came across a newspaper advert for a travelling master baker. I seized the opportunity and enjoyed it from the start. In 1997, I joined backaldrin.

29 years have passed since then. How has the work of a travelling master baker changed over time?

Much less night work is needed than before. Nowadays, more is managed through refrigeration and quality is more important. Machines are larger and better, which changes the technical application. Another development is that, alongside traditional small bakeries, there are

more chain stores and large businesses. This contrast makes my work exciting: one day I visit a small baker who uses maybe two kilos of a product, and the next day I'm at a large bakery needing two whole sacks. It's always an adjustment and a challenge.

How many customers do you look after?

About 400 customers. Of course, you can't be with all of them at once. I usually look after 30 bakeries more intensively.

How busy is your schedule with so many customers? How do you organise it?

I organise it mainly according to need. Bakeries usually contact me and, depending on urgency, I go there. It's important to me to maintain regular contact with every bakery. We are at the forefront in our customers' bakeries. This exchange is vital for selling our products.



Which areas do you cover?

Previously mainly southern Austria. Now I mostly look after industrial customers and act as a stand-in throughout Austria.

You are five travelling master bakers in Austria, working in very different places. What's the team spirit and dynamic like among you?

Everyone is a specialist in their area. That's a good thing, as we can learn from each other and provide mutual support.

How can one imagine your work as a travelling master baker? Do you get hands-on?

Our work is tailored to each customer's needs. If customers have questions, they call me or a colleague and we help with our expertise and experience. The baker has routines in his bakery, but bread and baked goods production changes – whether it's the raw materials or seasonal temperature fluctuations. The baker explains his issue, and together we go through the whole process to find where the problem might be. It starts with the recipe, goes through kneading, and ends with baking. Usually, it's just small things, like doughs being produced too warm and kneaded too little, but an outside perspective often uncovers such issues more easily. And yes, we do get hands-on with the dough.

Do you introduce bakeries to the latest baking ideas from backaldrin?

I take new products with me on my baking visits, present them, advise the bakers, and we try them out together. Sometimes we brainstorm new ideas, like creating footballs for the World Cup. That's how new eye-catchers for the display case are born. We also support customers with product development: if a customer wants to create a new bread or baked good from a specific raw material, we get involved. A current passion project of mine is a customer who's launching a new bakery chain. I was responsible for all product and recipe development. The chain is now not only in Austria but also in Berlin. You grow with it. When I'm in the bakery there, it feels like my own.

Do you ever miss working in just one bakery?

No, not at all. My job brings variety and I love it. I'm always faced with new challenges and meet new people.

What do customers appreciate about the travelling master bakers?

Primarily the improvement in quality and the free service, but also the new ideas we bring.

And what do you value most about your work?

Customer contact is everything to me. If you approach people positively, something positive always comes back, and you slowly grow together. Most customers are now friends. It's always nice to have successes, go home, and know you've helped a friend.



Martin Plaschg
Key Accounts Austria,
Team Leader
Travelling Master Bakers



Kurt Seyrkammer
Head of
Application Bakery

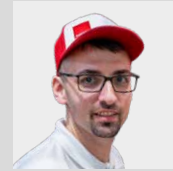
Martin Plaschg and Kurt Seyrkammer act as links between the travelling master bakers and the headquarters in Asten.



Günther Koch

with backaldrin since January 2022

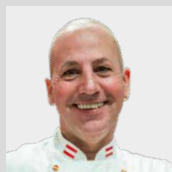
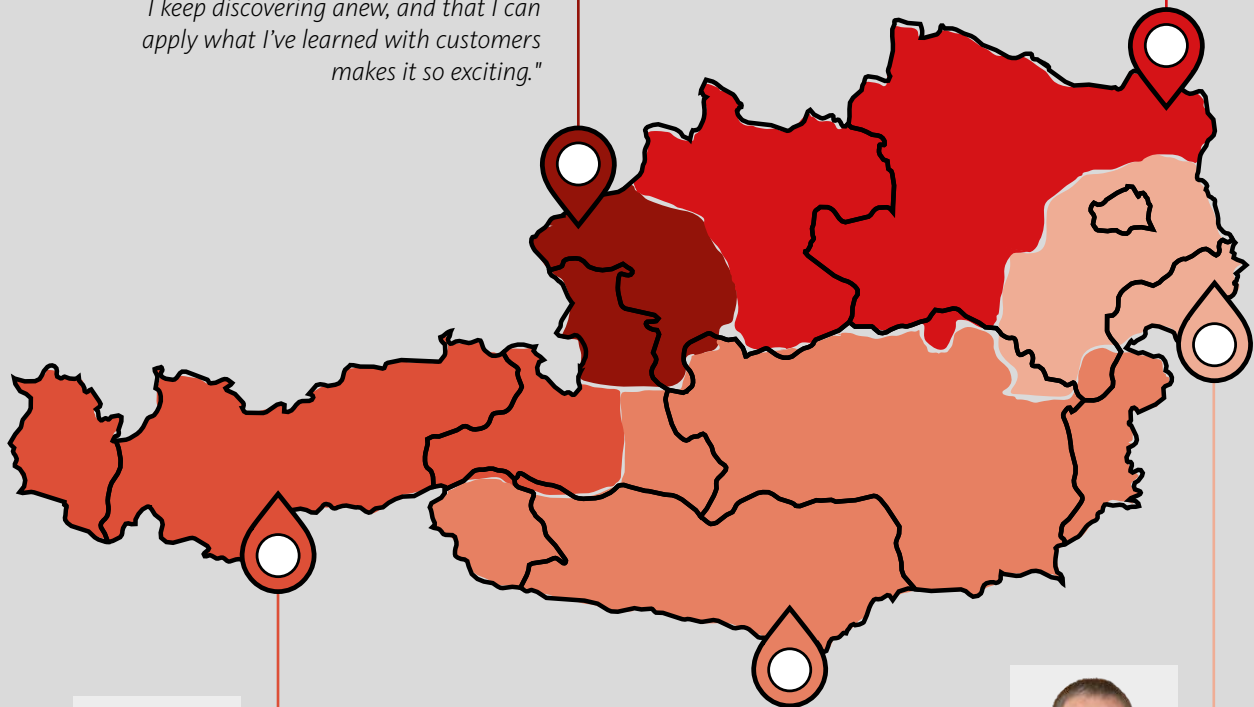
"I enjoy supporting our customers with new products and finding solutions for various application errors. The fact that the baker's profession is so diverse, which I keep discovering anew, and that I can apply what I've learned with customers makes it so exciting."



Oliver Sieber

with backaldrin since January 2025

"As a travelling master baker, I like that there are always new, exciting topics and the work is very varied. I also find it great to be able to help customers with certain issues and problems."



Harald Fuchshofer

with backaldrin since October 2000

"I appreciate the varied work and the constant new challenges."



Harald Knauder

with backaldrin since February 2026

"What I like most about my job are the flexible working hours, the joy of customers after I've helped them, and that every day brings a new challenge. I simply love being a baker."



Martin Brezovich

(Travelling Master Baker and Sales)
with backaldrin since October 1997

"Variety is the best part of my job; you see and learn something different or new every day."



Regular training sessions are held in Asten with the travelling master bakers to ensure they are always up to date.

**One call is all it takes
and a master baker
or confectioner is on
hand with advice and
assistance:**



Travelling master bakers from backaldrin are not only found in Austria; this service is also offered in Germany. Three German travelling master bakers describe their passion for the profession.



What I like most about being a travelling master baker is the variety and the craftsmanship. Every bakery works differently. I find it exciting to work together to find solutions, optimise products, and finally get a convincing result out of the oven. I also enjoy the contact with all sorts of people. Many businesses are visited repeatedly, and initial conversations often develop into a good and trusting relationship over time. A special motivation for me is also being accepted as a specialist advisor and travelling master baker. The real reward is not just the finished product, but the recognition and trust of customers and staff in the businesses.

Frank Busker
with backaldrin since September 2025
Region: Northern Germany



Working with our customers brings me great joy. Solving baking technology problems together and creating forward-looking baked goods with our products is always a very satisfying task for me.

Robert Dierl
with backaldrin since October 2001
Region: Bavaria

I especially love interacting with people. This keeps you always up to date in the bakery world and never standing still: there are always new tasks like new baked goods or techniques, which you have to work on independently. And I feel very comfortable in the backaldrin family.

Franz Manger
with backaldrin since May 1995
Region: Bavaria



Baking expertise

THE FOUNDATION AT BACKALDRIN
IS APPRENTICESHIP TRAINING



At backaldrin, baking expertise means not only innovative products of outstanding quality, but also the targeted promotion of young talent. Apprenticeship training for bakery and confectionery forms the foundation upon which the company's future rests, and is also the starting point for many impressive careers.

Shaped by exceptional diversity, the training offers a view beyond the bread basket. Apprentices experience not only classic Austrian bread varieties, but also learn about international specialities. This broad product range gives trainees a unique insight into the fascination of bread and makes the apprenticeship at backaldrin a special experience.

Responsibility and personal development

Another key aspect is the promotion of personal responsibility. Apprentices take responsibility for their own doughs early on. They weigh ingredients, knead, shape, ensure proper proofing, and bake independently. They benefit from an environment that gives them time to practise, train, and develop without the pressure of ongoing production.



At backaldrin, apprentices are responsible for their own doughs early on. They are given time to develop their skills and discover their passion for bakery and confectionery craftsmanship.

Kevin Pusam
Apprenticeship Supervisor

The selection of new apprentices is careful: besides good grades, interest and enthusiasm for the profession and motivation for personal development are especially important. Regular discussions and individual support ensure that every apprentice finds their path and ideally pursues a long-term career within the company.

Career paths and success stories

The quality of training is particularly evident in the fact that many former apprentices have remained with the company and now hold key positions at backaldrin. Impressive examples include Kurt Seyrkammer, Head of Application Technology at backaldrin and with the company for 39 years. Also mentioned is Kevin Pusam, who has been with backaldrin for over 20 years and has steadily advanced internally through his meticulous work and taken on responsibility.

The comprehensive and effective training at backaldrin is proven by numerous awards in apprenticeship competitions, national and European championships. In 2009, Bernhard Wandrak, a former apprentice and now in backaldrin's development bakery, became European champion. The next potential European champion is Greta Steinhauser, who, after her apprenticeship at backaldrin, now works in the export bakery and has qualified for the upcoming European Championship.

Many employees spend their entire careers with the bakery ingredients manufacturer in Asten. This continuity and loyalty are important signs of the positive working environment and sustainable promotion of talent. Apprentices are not only trained professionally, but also personally guided and grow with their tasks.

Baking expertise that lasts

Thus, the circle closes: Baking expertise at backaldrin begins with solid apprenticeship training and continues in the careers of committed employees. Those who start here receive not only the tools for a profession, but also the chance to develop individually and professionally. The doors are open – for a future based on genuine passion for bread and baked goods.



STARTING THEIR JOURNEY: OUR NEW APPRENTICES OF 2025:



I feel right at home in the bakery and confectionery. Dough is such a fascinating subject for me – there's so much to discover and understand. I want to keep learning and keep growing.

Boris Gajic
Apprentice



What I really love about backaldrin is the great working atmosphere. I enjoy working with my hands and love the fine, precise work in the confectionery – every detail matters, and that's exactly what appeals to me.



Anja Medisch
Apprentice



For me, becoming a baker is exactly the right path. I really enjoy working in a bakery, and what fascinates me most is the feel for the dough – sensing when it's just right. That's something you only learn through practice and a real feel for the craft.



Ivan Kuzmytskyi
Apprentice

Innovative logistics

HOW BACKALDRIN IS SHAPING THE FUTURE



In October 2025, the official groundbreaking ceremony for backaldrin's new logistics centre took place, with completion planned for the end of 2026. In this interview backaldrin Managing Director Martin Mayr and architect Harald Markon provide insights into the challenges, goals, and innovative collaboration between industry and architecture.

Mr Mayr, what does the construction of the new logistics centre mean for backaldrin's strategic development?

Martin Mayr: I am firmly convinced that the new logistics centre represents a central strategic milestone for backaldrin's future. By relocating key logistics areas, we not only create urgently needed space for production, but also enable existing processes to be made more efficient and further growth – for both established and new products – to be specifically promoted. Expanded capacities also open up new opportunities on the logistics level: we create space for increased storage and handling volumes and optimise processes so that they can be managed even faster and more efficiently in future.

How did you approach the architectural planning of this major project, Mr Markon?

Harald Markon: For me, planning such a major project always begins with a precise understanding of the location and the processes that take place there. Therefore, an intensive analysis of the existing building, operational processes, and especially the flow of goods was carried out at the start.

The central goal was to organise the storage and retrieval of products as efficiently as possible and to optimally link the new building with the existing one. The functional requirements of logistics significantly shaped the design and were the basis for many planning decisions. At the same time, it was important to me that the new building is not perceived as an isolated object, but as a natural

development of the existing site. We therefore adopted the qualities of the existing building and translated them into a contemporary architectural language. The result is a building that meets the highest functional requirements and, through its clear design and modern expression, makes an independent architectural contribution.

How have the construction works progressed so far from backaldrin's perspective? Were there any particular challenges?

Martin Mayr: For a project of this size, implementation has so far been remarkably calm, professional, and in an extremely constructive, partnership-based atmosphere. Mr Markon and his team place great emphasis on carefully selecting qualified partners and manage the project with calm confidence and constructive, goal-oriented leadership. Both in terms of costs and schedule, we are currently fully on track. The most important trades have already been successfully completed.

What fascinates you most about a project like this?

Harald Markon: What fascinates me about projects of this kind is that the task often seems very simple at first glance. It appears to be "just" about organising the storage and retrieval of products. However, when you consider the multitude of conditions, it quickly becomes clear how complex such a project actually is.



The real challenge lies in harmonising the requirements of logistics with the existing building structures, the available expansion areas and the company's economic objectives to create a coherent overall concept. In doing so, functionality, cost-effectiveness, construction process and future viability must all be taken equally into account.

Harald Markon
Architect

I find it particularly exciting to develop a holistic project from these different requirements that not only convinces technically and economically, but also possesses architectural quality. It is all the more impressive when a project of this size can be realised within a construction period of just one year.

What role do innovation and sustainability play in this project?

Martin Mayr: Both aspects are of central importance – not only for the current project, but also for our daily actions and our corporate philosophy. As part of the project, all existing processes are being thoroughly reviewed and consistently geared towards maximum resource efficiency and optimal IT support. We are also setting clear accents in terms of sustainability in the building infrastructure: for example, we have chosen an environmentally friendly roof made from Austrian wood, which, combined with a large photovoltaic system and a modern storage system, will cover a significant part of our energy needs autonomously.

Harald Markon: Sustainability and energy efficiency were essential parts of the planning concept from the outset. A central component is the photovoltaic system on the hall roof with a capacity of nearly one megawatt. This is supplemented by a battery storage system with a capacity of around 1.3 megawatts, allowing a large part of the generated energy to be used at different times. It was particularly important to us that the solar power generated is used directly in the operation. This maximises self-consumption, makes energy supply more sustainable, and reduces dependence on external energy sources. In addition, the hall's floor slab has been activated as a building component. This uses the building's thermal mass for temperature control and enables particularly energy-efficient operation.

How will the new structures and processes improve employees' work?

Martin Mayr: By implementing a modern time slot management system, we lay the foundation for specifically smoothing out logistical peaks and managing our capacity utilisation much more efficiently. The structured allocation and coordination of delivery and collection times avoids bottlenecks, streamlines processes, and optimally utilises both internal and external resources. This significantly helps minimise waiting times and makes the entire process chain more transparent and manageable. At the same time, we are introducing the latest version of the SAP inventory management system. As part of this transition, all existing processes are being thoroughly analysed, critically reviewed, and comprehensively revised. The goal is to make all processes not only more efficient but also safer and future-proof. The integration of modern IT solutions enables seamless digitalisation and automation, reducing sources of error and increasing



traceability of all operations. Overall, we place great importance on ensuring all systems work together optimally and digitalisation is consistently advanced. This creates the conditions for sustainable, high-performance, and future-oriented logistics that can meet the increasing demands of the market at any time.

What special solutions were developed for safety and functionality?

Harald Markon: A key principle was the clear separation of goods flows from employee movement areas. This minimises potential conflict points and ensures a safe and efficient operational process. Large spans were implemented in the supporting structure for the storage and logistics areas. This creates open and clear workspaces with high flexibility for internal processes. Good visibility not only increases functionality but also significantly contributes to occupational safety.

Special attention was also paid to organising lorry traffic. The loading gates are clearly arranged and complemented by generously sized manoeuvring areas. This allows deliveries and collections to be handled efficiently while ensuring smooth traffic flow on the company premises.

Employee routes were also rethought. As part of the project, a separate social and office building was created, serving as the new main entrance to the site. From there, employees reach the production and storage areas via changing rooms and hygiene sluices. This clear organisation of access routes supports both operational processes and the high requirements for safety, hygiene, and work quality.

How will customers benefit from the new logistics centre?

Martin Mayr: With the new logistics centre, we sustainably strengthen backaldrin's supply and provide security. By using intelligent storage systems, our goods will be stored, picked, and loaded even more efficiently in future. The accompanying documentation processes in the background also benefit from modern IT solutions and will be handled much faster and more efficiently. The logistics centre also enables us to make our production processes more flexible and powerful. This means we can not only respond more quickly and efficiently to market demands, but also expand our product portfolio and introduce new products.



Through this investment, we become an even more reliable and professional partner for our customers. This creates the foundation to strengthen both our company and the region.

Martin Mayr
Managing Director

What contribution does the new logistics centre make to the Upper Austria location and the region?

Martin Mayr: Even during the construction phase, our project has a noticeable economic impact in the region. By deliberately awarding a large proportion of contracts to local and regional companies, we not only promote the domestic economy but also enable numerous businesses in our environment to participate directly in the project's success. This conscious decision strengthens existing partnerships and helps increase regional value creation sustainably. Looking at medium- and long-term development, we expect positive effects: expanding our site creates additional jobs, leading to a significant increase in employment. This makes an important contribution to securing and creating jobs in the region. At the same time, we are investing specifically in backaldrin's future viability by strengthening our company's competitiveness and ensuring sustainable development at the site in the long term. This creates the foundation for further growth and a successful future – for both our company and the region.

FACTS

Are there aspects of the project that are particularly close to your heart, Mr Markon?

Harald Markon: What is especially close to my heart about this project is the long-standing collaboration with the owner family and the managers responsible for the construction. Over many years, a trusting relationship has developed that goes far beyond the classic relationship between client and architect. This trust is a special appreciation of my work and at the same time a great motivation. This project has become a real passion project for me and my team. It's not just about building a new logistics centre, but about shaping an important step in the company's development together. The planned building should create the conditions for future growth and make a sustainable contribution to the site's long-term development. I am particularly pleased to accompany this journey with my team. Everyone contributes their expertise and commitment to develop a future-oriented and economic solution from the company's requirements. If, in the end, a project emerges that convinces both functionally and architecturally and creates real added value for the company, that is the best confirmation of our work.

Mr Mayr, would you like to add anything?

Martin Mayr: I would like to take this opportunity to express my sincere thanks to all colleagues who have contributed their great commitment and expertise to the project and continue to do so. My special thanks go to the teams from technology, especially logistics and IT, who have played a major role in the project's success with their dedication and expertise. I would also like to thank our external partners – especially Mr Markon and his team, and the company Anzinger, as well as all companies and businesses involved in the construction of the logistics centre. Without the trusting and professional collaboration, the successful implementation of this project would not have been possible.

Thank you very much for the interview, Mr Mayr and Mr Markon!



MORE THAN
9.000
SQUARE METRES

12
DOCKING RAMPS

4.400
SQUARE
METRES OF
PHOTOVOLTAIC
MODULES

16
METRE-HIGH
HALL



From historic double to the Champions League?



LASK rewarded themselves for an outstanding season with both their second league title and second cup triumph in the club's history. Now the Linzers are hungry for more and have their sights set firmly on Champions League qualification.

It was a season worthy of a film script. LASK started at the bottom of the table with mixed performances. Their resurgence came with the appointment of coach Didi Kühbauer. With him, the Athletiker began a run that was not foreseeable. In autumn, they remained unbeaten in ten matches, fought their way step by step to the top of the table, and finally achieved the great triumph on the last matchday. After 61 years, the long suffering of all LASK fans ended and the black-and-whites repeated their double-winning season of 1965. It was a historic achievement for which LASK was rightly rewarded.



I still get goosebumps and tip my hat to LASK's achievement. As official nutrition partner and shirt sponsor, we as a company are very proud of the team, and personally, as a LASK fan, I am extremely happy to be able to celebrate this title.

Harald Deller
General Director

Partnership at eye level

Sports sponsorship has always been a tradition at backaldrin. The collaboration with LASK has grown steadily over almost ten years. Since 2017, backaldrin and LASK have enjoyed a close and trusting partnership. Initially, the bakery ingredients manufacturer from Asten was the official bread and nutrition partner of the Athletiker. Nutrition plays a central role in top-level sport. In 2019, the partnership was expanded for the first time, and the family business appeared on the shirt backs. In 2020, the last expansion followed: since then, backaldrin with the Original Kornspitz has adorned the chest of the black-and-whites. But why is this step so special?



Sticking a logo on is yesterday's news. With sports sponsorship, we want to help our customers and partners. For this, we highlight a product that increases demand and brings people to the bakery.

Wolfgang Mayer
Managing Director



To achieve this, maximum visibility is needed. LASK is an ideal partner in this respect, being not only firmly rooted in the region but also inspiring football fans beyond national borders in recent years. Thus, a local partner becomes an international carrier of our message.

Next stop: Champions League

LASK has already secured this international stage, but the club continues to strive for maximum success. On 18/19 and 25/26 August, the Athletiker will play for entry into the Champions League. The opponent is still unknown; the draw for this encounter will take place at the beginning of August. It would be the club's first-ever qualification for the UEFA Champions League. Should qualification not be achieved, participation in the UEFA Europa League remains. Dreaming is allowed. One thing is certain: the Original Kornspitz and the black-and-whites will conquer Europe this autumn.

One last ride

CONNY HÜTTER EMBARKS ON HER
FINAL WORLD CUP SEASON



She is Austria's speed queen and, together with the Original Kornspitz at her side, is likely entering the most emotional season of her career. Ahead of her last World Cup season, Conny Hütter talks about tough preparation, her goals, and why local baked goods are part of her racing routine even abroad.

Bronze in the Super-G at the 2023 Ski World Championships in Courchevel, overall World Cup victory in the downhill season 2023/24, bronze at the Olympics 2026: Conny Hütter's list of achievements is impressive. Until May, she left open whether she would continue in the coming season, but at a specially convened press conference in Graz, she confirmed her start in the 2026/27 season. It will be her 15th and final World Cup season. The goals remain ambitious: she hopes to bid farewell with a success at the Alpine Ski World Championships in Crans-Montana – a place closely linked to her career.

Full power for the final turns

A well-thought-out preparation is the basis for many successes. "I go into training and daily preparation full of motivation and energy. Right now, I'm spending a lot of time on the bike, pushing my endurance to the limit. Knowing it's my last season gives me even more motivation, which I'll definitely need during the incredibly tough strength sessions," emphasises Hütter. Even in her last year, she leaves nothing to chance. On the contrary: the impending farewell seems to spur her on even more.

A closing circle in Crans-Montana

Sportingly, the Styrian has set clear goals: "I do think I'll be able to compete at the top until the end and, if all goes well, win. That's definitely my own expectation. As for Crans-Montana, it's a place where a circle closes for me, comparable to a rollercoaster. From my first major successes to a serious crash, I hope to leave this venue again with a career highlight."

It's this special connection to Crans-Montana that gives the upcoming World Championships a unique significance – both as a sporting highlight and as the personal conclusion to an incredible career.

Experience instead of experiments

After 14 years in the World Cup, Hütter knows exactly what matters. Instead of new experiments, she is consciously relying on what has proven itself in her final season. "I'm now entering my 15th World Cup season and can draw on a lot of experience and knowledge in the crucial areas. How should I structure my training, how intense should it be, what does my body need, and what should I avoid? Being able to rely on this experience is a valuable asset I can now use at the end of my career – there are no risky experiments anymore," says the 33-year-old.



Original Kornspitz as a piece of home

Experiments are also taboo in nutrition for Conny Hütter. As the face of Alpine bread and with the Original Kornspitz as a reliable partner, she explains why these products are essential on every trip: "Eating consciously and nutritiously is one of my principles. I don't do anything complicated. Alpine bread or an Kornspitz® fit perfectly into my diet, just like Styrian pumpkin seed oil. Having local products with me at races abroad is wonderful and reminds me every day of home and the excellent quality of our products."

It's precisely this combination of top-level sport and down-to-earth, local quality that characterises the Kornspitz Sport Team. Austria's crunchiest ambassador accompanies athletes in both grassroots and elite sport, and with Conny Hütter, a flagship of Austrian winter sports.



Conny Hütter is an icon in Austrian winter sports; her achievements speak for themselves. With her likeable and authentic personality, she fits perfectly into our Kornspitz Sport Team. We are very pleased that she will compete again next season and are convinced she will make her mark at the Ski World Championships!

Wolfgang Mayer
Managing Director

News from the PANEUM

IN THE WUNDERKAMMER OF BREAD,
MUCH HAS HAPPENED IN RECENT WEEKS

EASTER BUNNY DETECTIVE AGENCY

At Easter, the PANEUM transformed into the "Easter Bunny Detective Agency". Children aged 7 to 10 went on an extraordinary hunt, searching for hidden Easter nests, solving tricky tasks, and learning about both the Austrian Osterpinze and international specialties such as the Italian Colomba pasquale. As a sweet reward, each child was allowed to take home an Osterpinze.

INTERNATIONAL MUSEUM DAY

The International Museum Day was also duly celebrated at the PANEUM. Under the motto "Meeting Point Museum", numerous activities took place from 1 to 10 May. Particularly popular was the special tour "Stock, Past, Foresight", where visitors learned interesting facts about the protection of food, bread, and the history of ergot.

EXHIBITION "OVERVIEW"

Another highlight was the vernissage "Overview" on 15 April. Italian artist Matteo Galvano presented his works together with curator Roberta Macchia. After welcoming words from Peter Augendopler, Upper Austria's Deputy Governor Christine Haberlander, and the artist himself, the approximately 60 invited guests had the opportunity to explore the exhibition and engage in conversation with the artist and curator. The sales exhibition was on display at the PANEUM until 13 June.



UPCOMING EVENTS

A look ahead shows: Even during the summer holidays, the Wunderkammer of Bread will be exciting.

- **Holiday Programme "Baking and Torchlight Tour"**

On Wednesday, 22 July, the holiday programme "Baking and Torchlight Tour" follows for children aged 6 to 10.

- **Long Night of Museums**

On 3 October 2026, the Long Night of Museums will take place. PANEUM will also open its doors and offer special guided tours through the Wunderkammer of Bread for interested visitors on this day. The programme will be published shortly.

Registrations for both events can be made by email to empfang@panuem.at.
The PANEUM looks forward to welcoming explorers of all ages.

**EVERY SATURDAY
AT 1 PM:**
Open tour of the
PANEUM

**Meißen,
1991**



Piece of the hour

FRENCH BAKER
Porcelain Manufactory Meissen

Bread has been one of humanity's most important staple foods for thousands of years. Bakers have always been responsible for supplying the population with bread and other baked goods. Goods were sold at markets or directly through the bakery's drop-down window. Dedicated shops only emerged in the 19th century. Home deliveries and street sales also played a key role. Until the 20th century, fresh baked goods could be brought directly to the people. Handcarts and carrying baskets were used for transport and presentation. Business signs such as the pretzel and occasional name inscriptions were used by bakers as orientation marks even before industrialisation. Additionally, street vendors, like this porcelain figure in the PANEUM, carried two wooden sticks alongside their bread baskets. By rattling these, the bread seller could draw attention to himself. Hence the saying: "Klappern gehört zum Handwerk." (Rattling belongs to the trade.)



backaldrin®

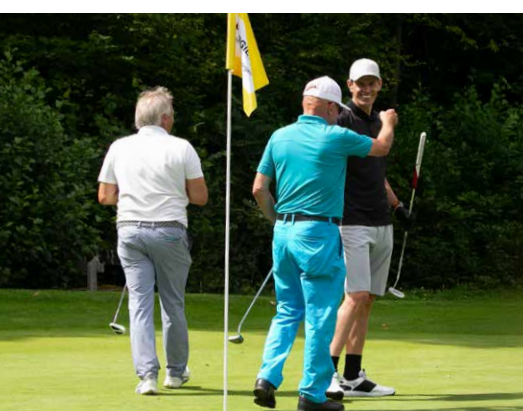


Dear Golf Enthusiasts,

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