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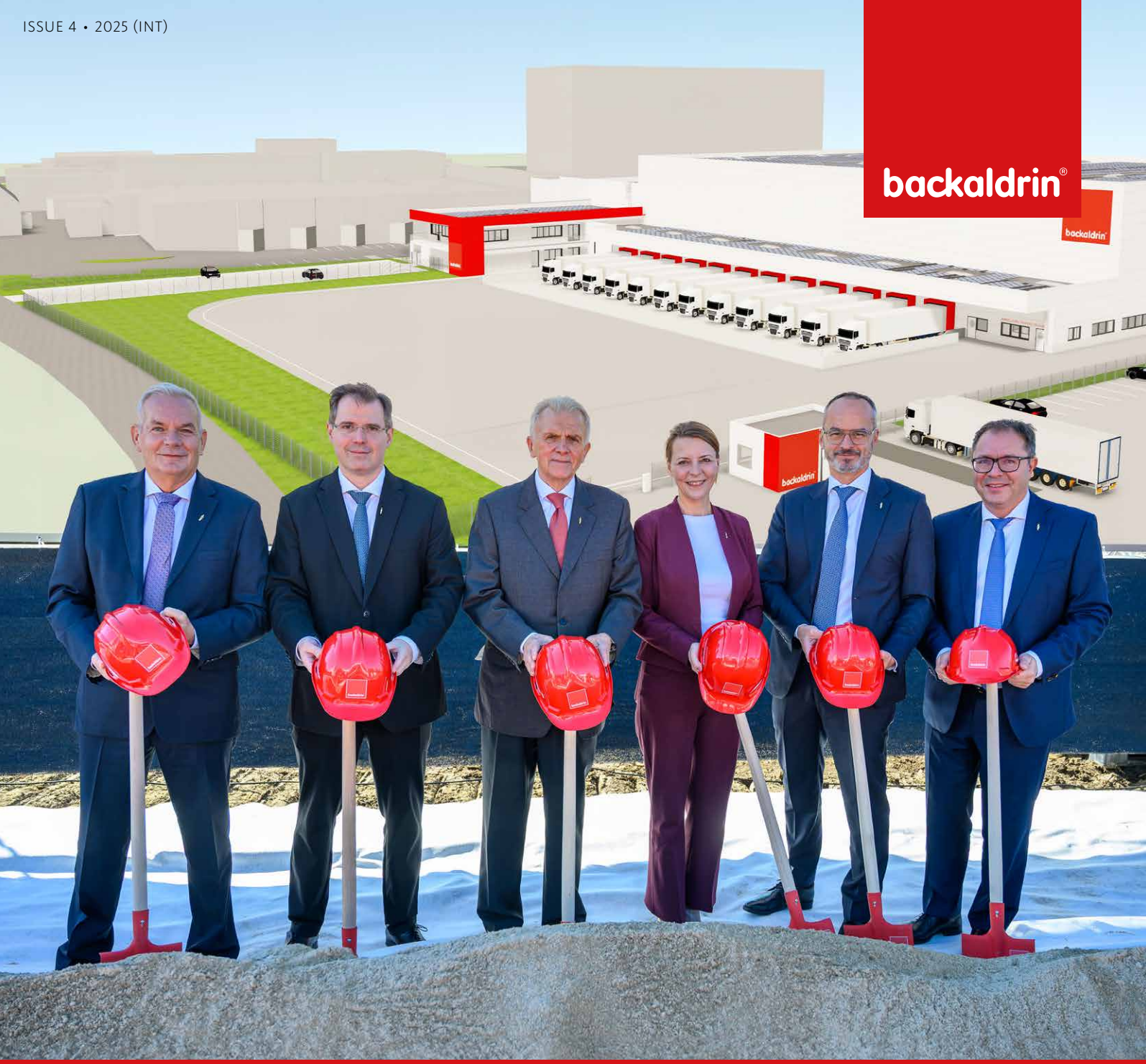
backaldrin®



backtuell

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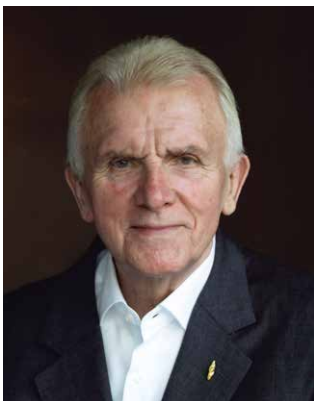

Dear Readers,

The front page already highlights our company's current investment focus. Over our 61-year history, we have enjoyed 60 years of growth, with only a slight downturn during the pandemic.

Our production facilities are continually expanding, as are our development departments and sales organisations. Now, a major step forward in logistics is required. Several years ago, we installed a fully automated high-bay warehouse with 12,000 pallet spaces and the necessary infrastructure at our Asten site.

The strong growth of recent years now calls for a corresponding expansion, especially as this trend is set to continue in the coming years. Sustainability demands that we explore new avenues, which is why we are constructing a photovoltaic system.

In this issue of backtuell, you will find the second part of our introduction to the bakeries and patisseries at our Asten site.

Training and development are very close to our hearts, so it is a tremendous pleasure for me to announce that our GRETA has won the AustrianSkills competition. Even during her apprenticeship, it was clear what an exceptional talent she is and how passionate she is about her profession.

The Olympic Games in Cortina are already on the horizon. Once again, we will be delighting numerous guests with our bakery at the Austria House. The Austria House is a fantastic showcase for our country!

Yours in baking,

Peter Augendopler

Raw materials and analytics: The Mixolab

The analysis of raw materials and their resulting mixtures is a key component of product development and quality assurance at backaldrin. With the recent acquisition of the Mixolab (Fig. 1), our analytical capabilities have been further enhanced. This versatile dough rheology instrument is now used in both routine analytics and development work.

Figure 1: Mixolab illustration

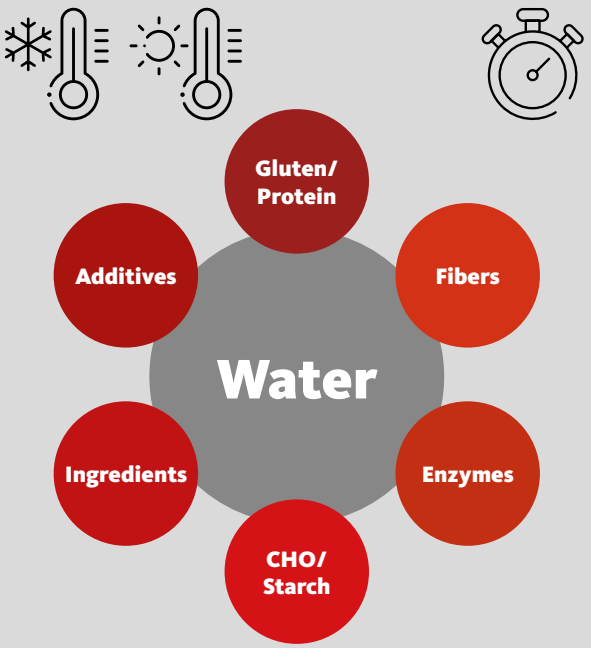

Figure 2: Possible matrix components of the samples to be analysed – Source: CHOPIN Technologies

In bakery operations, dough properties and the sensory characteristics of the final products are key parameters for quality control. These properties depend, among other factors, on the raw materials used and their technological functionality. Numerous analytical methods already exist to test the quality of individual raw materials, such as the 3-phase system (Farinograph, Amylograph, and Extensograph) for flours. However, controlling multi-component matrices (Fig. 2) has remained challenging. Assessing the functional properties of finished recipes and evaluating the quality of individual raw materials in their final application is analytically difficult.

The Mixolab offers a unique solution by evaluating the combined effects of multiple components during kneading. It characterises dough rheology and measures dough behaviour as temperature changes – closely simulating the baking process. With automated water dosing, built-in water cooling, and temperature control for both the measuring chamber and water tank, measurements can be performed with precision and reproducibility.

Multiple parameters can be derived from the measurements and visualized in a spiderweb diagram (Fig. 3). To compare several measurements, the respective curves can be overlaid.

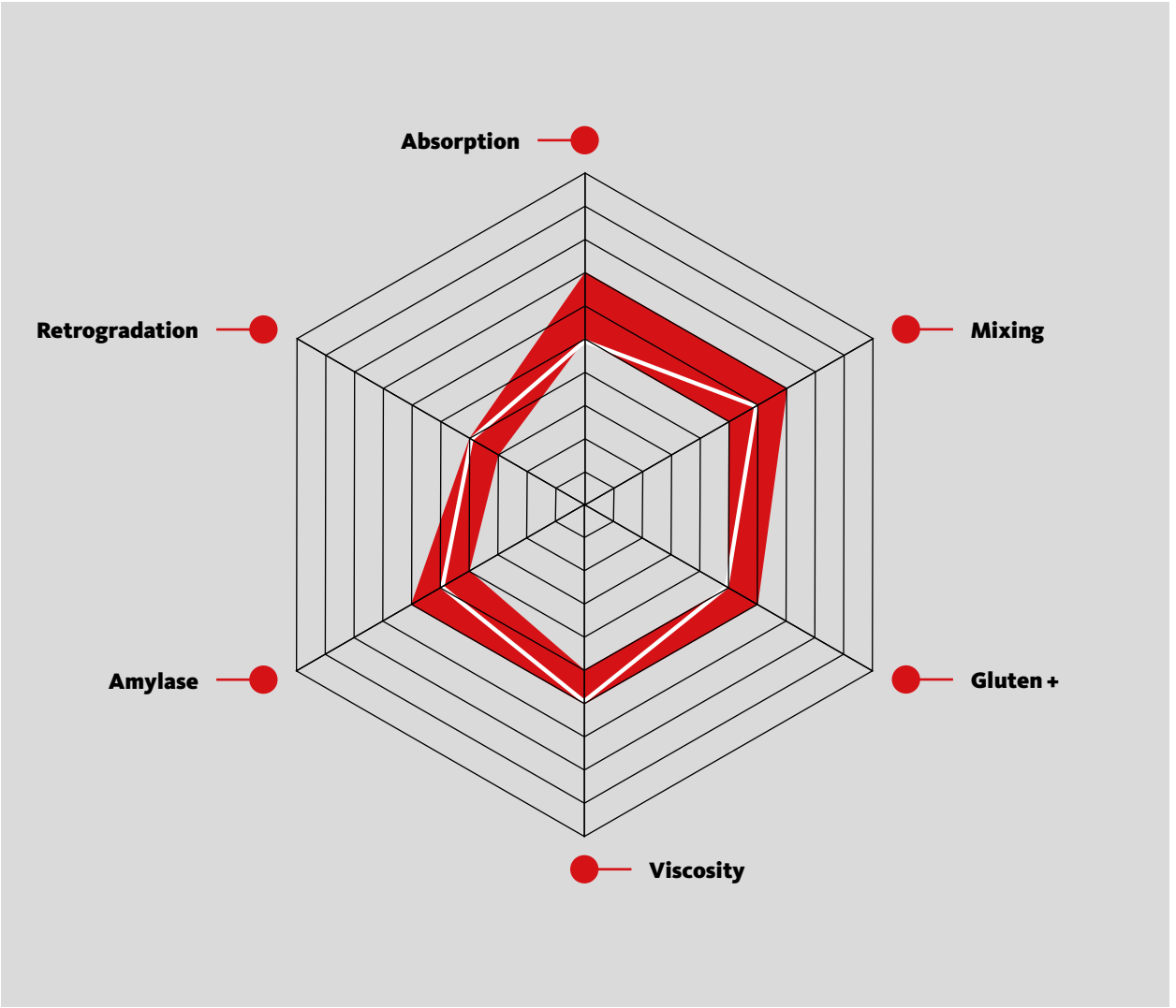

Figure 3: Spiderweb with target profile (red) – Source: KPM Analytics

Farinograph and Alveograph measurements can also be simulated. Mixolab measurements require less sample material, thereby saving resources and reducing post-processing efforts, such as cleaning a large measuring chamber. Additionally, individual measurement protocols can be created.

In summary, the Mixolab is a versatile instrument suitable for general raw material control, analysis of complex matrices, and research and development. It also helps ensure consistently high quality of the final products.

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The hallowed halls of backaldrin

PART II

The heart of the Austrian baking craft beats at backaldrin's headquarters in Asten. Ten modern, fully equipped bakeries form the creative centre where, for 61 years, new recipes and products have been continuously developed. Alongside Austria's crispiest ambassador, the Original Kornspitz, the range now comprises over 800 specialties. From Asten, these baking innovations travel across the globe, shaping international bread culture.

In the previous issue of backtuell, we presented five of the company's bakeries. In the second part of this series, we introduce the other areas where product quality is tested, apprentices learn the craft, export master bakers gain international experience, and sweet creations are brought to life.

QUALITY CONTROL BAKERY

Under the leadership of Markus Kastner, the Quality Control Bakery tests products for customers on a daily basis. For this purpose, his team collects samples from production and prepares detailed baking reports. The products are then further processed and finally evaluated. In their testing procedures, they rely not only on their senses but also on specially developed methods unique to backaldrin.

TRAINING AND APPRENTICE BAKERY

Another important bakery is the Training and Apprentice Bakery. backaldrin places a strong focus on the education of apprentices. Every year, apprentices successfully complete their training and are subsequently employed within the company. In this way, baking expertise is effectively passed on, and skilled professionals for the future are developed in-house. A current example is Leonie Nöster: she recently completed her dual apprenticeship in bakery and confectionery with distinction in both areas and was officially and personally honoured by the Governor of Upper Austria. Following her apprenticeship, she has now taken up a permanent position in application technology.

EXPORT BAKERY AND CONFECTIONERY

As an internationally active company, backaldrin provides its customers with the expertise of its export master bakers on site. Hermann Lang's team travels around the world, visiting clients in their bakeries, advising them on challenges, and demonstrating solutions. At backaldrin's own Export Bakery and Confectionery, they continue to train and can precisely replicate potential problems on all common machines used worldwide.

CONFECTIONERY

backaldrin's confectionery is a paradise for those with a sweet tooth: new creations are developed and tested here every day. In addition to classics such as choux pastry, which is now also popular in savoury variations, innovative ideas like Mochi donut balls are continually created.


MagicBaker

FRYING FACILITY

In the modern frying facility, quark balls and doughnuts are also tested in a variety of recipes. The confectionery thus combines traditional craftsmanship with creative product development, constantly providing new impulses for the world of sweet baking.

Greta Steinhauser triumphs

AT THE AUSTRIANSKILLS 2025

The Austrian National Skills Championships proved to be a truly special experience for Greta Steinhauser, offering impressive proof of just how much a solid education and genuine passion for one's profession can achieve.

During her apprenticeship at backaldrin, the export baker qualified for the competition by securing second place at the Junior Skills. However, her preparation for the AustrianSkills was anything but conventional. While many of her competitors trained for months, she had just a three-week intensive programme. "I only found out late that my acceptance had apparently not been properly recorded. Fortunately, after a conversation with Erwin Heftberger, a member of the jury, I was able to set everything straight in time and, although late, finally start preparing," Greta recalls with a smile.

A journey to China as inspiration

The tasks at the AustrianSkills were varied: from classic wheat rolls to creative freestyle baguettes and a showpiece that carried a personal memory for her. “I wanted to create something memorable. The inspiration came from my trip to China and, with a bit of courage and creativity, my showpiece took shape.” For the theme “Shanghai Legends”, she designed the Oriental Pearl Tower, entwined with a dragon. While the showpiece was all about appearance, the other tasks were judged primarily on taste: “You can’t let yourself get discouraged if something doesn’t go perfectly. On the first day, I thought my brioche hadn’t worked out, but in the end, it was exactly the flavour that made the difference.”

Training as a foundation

For Greta, one thing is clear: her training at backaldrin has prepared her perfectly for challenges like this. “We don’t just learn the basics of the craft, but also how important teamwork, initiative and confidence in your own abilities are,” she emphasises. Her advice for all up-and-coming talents: “If you believe in yourself and are truly motivated, you can achieve something impressive even with little time.”

With her victory at the AustrianSkills, the door to the European Championship is now open for Greta. She is looking forward to the intensive preparation with experienced colleagues: “I’m excited about the training sessions with Erwin Heftberger and Simon Seiler. At backaldrin, I’ve learnt that you always get further together, and that’s something I’ll take with me on my journey.”

Tradition and innovation

HOW BACKALDRIN IS SHAPING BAKING CULTURE

As the aroma of freshly baked bread fills the bakeries in the early morning hours, a new day begins, brimming with passion and artisanship. Across the globe, breadmaking is much more than just a profession: it is a living cultural heritage, passed down from generation to generation. Two individuals who embody this passion for bread and pastries, while actively shaping the future of the industry with innovative solutions, are Wolfgang Daume, Head of Sales Austria, and Martin Plaschg, Key Account Manager Austria at backaldrin.

Preserving traditions

Wolfgang Daume stands for the traditional values of the baking trade. For several years, he has been the face of backaldrin in Austria, representing the company to customers and understanding the wishes and needs of local bakers in detail. For him, it is clear: "Our industry thrives on tradition, and bakers know exactly what their customers love: fresh bread and pastries, baked with heart and the highest quality."

For Daume, the **Original Kornspitz** is the epitome of this consistency. For over 40 years, it has stood for quality, regionality and reliability. Its recipe is virtually a cultural asset, and its flavour unmistakable.

*The **Original Kornspitz** is Austria's crispiest ambassador. It connects generations and represents what our bakeries are all about: craftsmanship, passion and trust in what has proven itself for over four decades.*

Wolfgang Daume
Head of Sales Austria

Driving diversity

Yet the world of baking never stands still. New nutritional trends, changing consumer habits and the demands of a younger, more health-conscious audience present the industry with new challenges, while also offering great opportunities. This is where Martin Plaschg comes in. As Key Account Manager Austria, he is in tune with the times and brings fresh ideas into the bakeries.

For him, **Pane Scuro** is a strong symbol of innovation. This dark, aromatic bread, originating in Switzerland, combines traditional artisanship with modern nutritional trends.

Its dark crumb, robust flavour and exceptional freshness make **Pane Scuro** a premium product. By incorporating seasonal ingredients, it offers high trend potential and becomes a true eye-catcher on the bread shelf.

*With **Pane Scuro,** we are bringing innovation into the bakeries. It's a bread that merges tradition with contemporary dietary preferences.*

Martin Plaschg
Key Account Manager Austria

United for the future of the bakery

What unites Wolfgang Daume and Martin Plaschg is their conviction that tradition and innovation are not opposites; instead, they complement each other perfectly. In their daily work, they build a bridge between proven artisanship and forward-thinking ideas. "Tradition is our foundation, innovation is our path," they both agree.

The introduction of **Pane Scuro** is a prime example of how new products can bring variety, excitement and potential to bakeries, without losing sight of the craft's roots. Their shared goal: to write new success stories for today's and tomorrow's bakeries, with a passion for the craft and the courage to innovate.

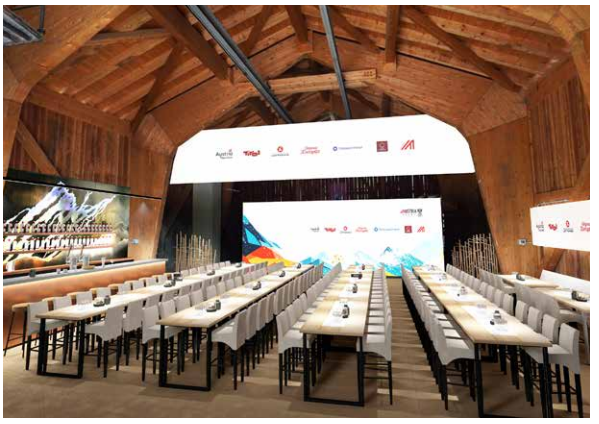
Olympic Winter Games 2026

A PIECE OF HOME IN CORTINA

When the Olympic Winter Games take place in Milan and Cortina d'Ampezzo in February 2026, the Austria House will once again become a meeting place for guests from all over the world, and backaldrin will provide a very special piece of home. In the traditional Jägerhaus, right in the heart of the Dolomites and just a few minutes from the main Olympic venues, the Austria House will open its doors. Here, sport, culture, and cuisine blend into a unique experience.

A place for connection and hospitality

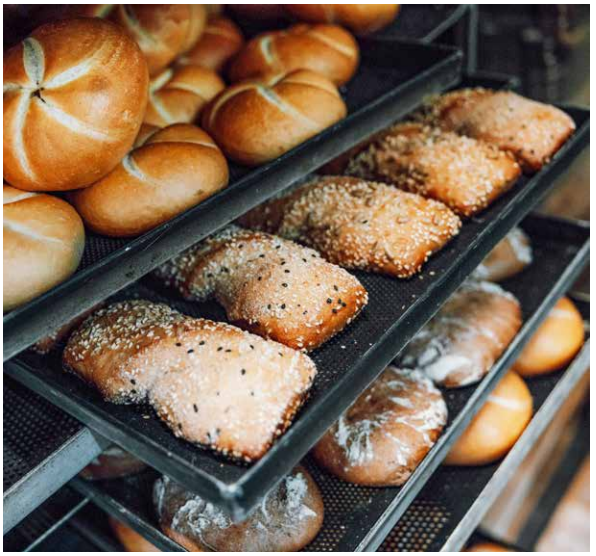
The Austria House has been a fixture at the Olympic Games for years and stands for red-white-red hospitality, exchange, and top performance. After a successful summer in Paris, it will celebrate its winter comeback in Cortina. Guests can look forward to a spacious public area for around 300 people, a gala hall for medal celebrations, business talks, and workshops, as well as numerous activities both indoors and outdoors. Public viewing, live broadcasts from the Olympic clusters, an ÖOC studio for interviews, and a media centre make the Austria House the vibrant centre of the Austrian Olympic family.



The scent of home

For many people, the smell of fresh bread and pastries is inseparably linked to home. This is exactly the feeling backaldrin brings to Cortina. The Olympic bakery, which already caused a sensation in Paris, will once again be producing fresh bread, **Original Kornspitz,** and pastries on site in Cortina

Paris was the warm-up for Cortina, where large-scale plans are once again underway: Already in 2018 in Pyeongchang, around 150,000 pieces of pastries, 2.5 tons of bread, and 2,000 kilograms of cake were produced for athletes and guests.



*With the scent of fresh bread, apple strudel, and **Original Kornspitz,** we bring a piece of home right into the heart of the Olympic action. The Olympic bakery is not only a culinary highlight, but also part of our identity and a symbol of genuine hospitality and the lived connection between nutrition, culture, and sport.*

Wolfgang Mayer
Managing Director

Hopeful Conny Hütter

One of the great medal hopes at these Olympic Winter Games is undoubtedly Conny Hütter. The Speed Queen has been a member of the Kornspitz Sport Team since this season, with the Original Kornspitz proudly featured on her headgear. Over the course of her impressive career, she has already achieved numerous successes. Among them: in the 2023/24 season, she claimed victory in the Downhill World Cup and finished third in the Super-G World Cup. At the 2023 World Championships in Courchevel she also secured a bronze medal. In total, she has won nine World Cup races. An Olympic medal would be another major milestone for her – and for the Original Kornspitz.

With the Olympic bakery, backaldrin brings not only Austrian baking craftsmanship but also a feeling of home to Italy. In this way, Austria House 2026 will once again become a symbol of togetherness and enjoyment – and hopefully also a place to celebrate a medal won by Conny Hütter.

Late starters on the rise

During the summer, there was a sense of optimism at LASK, as a new coach was expected to steer the club back towards the top of the league table. An old acquaintance ultimately ensured that the turnaround came in the autumn.

On 1 July 2025, the Portuguese Joao Sacramento took over as head coach of the Black-and-Whites. He brought experience at the highest level of international football, having worked alongside coaching greats such as Jose Mourinho and Christophe Galtier. Yet despite all the promising expectations, results failed to materialise, and due to a disagreement, his tenure ended in late September.

Back on the winning track with Kühbauer

After two games under interim coach Maximilian Ritscher, former LASK coach Didi Kühbauer made a much-anticipated return. The 54-year-old had previously managed the athletes from May 2022 to June 2023 before their paths unexpectedly parted. Now, returning as the freshly crowned UNIQA ÖFB Cup winner, he brought success back to the Stahlstadt. In the next five league matches, Linz emerged victorious each time, re-establishing themselves among the league leaders. They also overcame SV Stripfing in the ÖFB Cup.

Under Didi Kühbauer, LASK are once again able to build on the successful period that supporters had dreamed of at the start of the season. Yet nothing is secured, and the league is approaching the winter break. It remains to be seen whether LASK can remain in contention for the Austrian title until the very end.

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Experiencing sustainability

SPOTLIGHT ON COOPERATION WITH THE FH WELS

As part of a partnership with the "Sustainable Solutions" degree programme at FH Wels, a life cycle assessment was conducted for four backaldrin scenarios: fat-based baking agent, baking mix, sourdough, and baking process.

The students worked with dummy recipes and older supplier data to ensure that no sensitive information was disclosed. The results were presented to a jury at backaldrin's headquarters, and contributed to their final grades. While the findings are similar to previous master's theses, they are only partially suitable for further development due to numerous underlying assumptions. In total, the students had three weeks to complete the project.

The day in Asten concluded with a mini baking workshop, which provided practical insights into the baker's craft, lightened the atmosphere, and offered a fitting finale to the project.

Eight years of PANEUM

A REVIEW OF 2025

The continuous expansion of the backaldrin collection continues to bring special highlights. At the beginning of the year, three Egyptian objects were added to the PANEUM at once: a canopic jar of the overseer of the granaries, a grain mummy, and a miniature grain mummy. Shortly afterwards, a sparkling one-of-a-kind piece followed: Swarovski gifted the PANEUM a plastic Kornspitz encrusted with Swarovski crystals.

There is also something new to discover in the foyer of the backaldrin headquarters. The artist René Marcel Riviére from Aistersheim, known for his oil panel paintings reminiscent of Arcimboldo, created two further works for the collection: Sir Breadhead and Madame Baguette.

Another highlight was the visit of Karl Hohenlohe and the TV team from the programme Aus dem Rahmen on 13 February. In interviews with owner Peter Augendopler and the PANEUM team, they explored the fascinating history of bread. The episode aired the following month.

Back Journal editor-in-chief Dirk Waclawek also spoke with Mr Augendopler. In the eight-part video series From the History of the Baking Trade, they discuss the development of the profession and bring history to life through selected exhibits at the PANEUM.

ORF LANGE NACHT DER MUSEEN

In October, the PANEUM celebrated not only its 8th anniversary but also took part in the Long Night of Museums. Over 200 visitors took the opportunity to explore the exhibition until midnight, either individually with the audio guide or as part of various tours, including special tours on topics such as “Christianity as a Bread Religion” and “Provision, Past, Foresight.” At the end, host Peter Augendopler personally guided visitors through the museum, and each guest received a sweet treat.

For the youngest visitors, the autumn programme Bread Adventure for Little Explorers on 29 and 31 October offered exciting hands-on stations. The children learned about baked goods from five countries in a playful way and were rewarded at the end with a chocolate cookie.

20th/21st Century

Object of the hour

Model cars

Whether highly detailed replicas of historic cars, remote-controlled racing cars, or miniature trains, model vehicles captivate people of all ages. Once considered children's toys, they began to evolve into popular collector's items for adults from the 1970s onward. Today, there is a wide range of models, often developed in close collaboration with the original manufacturers.

The miniature vehicles are available in various scales, with 1:43 offering the largest selection. This scale is known internationally among collectors and is produced and collected almost everywhere in the world. In German-speaking countries, however, the 1:87 scale has become particularly widespread. Models of this size and smaller are mainly made of plastic, while larger models can be made of metal. The vehicles display a wide variety of decorations. At the PANEUM – Wunderkammer of Bread, visitors can admire miniature cars and trucks printed with the logos of bakeries and baked goods manufacturers from around the world.

New logistics centre

BACKALDRIN INVESTS IN THE FUTURE

backaldrin's success story is defined by continuous growth and a spirit of innovation. To ensure this trajectory continues, the family-owned business is investing in a state-of-the-art logistics centre at its Asten site. Covering more than 9,000 square metres, a new hub for the entire flow of goods is taking shape.

The new centre will in future handle all incoming and outgoing goods at the company headquarters. The 16-metre-high hall is the perfect complement to the existing high-bay warehouse. Twelve docking ramps will ensure efficient loading and unloading of lorries. Directly adjacent, a two-storey office building will be connected to the existing logistics hall and high-bay warehouse via a so-called 'spine' walkway. Separate routes for pedestrians and forklift drivers will ensure greater safety in day-to-day operations.

Sustainability is also a key focus: Around 4,400 square metres of photovoltaic modules are being installed on the roof of the logistics centre, with the energy generated used directly on site. A large-scale storage unit with a capacity of 1.5 MWh ensures that surplus energy is available at night or during peak demand. New compressors and an air-source heat pump support efficient heat utilisation in the new building. Completion is scheduled for the end of 2026. These measures will ensure that a significant proportion of energy needs can be met from renewable sources, and that the energy supply remains stable even during periods of low sunlight. In this way, the logistics centre makes an important contribution to reducing CO_2 emissions and conserving resources.

Modern logistics are the backbone of any company. This is an investment in a successful future, strengthening both our business and the economic region of Upper Austria.

Harald Deller
General Director

The politicians present at the ground breaking ceremony also welcomed this innovative project. Governor Thomas Stelzer sees it as a clear commitment to Upper Austria as a business location and to securing jobs. Federal Minister Wolfgang Hattmannsdorfer emphasised the importance of such investments, particularly in economically challenging times. State Minister for Economic Affairs Markus Achleitner highlighted the sustainable measures and the pioneering role in the energy transition, while State Minister for Infrastructure Günther Steinkellner underlined the significance of modern infrastructure for the region's competitiveness.

This new logistics centre is a milestone in the company's history, and has been in planning for years. Through this investment, we are modernising our processes, offering attractive logistics solutions, and creating new jobs.

Martin Mayr
Managing Director

With the new logistics centre, backaldrin is making a strong statement for innovation, sustainability and commitment to its location, while laying the foundation for further growth in the coming years.

GlüxNuss

A must-have on every Christmas wish list: GlüxNuss. This bread innovation from backaldrin, made with **Pane Scuro Mix,** impresses with its high oat flour content, subtly nutty flavour, and crisp crust.

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