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PRESS INFORMATION



backaldrin Croatia d.o.o. presents Ivica Crepinko as the new managing director

Effective January 2025, the 45-year-old steps into the role of managing director of the Croatian subsidiary of the Upper Austrian baking ingredients manufacturer.

Ivica Crepinko is born and raised in Croatia. He brings in more than 25 years of business experience, working in different industries, like logistics, FMCG, wholesale and food production. Crepinko joins backaldrin Croatia d.o.o. from Barry Callebaut, the world's leading manufacturer of high-quality chocolate and cocoa products. In his previous role he operated as sales director, was responsible for thirteen markets and worked closely with the legal department, finance, HR and marketing. Now he brings his years of experience to the world of backaldrin. Full of enthusiasm, Ivica Crepinko has already planned his first steps: "backaldrin has a large range, great popularity and reliable partners and customers. We don't want to rest on our past, because there are always points in which we can improve. I will initially take care of the further development of our team and the company in order to further promote the growth of backaldrin d.o.o."

Harald Deller, General Director of backaldrin International The Kornspitz Company, is extremely pleased with the new head of the subsidiary: "Croatia has been an important market for backaldrin for years, and we have been able to position ourselves well. Now we would like to take the next step forward. With Ivica Crepinko we have succeeded in strengthening ourselves with a proven expert who will help us realize our ambitious goals."

Picture/Caption:

Ivica Crepinko © backaldrin, publication free of charge
Ivica Crepinko is the new managing director of backaldrin Croatia d.o.o.

backaldrin International The Kornspitz Company, founded in 1964, develops innovative bread ideas and high-quality individual baking ingredients for the global baking industry. The product range includes more than 800 quality raw materials for bread, rolls and pastries. Through innovation and an exceptional passion for bread, backaldrin supports its customers, from artisanal to industrial bakeries, with service-oriented solutions. The international family business has 8 production sites worldwide. The head office is in Asten (Austria), where one can also find the **PANEUM – Wunderkammer of Bread**, a customer information centre, event forum and exhibition about bread. Arts and cultural objects from 9,000 years show the importance of this valuable food in the past, the present and the future. In this way, backaldrin also communicates to consumers what bakery really means – quality, ideas, diversity and progress. For more information visit www.backaldrin.com.

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