

PRESS RELEASE

Fourth Baker Days with a varied programme

backaldrin presents new ideas, street food, sport and much more

Asten, 15 April 2019 – backaldrin invites customers and guests from the global bakery industry to the fourth Austrian Baker Days. The event takes place on 18 and 19 May 2019 at the international family business headquarters in Asten. A varied programme covers product innovations, street food snacks, action with Kornspitz Sport Team athletes and guided tours through the PANEUM – Wunderkammer of Bread.

On 18 and 19 May 2019, backaldrin will welcome the international bakery industry to its headquarters in Asten for the fourth time. At the Austrian Baker Days, customers and guests from all over the world will once again be greeted by a wide range of programme items: bread and snack ideas in six bakeries and, for the first time, also in a street food tent, fascinating talks, bread analysis, the second edition of the Austrian Kaiser Roll Championship, as well as action with the athletes of the Kornspitz Sport Team and guided tours of the operation and the PANEUM – Wunderkammer of Bread. With the Baker Days, backaldrin serves the increasing demand for high-quality information, professional exchange and fresh ideas. In 2016, more than 3,500 bakers from Austria, Germany and 25 other countries drew inspiration from the event.

Good to Go

In 2019, the Baker Days extend across the entire backaldrin premises. Passing through the bakeries in the House of Bread and the information and technology centre, visitors arrive at the street food tent. There, the company presents a variety of snack ideas based on its own products in five areas: lye, barbecues, wood-fired ovens, ancient grain and confectionery. “With the street food theme, we want to show the versatility of our products and what is possible when using them as a base,” explains backaldrin CEO Harald Deller. Because of growing out-of-home consumption, snacks between meals and food on-the-go have become an integral part of daily bakery life. After all, bakeries offered good bread and pastries for everyday enjoyment long before street

food festivals became as popular as they are today. Core bakery products combined with street food-inspired snack ideas are a perfect match. Among other things, visitors can expect pretzel bites on skewers, barbecue ideas with aronia and turmeric, savoury and sweet ancient grain creations like bread rolls, waffles and cakes, as well as fresh wood-fired bread with various spreads. All these treats are, of course, available for tasting.

Sports and craft contests

For those who would like to be active between enjoying the culinary delights, the sports tent is the place to be. There is a goal wall to practise kicking, a table tennis table, a biathlon shooting range and an ergometer racer. On both days, stars from backaldrin's Kornspitz Sport Team will make guest appearances, giving visitors the chance to compete in various sports disciplines: Among them are biathlon stars Simon Eder and Julian Eberhard, table tennis ace Liu Jia, players from the Upper Austrian football club LASK, members of the Felbermayr cycling team and, of course, Kornspitz Sports Director and former professional biathlete Christoph Sumann. On 18 May, there will also be an autograph session with all the athletes before the evening programme is opened by host Peter Augendopler in the marquee, and the first day of the event comes to a festive close with live music. The second day starts with a morning pint and then continues with the competition for the title of Austrian Kaiser Roll Champion. The fourth Austrian Baker Days ends with the awards ceremony in the marquee. The detailed programme is available to all visitors upon registration at reception, where they can also register for guided tours and bread analysis.

The programme, online registration for the Baker Days and the Austrian Kaiser Roll Championship (registration until 13 May 2019) and further information can be found at www.backaldrin.com.

**4th Austrian Baker Days, 18 and 19 May 2019
backaldrin International, Kornspitzstraße 1, 4481 Asten**

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backaldrin_Baker Days:

Visitors to the fourth Austrian Baker Days on 18 and 19 May 2019 can expect to find know-how, product ideas and a diverse programme at the backaldrin headquarters in Asten.

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 comprises more than 700 quality raw food materials for bread, rolls and fine bakery. 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 20 subsidiaries worldwide, 7 of which are also production sites; the head office is in Asten (Austria). This is also where one finds the **PANEUM® – Wunderkammer of Bread**: a customer information centre, event forum and exhibition about bread. Arts and culture objects from 9,000 years show the importance of the valuable food in the past, present and future. Thus backaldrin also demonstrates to consumers what bakery means – quality, ideas, diversity and progress. For further information, please visit www.backaldrin.com.

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