

PRESSEINFORMATION

New digital services at backaldrin

Product presentations, training and other customer services now available online

Asten, 20 November 2020 – Austrian baking ingredients manufacturer backaldrin is expanding its digital services. From now on, product presentations, training and other customer services are also possible via video conference. The master bakers and confectioners of the international family business are available in the virtual bakery for worldwide enquiries.

At the beginning of the Corona crisis in March 2020, backaldrin introduced the motto “Gemeinsam backen wir das” (Together, we can bake it). It is a phrase that has supported companies and customers over the past few months. In accordance with this motto, solidarity is lived and services are constantly being expanded. “In order for us to support our customers even better in the dynamic world of baking, we are constantly expanding our digital services. From now on, our master bakers and confectioners will be at your side with advice and assistance in the virtual backaldrin bakery via video conference,” explains backaldrin Managing Director Harald Deller.

Digital bakery

No matter whether it concerns questions about production processes or the introduction of new products, thanks to the latest digital possibilities, backaldrin’s master bakers and confectioners are now available worldwide. There is no long journey required and customers can connect with backaldrin directly from their own bakeries. Training and seminars from the “backademie” are now also possible online. From the newest trends and developments to the latest baking technologies and processing methods, backaldrin now also offers its extensive training programme digitally. It’s a great opportunity to talk to experts and professional colleagues and refresh your knowledge. The specialist consultants at backaldrin are available for further information.

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Digital bakery:

The master bakers and confectioners at backaldrin are already available in the digital bakery to answer any questions you may have via video conference.

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 will 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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