

PRESS RELEASE

Company profile

backaldrin has been delivering ideas and raw materials to the global baking industry since 1964

backaldrin International The Kornspitz Company develops bread ideas and top quality baking ingredients. With around 1000 employees, the company serves the bakery and confectionery industry in more than 100 countries. The product range includes more than 800 products that are processed into bread, bread rolls and fine bakery wares all over the world.

The backaldrin head office has been located in the Upper Austrian town of Asten since 1968. After founding the company in Vienna in 1964, the premises quickly became too small. Today backaldrin employs around 300 people at the Asten site, making it a major employer in the region. Over the course of its more than 50-year history, the company has continued to expand. The export share of what is today an international family business is more than 80 %. In addition to the production site in Austria, there are now seven others: Amman (Jordan), Winterthur (Switzerland), Toluca (Mexico), Cape Town (South Africa), Kiev (Ukraine), near Moscow (Russia) and the latest, since 2018, in Guangzhou (China). backaldrin also has subsidiary companies in 16 countries and distribution partners in many markets on all the continents.

Bread ideas for the world

Bread plays a role in all cultures, all over the world – one reason for the growing expansion. “Markets in which we feel that bread is valued and where we can still achieve something and contribute to the bread culture are always of interest to us,” explains backaldrin Managing Director Harald Deller. The internationally operational company takes into account international differences in bread and pastries and adapts its product range regionally. Product development takes cultural and country-specific preferences into consideration.

A passion for bread

The employees deal with bread and pastries every day. Today, the bakery products of tomorrow are developed and tweaked at the place where the Kornspitz® was invented in 1984. “We see ourselves not only as a manufacturer of high-quality baking ingredients, but also as developers of new types of bread and pastries for our customers,” says backaldrin owner and Kornspitz® inventor Peter Augendopler. Among other things, this is based on social changes and nutrition trends that the bakery trade must also satisfy. In addition to variety, enjoyment and quality, there is also a focus on dough processing and modern production methods. With the invested know-how of the master bakers and confectioners at backaldrin, new products are constantly being created.

Wide product range

The Kornspitz®, the flagship brand of the house, is today enjoyed by bread roll lovers in more than 70 countries around the world. DinkeliX®- Spelt Wholegrain Bread, PurPur®- Purple Wheat Wholegrain Bread, yeast-free Vegipan® or the wholegrain bread Actipan®, which is specifically tailored to the needs of athletes and active people, are just a few other successful products from the international manufacturer of baking ingredients. The assortment comprises more than 800 products: wheat and bread improvers, sourdoughs, special baking ingredients for bread, rolls and fine bakery, bread spices, flavours and fillings. These are made from regional raw materials and with the utmost care. Many are also available in organic quality. Customers are commercial and industrial bakers and confectioners worldwide.

High-tech meets craft in the “House of Bread”

In 2003, with the “House of Bread” at the Asten site, backaldrin set up a meeting place for the global baking industry. Other locations followed in Moscow, Warsaw, Prague, Budapest and Amman. The “Houses of Bread” are research, training and communication centres, as well as places to maintain relationships and exchange ideas in the industry. As the maintenance of partnerships and professional exchange continue to gain in importance, on the occasion of the company’s 50th anniversary in 2015, backaldrin laid the cornerstone for the PANEUM – Wunderkammer of Bread in Asten. This customer information centre and event forum has been available as a new meeting place since October 2017, opening eyes and ears to bread in the accompanying exhibition.

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.

For additional information, please contact:

Wolfgang Mayer, Company Spokesman
backaldrin The Kornspitz Company
Tel. +43 7224 8821 351, Mobile +43 664 811 01 83
wolfgang.mayer@backaldrin.com
www.backaldrin.com