

PRESS RELEASE

## **The Kornspitz® conquers the world**

**Since its birth in 1984, the Kornspitz® has continued to conquer bread baskets, breakfast tables and the hearts of people around the world. Today, the fibre-rich bread roll is enjoyed in more than 70 countries across the globe. A Kornspitz® is characterised by its high-quality ingredients, high fibre content and savoury taste.**

“Crispy, spicy, rich in fibre” is how backaldrin’s flagship brand and export hit has presented itself for more than 30 years. The Kornspitz® was developed by the international family business in 1984. “The original recipe remains unchanged and the Kornspitz® tastes the same as it always has. As with all our products, the most important secret recipe is guaranteed consistent quality,” explains backaldrin owner and Kornspitz inventor Peter Augendopler. After its world premiere at the Austrian Bakers Exhibition in 1984, the rise of the crispy-spicy Kornspitz® was unstoppable. Today, consumers in more than 70 countries choose Kornspitz®. The classic bread roll has also been available in organic quality since 1995.

The Kornspitz® contains a balanced mixture of high-quality raw materials from predominantly regional cultivation: rye and wheat flours, shredded rye, wheat and soya, shredded wheat malt, flaxseed and salt. Because of its high proportion of crushed cereal grains, a Kornspitz® offers all the goodness of the grain. The Kornspitz® boasts a fibre content of six percent, which is higher than many breakfast cereals. Dietary fibre is an indigestible food component that helps to regulate digestion and keeps the bowel free of unwanted deposits. In addition to the important fibre, the Kornspitz® also rich in B vitamins, minerals (such as calcium and phosphorus) and trace elements (e.g. iron, copper, manganese and zinc).

### **Kornspitz® is GI-friendly**

When it comes to the glycaemic index, the Kornspitz® lies well below the threshold of 55. A study at the Institute of Nutrition Sciences at the University of Vienna resulted in

a top index value of 43, which means that figure-conscious people following a low-GI diet can continue to enjoy their Kornspitz®.

### **A gold-winning duo**

Through a commitment to professional and amateur sports, backaldrin has also proven that bread and sport are indeed a gold-winning duo and, with the Kornspitz® in particular, the company has made a name for itself in sports sponsorship. With the Kornspitz Sport Team, backaldrin has supported athletes for many years. The motto: Just like at work, school or during free time, top performance in sports is only possible with the right nutrition.

**For more information about the Kornspitz®, as well as nutrition tips, recipe ideas and much more, please visit [www.kornspitz.com](http://www.kornspitz.com).**

**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](http://www.backaldrin.com).

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