

PRESS RELEASE

Profile

backaldrin The Kornspitz Company

backaldrin International The Kornspitz Company develops bread ideas and high-quality baking ingredients. The company serves the bakery and confectionery industry in more than 100 countries. The backaldrin head office is located in Asten near Linz. In addition to the production site in Austria, there are seven more: in Amman (Jordan), in Winterthur (Switzerland), in Toluca (Mexico), in Cape Town (South Africa), in Kiev (Ukraine), near Moscow (Russia) and in Guangzhou (China). backaldrin also has subsidiary companies in 16 countries and distribution partners in many other markets on all the continents.

For commercial and industrial bakeries, backaldrin offers more than 800 products that are made into bread, rolls and pastries all over the world. The product range includes high-quality wheat and bread baking agents, sourdoughs, special premixes for bread, rolls and confectionery, bread spices, as well as fillings and flavours, many also available in organic quality. backaldrin offers its customers a comprehensive service that ranges from product development to consulting and training.

With its involvement in professional and amateur sports, backaldrin proves that bread and sport are a golden duo. backaldrin has made a name for itself in sport sponsorship, particularly with the Kornspitz – the flagship of the house. The company has been supporting athletes of the international “Kornspitz Sport Team” for many years. The motto: just like at work, at school or during leisure activities, top performance in sport is only possible with the right nutrition. In addition, there are partnerships with many national and international sports associations and teams.

With the PANEUM – Wunderkammer of Bread, backaldrin has also created a customer information centre and event forum, as well as an exhibition about bread. The Wunderkammer of Bread, with arts and cultural objects from 9,000 years, takes visitors on a journey into the history of bread. The company aims to demonstrate the importance of bread throughout the

history of mankind. In this way, backaldrin can also convey to consumers the values that underpin bakery and the company's product range – quality, ideas, diversity and progress.

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