

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, six other production sites can be found in Amman in Jordan, in Winterthur in Switzerland, in Toluca in Mexico, in Cape Town in South Africa, in Kiev in the Ukraine and in Russia near Moscow. backaldrin also has subsidiaries in 18 countries and distribution partners in many other markets around the world.

For commercial and industrial bakeries, backaldrin offers more than 700 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 junior 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.

backaldrin The Kornspitz Company, founded in 1964, develops innovative bread ideas and high quality, individual baking ingredients for the global baking industry. Through innovation and an exceptional passion for bread, backaldrin supports its customers, from artisanal to industrial bakeries, with service-oriented solutions. The international company operates successfully in more than 100 countries and has seven production sites – at the company headquarters in Asten (Austria), in Jordan, Mexico, Russia, South Africa, Switzerland and the Ukraine. The product range comprises around 700 different products for the production of

bread, rolls, fine bakery and confectionery. backaldrin is widely recognised as the inventor of the Kornspitz®.

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