

HOT SHOTS & COOL NOTES

KEMPER
HORSTMANN GROUP

In this issue

Letter from the President	1
Centerfold	2-3
Michael!	4
Fixed Bowl Mixer Sale	5
A Bun in the Oven	5
Camp Bread	5

Stay Tuned for Next Week's
HOT SHOTS & COOL NOTES:
Testing the Crustica Line
on U.S. Formulas

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The Right Mix!

 ur year 2005 was very successful in the large wholesale and retail sectors, but I'm particularly excited about the growth in the artisan market. Since I started Kemper Bakery Systems 15 years ago, I've been passionate about the artisan bread market and positioned our company to be at the forefront of this trend. At Kemper and Werner & Pfleiderer we have the right equipment solutions that this market demands and now the best team to bring this technology and know-how to our customers.

That is why I asked **Michael Eggebrecht** to come aboard since we need not only to offer correct equipment solutions but to marry the right formulas and know-how to help our customers from the drawing board to implementation.

Our equipment is designed to handle the highly fermented doughs and to address the dual nature of maintaining quality and output. We offer the right mix for both retail and large wholesale sectors to capitalize on the artisan hearth bread market.

Look for exciting changes at Kemper and great insight from Michael (see page 4). Watch for more hands-on articles in the next two weeks of this ongoing Spring newsletter.

Patricia Kennedy,
President
Kemper Bakery Systems



Michael Eggebrecht, *right*, teams up with WP Haton's master baker, Robert Reesink, to test American formulas on German equipment.

Michael Eggebrecht, a master baker, joins Kemper Bakery Systems, Ltd. as a bakery consultant. From testing product in Germany to on-site consulting, this ninth generation baker brings a wealth of experience and baking knowledge to Kemper's customers.

Read about **Michael** on [page 4](#).





ME philosophy

If you are a baker or bakery owner, Michael Eggebrecht is a man worth knowing. Read what Michael has to say and get to know him.

I have been consulting for the last three years and continually see bakeries struggle to have consistent, high quality products. Many bakeries are unable to achieve their goals with only manpower. There are several great artisan bakeries in the US that have managed to grow into strong healthy companies by only using manpower. However, this is not always the case with every artisan bakery. Many bakeries struggle with maintaining a steady work force and the training that goes into each and every baking assistant.

I want to see bakeries succeed.

My approach to using equipment in an artisan bakery is simple. Keep the quality high. Most of the time, by using equipment in conjunction with your skilled labor, you can achieve higher quality than an all-manpower production team. Our equipment can handle the fragile dough of an artisan bakery better than human hands at certain stages of the production process, especially when you factor in the swings in production and the repetitiveness of many jobs in the bakery.

I want to see bakeries succeed. This

is my main focus in consulting and what drives me to help others. I grew up in the bakery and watched my parents struggle at times with our family business. My entire family history comes from bakeries; I am actually a ninth generation baker.



My training trip to the Kemper and Werner & Pfliederer (WP) factories in Germany last October was very educational. I spent a lot of time in the factories and gained a great appreciation on how the equipment is built and the cost that goes into making sure every piece is perfect. I always thought that mixers were made more on an assembly line, but actually at Kemper they are built by certified engineers and assembled piece by piece to ensure quality.

Secondly I was able to tour many bakeries from the super large commis-

saries to the smaller bakeries that only supplied three or four of their own retail stores. All of the bakeries had one thing in common—well actually two—they all used mainly Kemper and WP equipment and they were *always* automated. No matter what the size, these bakeries would search out ways to make them better and more profitable. Bakers in Germany are no easier to find than they are here in the U.S. And in addition to the shortage of skilled labor, their culture does not allow them to sell bread for the inflated prices that we can get in some of our special markets here in the U.S.

So their quality as a national standard is higher than ours here in the U.S. but the average price per loaf must be kept extremely competitive.

By combining the need for high quality bread and the craftsmanship that the Germans are known for, you get the best bakery equipment in the world. That is exactly why I chose to work with Kemper Bakery Systems.

ABOVE / These French baguettes, tested on the WP Crustica automated artisan bread line, were made with 30% of the flour fermented in a poolish for 12 hours and a hydration of about 66%. NEXT WEEK'S ISSUE REPORTS THE RESULTS OF THE TESTS.

On the Home Front



Kemper Spiral Mixer Becomes More Affordable!

We're bringing in our fixed bowl mixers by the container load. They're priced to move out the door.

If you have always wanted a Kemper spiral mixer, but budgetary concerns have held you back, now is the time to act. Call Shawna at **203.929.6530 ext 318** to have your mixer delivered.

Spiral Mixers—Fixed Bowl ... You Can Afford Quality

Model		<u>SP50L II</u>	<u>SP 75L II</u>	<u>SP 125L II</u>
Daily Cost		\$8.98*	\$10.09*	\$10.72*
Bowl Cap.	Flour	110 lb	165 lb	276 lb
(54% absorp.)	Dough	176 lb	265 lb	441 lb

* \$1 Out Lease Payments, 60 months, based on financing

\$1 Out Lease Payments (based on financing)

Model	Cost	36	48	60
SP50L		\$406.53	\$326.80	\$272.66
	Weekly	\$93.81	\$75.39	\$62.92
	Daily	\$13.40	\$10.77	\$8.98
SP75L		\$456.781	\$367.08	\$306.36
	Weekly	\$105.41	\$84.71	\$70.69
	Daily	\$15.05	\$12.10	\$10.09
SP125L		\$525.30	\$422.12	\$352.31
	Weekly	\$121.22	\$97.41	\$75.07
	Daily	\$17.31	\$13.91	\$10.72

RIGHT / Inside Boudin's production: (from left) Production managers Fernando Padilla, Alan Negrete (green shirt), Jose Padilla with Patricia Kennedy.



A Bun in the Oven

Shawna Goldfarb, sales & marketing administrator at Kemper Bakery Systems, and her husband, David, are expecting their first child in July.

Shawna, a devoted employee, shares the passion of Kemper's mission and is well-loved by our customers. After the bun is out of the oven, Shawna will be moving into sales and the product manager of mixers. She will develop sales channels nationwide.

Camp Bread

Last September we participated in the Bread Bakers Guild **Camp Bread** in San Francisco. The first night included a tour of and reception at **Boudin's** new signature storefront at the Wharf. Kemper Bakery Systems supplied all the make-up equipment and mixers.

