

# HOT SHOTS & COOL NOTES

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## Our Customers Help Drive Our Technology Path



With ingredient costs on the rise, it's a critical time for bakeries to be looking at labor savings and investigating high quality automation. The return that comes from a solid automation solution pays off and keeps a bakery healthy in today's market.

**We love to focus on customers who want to produce authentic artisan bread with starters and long bulk fermentation times.** It's a team effort and the ongoing dialogue with our customers helps keep us on the right path. We communicate this information to our WP Bakery Group engineers in Europe and the end result is that designs are being modified where necessary to meet the distinct needs of our U.S. customers.

**The "Next Generation" Crustica is a great example of how customers help drive our technology path.** One of our customers required baguettes that were 24" in length. Working with our engineers, we introduced the Baguette Extender and Resting Zone that gently forms the baguette to the required

length. Another bottleneck was the size of the Intermediate Proofer on our original Crustica, which can effectively handle 500-650 pieces per hour in the dough troughs. A redesign of the Intermediate Proofer allows the new Crustica to handle 1250 pieces per hour with a 20-minute rest and 1500 pieces per hour with an 18-minute rest. At this volume, the Next Generation Crustica is capable of producing 10,000 gorgeous baguettes in an 8-hour shift. Check out the details of the New Generation Crustica on page 6.

**Michael Eggebrecht gives the lowdown on dividers on page 2**, and since we encourage everyone to do homework when it comes to automation, check out what to expect at the WP Kemper Test Center in Hartford (page 4).

**Brad Engelhardt is Kemper Bakery Systems' service manager** and after reading about Brad on page 7, you'll be glad he's got your back.

**Shawna is busy selling spiral mixers** and one of her recent clients, Michele Albano of Michele's Pies, is featured on page 9. If you are in the market for a mixer, talk to Shawna. She has mixers in inventory.

Enjoy the read!

Patricia Kennedy,  
President  
Kemper Bakery Systems

**WP BAKERYGROUP**

# ME ON DIVIDERS

Recently there has been a lot of talk in the baking community about the different dividers available to the artisan baker and, in particular, the piston divider has received a lot of attention. Most piston dividers are created equal and are deserving of their reputation in the baking community. However, five years ago the WP Bakery Group decided to use this proven and durable system as a base to build a stress-free divider that could handle today's artisan breads better than all other dividing systems.

## Piston vs Hydraulic

WP Haton, which is the main bread line manufacturer for the WP Bakery Group, took the principle of a regular piston divider and modified it to handle today's artisan dough. They outfitted the dividers with the patented **WP Voluminator**, which reduces the ram's pressure on the dough. The Voluminator allows the baker to set the pressure that he wants for each dough run, allowing the baker to increase pressure when needed and decrease the pressure on more tender doughs such as baguettes or pugliese.

Many artisan bakers use a hydraulic divider for their dividing needs. The hydraulic divider is very limited in its capabilities and offers only a fraction of the labor savings that the new generation dividers from WP offer.

## But what is labor savings without the quality?

Well this is exactly why WP Haton redesigned their dividers: to give the

BELOW / This photo compares a 20-part hydraulic divider to WP Haton's Parta SN-D Divider. The dough was made using a biga with 40% of the flour fermented in the biga for 16 hours. The final dough's hydration was at 68% and the dough fermented for 3 hours. The dough pieces were not shaped after dividing; they were just proofed and baked.



## ASK & INVESTIGATE

### Divider issues for the artisan baker

- **Speed and labor savings:** Does the speed of the divider match the bakery's needs?
- **Gentleness:** Is the divider comparable to hand dividing?
- **Weight accuracy:** What is your accuracy requirement?
- **Multiple dough consistencies:** Can the divider handle soft dough and stiff dough?
- **Hydration:** Can the divider handle high hydration?

quality and the speed that is needed in today's busy artisan bakeries.

### How do you choose?

There are many dividers on the market today, so how do you choose which one is right for you? Well, we recommend that you test the divider with your own dough so you can see for yourself what works and what doesn't. Kemper Bakery Systems recommends everyone interested in buying a bread line to study the different lines available and to notice the main differences among them. This is why Kemper Bakery Systems created a Test Center in Hartford, CT, so anyone interested in this new technology can experience the quality of craftsmanship and gentleness of this new dividing system.

This new dividing system from WP Haton and Kemper Bakery Systems is the lead component of the Crustica bread line. Our technology is founded on the old bread systems because of their reliability, but all of the details have been revamped to handle *real* bread. The Crustica has been in operation for four years in the U.S. With many installations already complete and several more scheduled before summer, KBS has enjoyed a busy post-IBIE season.

### The great bread movement

Kemper Bakery Systems has been part of the artisan bread movement since its inception and I myself have been baking for more than 20 years in artisan bakeries all over the country. Together, we are well grounded in the fact that we care about great bread, not mediocre bread, and certainly not no-time dough that lacks any character.

We want great bread and we are pushing our colleagues around the world to join us and embrace this movement. They have responded gloriously with new equipment that handles the dough American artisan bakers are making today.

**I want to extend an invitation to anyone who wants to make their bread on one of our lines.** We have test facilities on both coasts where you can bring your flour, mix your dough, and work with me while we divide, rest, and mould your bread. At the end of the testing you may decide this system is not for you, or you may have the epiphany that can change your entire business. Either way you will know for yourself what works and what doesn't and you will have done your homework.



**At the end of the testing  
you may decide this system is not for you,  
or you may have the epiphany  
that can change your entire business.**



When it comes to equipment purchases, Kemper Bakery Systems knows **it's important to speak the same lingo.** Michael Eggebrecht, KBS' master baker, is an artisan baker, a former bakery owner, a patient teacher, a consultant, and a man passionate about making great bread and helping bakeries gain efficiencies in the process.

His down-to-earth approach is appealing, and his knowledge base of equipment and artisan dough welcoming. Bottomline, he's interested in making your product great. Otherwise, what's the point. For everyone at Kemper Bakery Systems, **it's true when we say, "we care about great bread."**

# Do Your Homework

## WP Kemper Test Center Gives Bakers & Owners an Opportunity to Dictate the Process

When it comes to doing your homework, the WP Kemper Test Center in Hartford, Conn., provides a hands-on experience where the customer dictates the process and can get a solid idea of the equipment's capabilities. The Test Center sports a Kemper fixed bowl 125 SP mixer, a WP Crustica bread line, a WP Matador MDV 220 and a WP OberJunior automatic loading system. From mixing to make-up to baking, customers can test their formulas using their own ingredients.

"The purpose of our Test Center is to provide customers with a working bakery environment where the equipment is used on a daily basis," says Patricia Kennedy, president of Kemper Bakery Systems. "Ours is not a smoke and mirrors test center. It's not a show," emphasizes Patricia, "It's a working bakery where we have an agreement with our customer that we have daytime use of the bakery for our customers."

Michael Eggebrecht, Kemper Bakery System's master baker, helps bakeries prepare for the test and works directly with the customer on test days, showing customers how the equipment works, answering questions and ensuring that whatever the customer wants tested is done.

## What's involved in testing

"Every customer is different when it comes to testing," says Michael, "but ultimately the customer has to decide if the test is a good comparison for its needs."

"Full disclosure helps," adds Michael, "but some bakeries aren't willing to disclose their recipes." Plus doing your homework can involve a lot more work than the customer anticipated. "If you want to duplicate your bread, there can't be anything short of a full-blown effort," advises Michael.

The customer has to be willing to send their starter overnight, allow enough time to build the starter so it's healthy and ship its ingredients. "If any one of those steps is left out, then it is not going to be the same," explains Michael.

Some bakeries have gone the

## Before You Test ...

Before a test begins, Michael discusses in depth with the customer its breadmaking process and what dough—quantity and shapes—to automate. They discuss flour, protein levels and ascorbic acid content. They go over bulk fermentation, how long and how many folds. "There are bakers who divide and do a super long proof," says Michael. "The Crustica, on the other hand, wants to divide, round, rest and shape in a certain period of time. With the Crustica, you can't rest something for 45 minutes after dividing and then shape." Knowing what steps the baker follows in the breadmaking process beforehand allows testing to be successful.



Product baked in a WP Matador MDV 220 with a WP OberJunior loading system..

lengths necessary to orchestrate such a test, sending pallets of flour, shipping the starter in advance and making sure the starter was babysat in the wee hours of the morning. "It was a lot of work," says Michael, "but we did it, we duplicated the product."

For those bakeries who don't want to grant that amount of time to testing, there's a trust that is extended to Michael and his expertise with the equipment and as an artisan baker.

Such was the case with a recent test, where a West Coast bakery decided to have Michael make his formulas, not theirs. Michael mixed three different kinds of dough: a ciabatta at 76% hydration, a wheat levain, 68% hydration, and a baguette, 70% hydration, and ran them on the Crustica and baked them in the Matador. "It was my dough," says Michael, "and I've done it many times, so the results were very good."

The bakers had watched the production the evening before and wanted to see a variety of shapes. In the end, says Michael, they were very impressed with the consistency of the product and its beautiful, open cell structure. And, yes, they bought (more details in an upcoming issue of *Hot Shots and Cool Notes*).

### Test gives vote of confidence

For bakeries on the East Coast, the location of the Test Center in Hartford is ideal. In January, two bakers from Lyon Bakery in Washington, D.C., made the overnight drive to Hartford with their ingredients and starter in tow. The next day, Alan Hakimi, one of the owners in charge of production and sales, and the two Lyon bakers worked with Michael to test their ciabatta, 85% hydration, sour-



### How Much to Test

A typical test in an 8-hour day is to run no more than three types of dough up to 200 pounds each. "When you run a dough," cautions Michael, "it's not real time. There's a lot of discussion, so you don't really see the line run in a real time test." In real time, the Crustica at the Test Center is capable of producing 500 to 650 pieces per hour with a 20-minute rest time.

dough, 74% hydration and a whole wheat bread at 61% hydration.

"What stands out in my mind," recalled Hakimi, "is Michael's knowledge and willingness to work to make a final product as close as we make by hand."

A wholesale bakery producing 19 different types of dough daily, Lyon had hit the critical mass where automation made sense. "Typically it is the trend to go toward automation because of labor savings, but at the end of the day, I want to serve my customer the highest quality product," Hakimi said.

Lyon Bakery did a complete study of existing production reviewing every step of the breadmaking process. They stud-

ied how long it took to divide 100 loaves, how long to shape, how long to put the loaves on the resting board, how long to put them back on the bench for final shaping. "We were very thorough," said Hakimi.

After eight hours of working with Michael and focusing on generating a product on the Crustica as close to Lyon's hand product, Hakimi was sold.

Hakimi was looking for a solution that was gentle enough not to destroy the dough. He checked out other systems, some cheaper, but the level of confidence he gained from the test "made it worth the premium."

Hakimi pointed to the fact that he has "hundreds of thousands" of dollars worth of equipment sitting unused in a corner because it didn't work. Quality is not a bargaining chip for him.

For Hakimi the test gave him the confidence that he can reduce production time without sacrificing quality. And since the Crustica can produce faster and in a more consistent fashion, Hakimi can deliver his customers a fresher product.



**With the Matador oven, you can see and experience the quality at Hartford.**

## Technology Corner

# Our Next Generation Crustica Has Not Missed a Detail!

This bigger Crustica is capable of producing 10,000 baguettes in an 8-hour shift.

### Divider

The new divider is equipped with the Patented Voluminator, which gives the baker the ability to set the pressure for each dough. The dividers come with a variable speed control allowing the baker to control the speed of each product.

### Pre-Moulding

Does your product require a round pre-shape or an oblong pre-shape? The Crustica allows the baker to choose how to pre-shape every dough piece. This gives the advantage to run baguettes as well as make boules all on the same line.

### Baguette Pre-Moulder

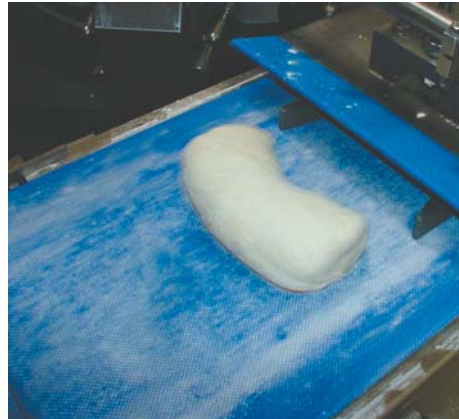
This allows the baker to gently pre-shape all long breads in an oblong shape, promoting the lengthening of the product.

### Conical Rounder

This is not your Father's Conical Rounder! WP Haton gave this new rounder adjustable tracks and speed control allowing the baker to set the right pressure and speed for each bread.

### Intermediate Proofer

No one wants to see perfectly risen dough get thrown from pocket to pocket, never giving it a chance to relax. The Crustica's Intermediate Proofer has con-



ABOVE / A pre-shaped baguette ready to enter the Intermediate Proofer.



ABOVE / A 70% hydrated dough ball moulded on the conical rounder.

tinuous dough trays that allow both types of pre-shapes to rest comfortably in the same spot for the desired time. Most artisan bakers give a minimum of 20 minutes rest before final shaping so we built our proofer extra big just to handle this time.

Not only do we allow the dough to rest for the appropriate time period, but we let it do so in a cloth lined tray that can handle excessive hydration without sticking.

### Long Moulder

Three sets of sheeting rollers allow the baker to choose what quantity of pressure to give each bread type or if any pressure is needed. Many times with the 20+ minutes of rest the dough requires no sheeting at all. Key features include belt speed control, pressure boards outfitted with cushions, and an upper driven belt to allow an infinite number of adjustments and give the baker numerous options to mould all types of bread.

### Baguette Extender and Resting Zone

Although the Combi U Long Moulder has an upper driven belt for baguettes, we decided to add another lengthening station and a resting zone for those bakers that want the most gentle moulding. This extra station gives the baker the ability to slowly mould a full length baguette and still achieve up to 22 inches without stretching. Then we added a resting zone so the baguettes can be left for an additional few seconds to relax so when they are placed in their final proofing place they are already at full length.

## Meet Brad Engelhardt

# Kemper's Mr. Fix-it Man

Service technicians are generally the unsung heroes in a bakery equipment company. There's the euphoria of the sale, the excitement of the install, but when something goes wrong, then all hell breaks loose. Thankfully, we have Brad Engelhardt, service manager for Kemper Bakery Systems. You're not going to meet a more honest, more capable technician. Talk to Brad on the phone and you know right away, you're in good hands. He has what Patricia Kennedy, president of KBS, calls "a great bedside manner." "He knows how to handle customers, how to listen, and how to unearth what is really going on," explains Patricia.

Last year, Brad joined the team at Kemper Bakery Systems to provide technical support, including installation, for everything that KBS sells in the United States. On a recent trip to Germany to tour the factories, meet the engineers and undergo further training on the products, Brad, in typical style, made the most of his visit. "My task was to absorb as much technical information as possible on the products," said Brad, who focused in particular on the theory of the ovens, how they work, and especially the NAVIGO, the Matador's PLC system.



**No one wants an equipment problem, but if you have one, you'll be glad that Brad Engelhardt is on your side.**

He returned with a more intimate knowledge of all the products and a system to help with remote troubleshooting. "Many times," says Brad, who creates his own troubleshooting manuals, "if I can walk someone through the steps, I can diagnose the problem over the phone and resolve the issue much faster."

### Get 'er done

For on-site visits, Brad has a system too. "When we go into a place, my whole philosophy is be honest and have integrity," explains Brad. "We make sure what we are working on is fixed, completely and reliably, or if it isn't, we explain to the customer why the goal can't be accomplished and what will happen next." For anyone who has dealt with disappearing service technicians, Brad's thoroughness is heartening.

"My wife calls me a control freak," jokes Brad, pauses, then admits, "I am a control freak." "I want things done exactly. I get a good grip and I don't let it go," laughs Brad. For Kemper Bakery Systems' customers, this is a good thing.

"Many times what someone complains about isn't the root of the problem," says Brad, who questions customers about the symptoms so he can make a diagnosis. "Sometimes I hear that the machine is making a noise, the customer may think the problem is a belt, but it isn't. We look at everything and communicate with the customer."

As service manager, Brad is the person who coordinates and arranges service calls. A veteran of the industry, Brad is working to establish service contacts throughout the United States. "Sometimes, it's trial and error," admits Brad about finding a solid technician, but again he has a system. When Brad works with an area service technician, he asks him to make an evaluation, then call Brad to report his findings. Together, they decide on the solution. Once the job is done and before the technician leaves, he calls Brad again to review the situation. "Sometimes, I may want the technician to investigate something else. If he calls me after he's on the road again, that can't happen." It's this attention to detail that makes Brad the kind of control freak that our customers love.

**Next month: Brad talks about preventative maintenance.**



**When it comes to the right blend of toughness and gentleness, Kemper has got it right.**

### SP II Mixer—Fixed Bowl

A few years ago, we started keeping mixers in stock, allowing us to offer much better pricing on our spiral mixers. At the time of this newsletter release, I have six fixed bowl spiral mixers—three SP 50 II and three SP 125 II—in inventory. These fixed bowl mixers are ideal for a smaller footprint—see sidebar for specs and pricing—and provide the gentle mix bakers like Michele Albano of Michele's Pies are looking for in a mixer. Michele recently purchased a SP 50 II. Her story is on page 9.

### President Mixer—Removable Bowl

Our removable bowl President Mixer is our number one mixer for medium to larger size bakeries. It has received accolades for its quality construction and gentle handling of dough. The evolution of this mixer is an interesting story. In 2005, Kemper engineers decided it was high time to combine all the different types of removable bowl mixers into one line that would outshine all others. Enter the President Mixer.

Underneath its plain exterior is a mixer designed for power and sturdiness. It has a reliable hydraulic locking system, a powerful motor that can handle a range of hydration rates and extreme durability. Engineers, Germans especially, being practical people, did away with the fancy paint job and cosmetic aspects of the machine—after all they don't count when it comes to production—and focused their efforts and money on building a machine to last. The end result is a durable, versatile mixer that is competitively priced. Watch for a profile of a bakery using the President Mixer in next month's newsletter.

### Industrial In-line Mixing

For industrial production, we offer our PowerMixer with a lift and conveyor. This high dough capacity system incorporates Kemper's 3-zone mixing principle to guarantee artisan quality mixing.

Three different lines for three different needs. There's a reason Kemper is known for its spiral mixers. Call me to discuss your needs.

**Shawna**  
203.929.6530 ext 317  
203.314.1161 (cell)

**Need something in between the SP 50 and the SP 125?**

**I have a SP 75 II coming in April. It lists for \$19,832 and I'm selling it for \$17,900.**

## In inventory



**Models are 208V,  
3-phase, 60 cycle**

### Three SP 125 II available

**\$19,750 (list \$21,415)**

Flour Cap (lb)	276*
Dough Cap (lb)	441*
Spiral Oper. Cap (hp)	3.6/10.5
Bowl Oper. Cap (hp)	1.5
Footprint (w x d x h)	31"x47"x66"
Amps (208/60/3)	65
Weight (lb)	1170

\*based on 54% absorption

### Three SP 50 II available

**\$15,900 (list \$18,079)**

Flour Cap (lb)	110*
Dough Cap (lb)	176*
Spiral Oper. Cap (hp)	1.3/5.4
Bowl Oper. Cap (hp)	1.0
Footprint (w x d x h)	37"x56"x73"
Amps (208/60/3)	35
Weight (lb)	1323

\*based on 54% absorption

## SPOTLIGHT ON

## Michele's Pies

The IBIE show in October 2007 was a one-stop shop for bakers looking for equipment. One of those bakers was Michele Albano, who was searching for a mixer to mix her delicate pie dough and an extra oven for baking her shop's savory and sweet pies, cheesecakes, tea breads, and cookies.

Armed with information, she flew home with a lot to ponder. Seated nearby on the plane was Dan Wilcinski, president of Winkler USA, a sister company of Kemper and all a part of the WP Bakery Group. The two struck up a conversation. Turns out Dan knew Kemper had a gently used WP deck oven and Michele's interest was peaked. One thing led to another and Michele not only bought the Werner & Pfleiderer deck oven but a brand spanking new Kemper SP 50 II spiral mixer.

"I made all my dough by hand and I knew I couldn't keep up," said Michele, who opened up Michele's Pies in Norwalk, Conn., in December 2007. "I wanted a mixer that would be most comparable to using my hand," explained Michele, who had started feeling the effects of Carpel Tunnel Syndrome and began researching spiral mixers.

"You get it in your head that it's only good if you do it by hand," said Michele, "but we did lots of test batches and the results were very good." Michele especially liked that the mixer is easy to clean— even behind it!

Michele had started her business in Vermont in 2006, operating out of her ski



Michele Albano displays her award-winning Chocolate Pecan Bourbon Pie.

condo. "In Vermont, you can get licensed for home baking and sell nationwide," said Michele. A self-taught baker who learned the essentials of baking from her grandmother Louise, Michele had run out of room after 1 ½ years of home baking. A first-place finish in the 2007 National Pie Contest in the commercial division of independent bakers spurred Michele to take her business to the next level. Encouraged by her business partner Kelly Stuart, the 31-year-old baker returned to her home state to open her dream shop. Situated in a strip mall on Main Street, Michele's Pies is close to the well-traveled Route 7. There are a lot more opportunities in Norwalk, Michele said, who decorated her retail bakery with a rustic Vermont flair as a nod to her country beginnings.

Michele's Pies hosted a Grand Opening on January 22nd (National Pie

Day was on January 23rd) complete with a ribbon cutting ceremony by the Mayor, coupons, drawings, and discounts. The event drew hundreds of people, who sampled over 20 different sweet and savory pies, including Michele's award-winning Chocolate Pecan Bourbon pie.

"Since our Grand Opening, we have quadrupled our productivity," said Michele. "Everyday we just laugh and wonder what trouble we would be in if we did not have the mixer! The best part of it, I have had so many people taste the crust and no one can even tell the difference!"

While Michele's Pies is presently retail only, Michele's next efforts will focus on developing wholesale accounts and selling her pies via the Internet — quite a journey for a baker who began selling pies while still in high school.

[www.michelespies.com](http://www.michelespies.com), 203.354.7144