

HOT SHOTS & COOL NOTES

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COMING IN AUGUST ...

The Crustica Journey

Watch for the trailer!

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We are **passionate** about bread.

Not Just a Bunch of Suits at IBIE



The second week in October (7th-10th) is IBIE in Orlando and we want to extend a warm welcome to come explore our booth. Our booth will not be just a bunch of suits and stainless steel. Our booth is about bread, the art of baking and building relationships.

If you are thinking about automation, looking to increase efficiencies in your bakery or just curious about new technology in the bread world, then come see us. **This won't be your ordinary equipment booth.**

We will have a **complete running bakery** dedicated to the artisan market demonstrating our mixing, make-up and baking capabilities. Come and see hourly demonstrations and participate hands-on in the bakery, featuring live demonstrations of:

- **WP Crustica**
automated line designed specifically for highly hydrated artisan breads
- **Kemper QuadroRound**
automated line for square and round bread/rolls
- **WP Matador Deck Oven**
world's our most popular oven

Interestingly, we've found that the standard reaction to the **Crustica** is "oh, it's just a regular bread system." Not true. The Crustica was designed to run doughs with **70% and up absorption and long bulk fermentation times** (3 hours).

To give you a first-hand glimpse why bakeries are choosing the Crustica for high quality artisan bread production, we've devoted months to produce a film of the Crustica being installed in two bakeries on the West Coast, filming bakery life before, during and after the Crustica. **Watch for our trailer link in early August.** The full-length film will be available for distribution in September. And no, it won't be your typical (*yawn*) equipment film, either.

Please read on to learn more about the Crustica, what owners and bakers are saying and why, if you are a four to five million dollar bakery looking to **create efficiencies in your bakery**, you need to test run the Crustica as well.

Stay tuned for the show!

Patricia Kennedy, President
Kemper Bakery Systems

WP BAKERYGROUP



ME on the CRUSTICA

FULLY AUTOMATIC BREAD LINE FOR A VARIETY OF BREAD PRODUCTS

As a consultant, I care about the quality of bread and about efficiencies in a bakery. For me, the journey is about helping bakeries be profitable and to sustain a healthy business.



WHO IS AN IDEAL CANDIDATE FOR THE CRUSTICA?

An ideal candidate for the Crustica is a four to five million dollar bakery looking to automate. Many of these bakeries typically have no automation and have grown to where they are stressed out. They are at a critical mass and hitting the ceiling where they have to hire hands just to meet production. They need bodies to shape bread. Many times, it's not about passion anymore, it's about a job.

WHAT ARE THE COMMON MISPERCEPTIONS REGARDING AUTOMATION?

One common misperception is that automation means making different bread. *Not true.* **The Crustica makes the same bread that you do by hand.** Liquid starters, folds, bulk fermentation and highly hydrated doughs. In fact, the Crustica is built especially for highly hydrated doughs. It doesn't like stiff doughs.

The master baker is not lost when the Crustica comes aboard; on the one hand it simplifies the production process and on the other hand, the Crustica forces you to excel at mixing. You can't be lax. It puts you on schedule. And in doing so, it frees up bakers for other tasks that they couldn't get to before.

In essence, the Crustica performs the backbreaking work while the baker still dictates the process. It's a genuine match that respects bakers' knowledge and their health.

DESCRIBE THE CRUSTICA

The Crustica is flexible and while it can make up to 8000 pieces a day, its modular construction means that bakers have the option to use parts of the line for different doughs.

Our rounder is amazing. We get a really smooth dough with no tear which competes with hand made. It doesn't trim the pieces off the dough—you lose weight that way. Our rounder is clean—it's Teflon coated so there is no sticking. And it comes with lots of options such as oiling the cone or not.

The divider has a pressure sensor so it doesn't smash the dough. It is preset for artisan doughs from the factory, so it is much more gentle.

We don't swap pockets in the intermediate proofer. Traditional bread

“Believe me, the Crustica will make you a better baker.” —Michael

lines toss dough from pocket to pocket. We have couche material, flour dusters and flour belts so there is no sticking and the dough is held in its little spot.

The longmoulder, our COMBI U, really gives a world of possibility. Its unique attribute is that there are so many molding options. It takes four manual adjustments to create a myriad of shapes.

FINAL THOUGHTS ON AUTOMATION?

I like to compare a baker to a master craftsmen in woodworking. It is someone who possesses as much knowledge of the process as he or she does of the equipment.

Consistency is the goal of every bakery. The simple fact is the Crustica is going to force you to be a better baker and to know your doughs.





“What defines artisan ... it’s the knowledge behind the process.” —Ben



BEN DAVIS (owner, Grand Central): Up to a year and half ago if you told me I was going to have a Crustica line in this

bakery, I would have said your were off your rocker. But I think more of that was my knee-jerk reaction of the holy cow of an artisan bakery which is that it has to be hand form.

“We all have our comfort zones. We need to grow.” —Ben

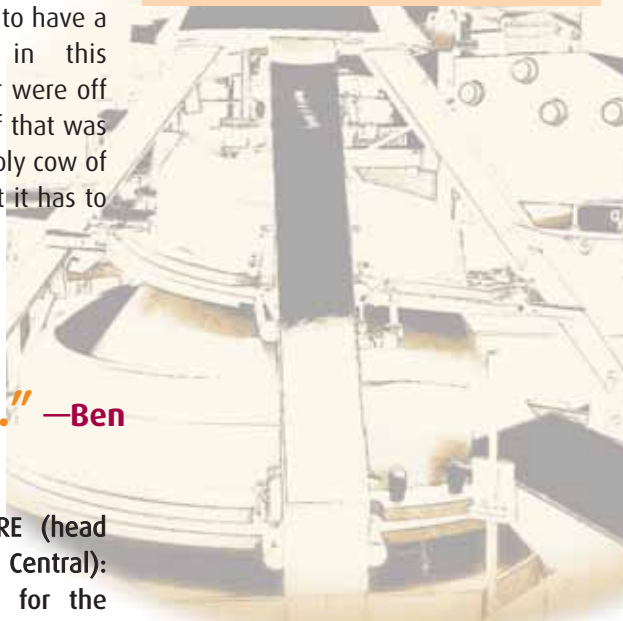


MEL DARBYSHIRE (head baker, Grand Central): The reality is for the size we’re at, this is a really smart move to be able to do what we do

better, have bakers bake longer, protect people’s bodies, their wrists and still make a really good product.

ON TESTING

BEN: We ran from 90% hydrated ciabatta to a “clay” 60% hydrated and the **conical rounder** actually struggled with a stiffer dough. It’s **designed to handle the wetter doughs so gently.** The shapes coming out of the backside of the proofer is really impressive ... there’s a huge amount of flexibility.



“You still have to think like a baker, respond like a baker.”

—Mel

“To be a good baker and not a button pusher, which is the big myth of mechanization.” —Mel

MEL: Look, this is not a line. It is really going to test your baking ability to be able to run this machine well and make good bread on it. We are going to become better bakers.

“The social factor around the forming table is huge.” —Ben

BEN: The thing I like about the Crustica line psychologically it’s that it is in a U-shape.

ON MIXING

A bakery’s goal is to produce as consistent a product as possible day in and day out and one way to do this is to focus on mixing.



MICHAEL EGGEBRECHT: With the time savings gained from the Crustica, a portion needs to be

reapplied to the mixing side, with the goal that mixing is nailed every single time. Be more picky about writing notes. Be particular about sticking to a schedule.