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NOWEL bakery with pioneering Research and Development Centre

Since 2019, in NOWEL Company there has been operating a state-of-the-art Research and Development Centre that help optimize current processes and allow the application of innovative production methods. The value of the investment reached a total of PLN 24 million, with PLN 5.5 million funded under the Intelligent Development Operational Program 2-14-2020.

NOWEL, a leading producer of frozen bakery goods in Poland, constantly develops production technologies in their factory in Legionowo near Warsaw. The bakery covers 18,000 m² and is one of the most innovative premises of that kind, not only in Poland but in Europe as well. Since 2013, the company has invested more than EUR 82 million in developing machinery. The laboratory launched in October 2019 was another crucial step in the company's development.

"The construction of the Research and Development Centre is our investment in the advancement of both our bakery and our products. Nowadays, not only do consumers expect their baked goods to be tasty and high-quality, but also they pay attention to the ingredients and the nutritional characteristics of the products they put into their shopping carts and, eventually, on their family's plates. New products are developed and tested in a test bakery located next to the laboratory before they reach the actual production lines. This allows us to optimize the processes in the area of new products and optimize the production itself. The Centre is also a platform for cooperation and exchange of knowledge with academic units. Together with them, we conduct research and technological tests on a completely new approach to bakery products consumption, said Michal Zajezierski, Vice President of the Board, NOWEL sp. z o.o. [Ltd.]

Within the framework of the Research and Development Centre, NOWEL bakery has established cooperation with two higher education institutions. NOWEL will be conducting research and technological tests in collaboration with the University of Life Sciences in Lublin and the Lodz University of Technology.



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“Modern consumers expect that the products they purchase will meet the highest safety criteria and provide them with essential nutrients. New technologies combined with raw materials of the highest quality enable us to develop products that can fulfill all the expectations of a modern consumer”, added Michal Zajeziński, Vice President of the Board, NOWEL sp. z o.o. [Ltd.].

In addition to the research on innovative solutions, the Centre is also conduct in-depth analyses of raw materials the factory is supplied with as well as parameters of the finished products.

In 2020, despite the pandemic, NOWEL implemented a large investment plan worth EUR 22 million. The first project was a line dedicated to the production of moulded bread, mainly rye or wheat-rye, produced on the basis of NOWEL’s own sourdough, kept for several dozen years. The second project was the crowning achievement of the bakery and was unique at the global level – the first premium product under own brand ‘Baked on stone oven’. Currently, NOWEL uses seven fully automatic production lines. The factory operates around the clock, seven days a week, producing 300 tons of bread every day. 30% of its production is sold on the global market, not just in Europe but also in the United States and South Korea.

Information on NOWEL

The NOWEL bakery is a family company with a tradition of almost 100 years, and one of the leading manufacturers of bake-off products. The company’s history dates back to 1925, when the grandfather of the current owner of the company, Elzbieta Zajezińska, opened a small, artisanal bakery in the suburbs of Warsaw. Today, NOWEL baked goods produced in Legionowo near Warsaw are distributed to the biggest retail chains in Poland and in Europe as well as to non-European markets such as the United States and South Korea. The company is continually investing in new machinery, and owing to that it can boast one of the most state-of-the-art production facilities. The top quality of NOWEL’s products is confirmed by the prestigious BRC and IFC certificates, as well as the “Docen Polskie” (“Cherish What’s Polish”) and “Wybor Konsumenta” (“Consumer’s Choice”) awards.