



## **From a local Polish bakery to European markets**

**From a local Polish bakery to European markets – this is a perfect summary of almost 100 years of NOWEL’s history. The pioneers on the market who were one of the first in Poland to start producing clean label frozen bakery products now run one of the leading enterprises in this sector, providing the biggest Polish and European supermarket chains with their products. The identity of NOWEL relies on its family character and the ethos of work passed down from one generation to the next. Our bread, rolls, baguettes and ciabattas, baked for generations using traditional family recipes are appreciated not only in Poland but also in other countries in Europe and beyond. Since 2013, the company has invested more than EUR 82 million in developing machinery.**

### **Bakery revolution from a small town near Warsaw**

The history of NOWEL goes back to 1925, when Antoni Nowakowski – the grandfather of the present owner, Elżbieta Zajezińska – established a small craft bakery near Warsaw, baking for the local community. A small bakery has soon turned into a family-run business that was passed down to younger generations. Elżbieta Zajezińska has opened a new chapter for the company. By following European trends she has built a team of professionals – one of the first in Poland to produce frozen bakery products. Her strategic decision is now considered as the milestone in the history of the company. In 2010 NOWEL has started concentrating exclusively on the development of frozen bakery lines which allowed the company to increase production and establish cooperation with the biggest shopping networks both in Poland and in Europe. Since 2013 NOWEL has adopted a strategy focused on investing in new production lines and additional infrastructure in its manufacturing plant, as well as modernizing and automating the existing semi-automatic lines. Since 2013, the company has invested more than EUR 82 million in developing machinery. Today the company employs several hundred people and is run by the fourth generation of the family.

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### **From Poland to the plates of customers in Europe... and beyond**

Establishing cooperation with the biggest retail chains was an important stage in the development of NOWEL. Today the bakery's products are available in e.g. Lidl, Carrefour, Auchan, Aldi or Tesco stores. The products are exported to 22 countries, e.g. Slovakia, Czech Republic, Hungary, Romania, Russia, Belgium and the Netherlands. Export constitutes about 30% of the total sales but the company is planning to successively increase its share in the income structure. The short-term plans of the company assume increasing sales in the countries where NOWEL's products are already marketed, and building structures in new locations.

### **NOWEL in numbers**

- **300 tons of bread** are produced every day.
- NOWEL is present on **22 markets**.
- NOWEL uses **7 fully automatic double production lines**.
- **30%** of NOWELs production is sold on the global market.
- Since 2013, the company has invested more than **EUR 82 million** in developing machinery.
- NOWEL has almost **100 years** and is run by the **4th generation** of the family.